

JOB OFFER – Communications and Digital Strategy Assistant
(Employment grant from Emploi-Québec)**MUTEK**<https://montreal.mutek.org>

Important: The candidate must be eligible for the Emploi-Québec employment subsidy. Please obtain your eligibility letter from your [local employment center \(CLE\)](#) before applying.

Mandate:

We are looking for a passionate individual to contribute to the management of communications and digital strategy for MUTEK festival and its professional component, MUTEK Forum: database management, audience segmentation, social media, campaigns, and various online advertising tools. Organized, versatile, autonomous, and curious, this person will actively contribute to the organization of the festival remotely and/or in an open, flexible, and stimulating office environment.

Présentation :

Reporting to MUTEK's communications and marketing team, the Communications and Digital Strategy Assistant participates in work meetings and is guided in learning and handling MUTEK's digital tools and platforms. The selected candidate will have the opportunity to discover how a large-scale international festival operates, its deployment stages, and its intricacies, especially on the eve of its 25th anniversary.

Attention will be given to employment equity in the hiring process to address gaps in the representation of groups considered as minorities, including women, non-binary people, Black, Indigenous, racialized minorities and/or LGBTQIA2+ communities and/or persons with disabilities.

Tasks and responsibilities

- Contribute to the social media strategy and essential platforms for the festival's visibility – in collaboration with the communications team – on Facebook, Instagram, Twitter, LinkedIn, YouTube, SoundCloud, and TikTok:
 - Follow, adapt, and adhere to publication schedules, write posts in French and English, propose relevant content and formats.
 - Community management (respond to questions, create exchanges).
 - Moderate comments and ensure compliance with ethical rules.
 - Upload and editorialize videos on video platforms (YouTube, Vimeo...) and podcasts, playlists on audio platforms (SoundCloud, Mixcloud, Spotify...).
 - Follow collaborative strategies with the MUTEK network.
 - Analyze the performance of publications.
 - Collaborate in the execution of the digital marketing strategy: analyze social media, database management, audience segmentation, campaigns, and various online advertising tools.
- Assist in implementing the content and advertising strategy for social media, especially on Facebook, Instagram, Twitter, LinkedIn, Google Display+Google Ads Grant, and TikTok.
- Participate in collecting and understanding the outcomes of the strategy: data collection, Google Analytics, reports on key performance indicators (KPIs).
- Ensure digital monitoring, identify trends for online audience acquisition and retention, and contribute to optimizing the marketing strategy by staying informed about technologies.
- Assist in the proper management of partnerships, ensuring visibility conditions promised on digital platforms and physical MUTEK sites.
- Production of a post-mortem at the end of the mandate.

Required Skills:

- Degree in communication, digital media, or journalism.
- Proficiency in at least one of these two languages: English or French (written and spoken) and good knowledge of the other language - Writing skills.
- Knowledge and interest in social media: Facebook, Twitter, Instagram, YouTube, SoundCloud, LinkedIn, TikTok.
- Familiarity with collaborative tools such as Slack, Google Drive (Google Docs and Google Sheets).
- Comfortable with the fast-pace of work typical of the events industry, agility in dealing with the unexpected.
- Autonomy and collaborative team spirit.
- Additional appreciated skills (but not mandatory):
 - o Experience with Google Ads.
 - o Knowledge of a CRM tool, MailChimp or HubSpot, Google Analytics and Tags Manager.
 - o Good SEO practices.
 - o Editing tools like the Adobe suite.
 - o Knowledge, experience, or keen interest in the music industry (specifically electronic music), digital art, and audiovisual performances.

Conditions:

Duration of the mandate: from Monday, March 25, to Friday, October 18, 2024.

Duration: 30 weeks.

Hours: 35 hours, mainly in person (1201, Boulevard Saint-Laurent) - variable with increased availability approaching the festival (August 20-25, 2024).

Required equipment: a laptop with, if possible, editing software like the Adobe suite.

Salary: \$20/hour.

To apply:

Send your resume and a cover letter to rh@mutek.org before March 3, 2024. Please confirm in your letter that you meet the requirements for the Emploi-Québec employment subsidy. Only selected candidates will be contacted.