



ROSES DE MONTRÉAL

Director or Communications

Position: Director of Communications

Reports to: VP, Marketing and Communications

Location: Laval, Quebec

Status: Permanent, Full-time

Salary: To be determined based on experience

Overview:

Join a movement that is redefining women's sports, breaking conventions, and celebrating diversity. The Montréal Roses are more than just a soccer team—they're a passionate community that embodies creativity, inclusion, and excellence. We are seeking a dynamic and innovative Director of Communications to play a strategic role in elevating the profile of the Montréal Roses.

Responsibilities (including but not limited to):

- Develop and lead cohesive and innovative annual internal and external communications plans
- Define tone, style, and positioning guidelines across all channels
- Align messaging with the overall objectives of the club and league
- Design and manage the communications department budget
- Build media and stakeholder relationships through creative PR strategies
- Provide regular reports on PR initiatives and media coverage to the President
- Manage media requests, public announcements, and press conference planning
- Act as the main media contact (interviews, scrums, press conferences)
- Prepare club spokespersons and coordinate their public appearances
- Maintain the media database and build strategic relationships
- Draft and review key documents (press releases, bios, Q&As, newsletters, media kits, media guide)
- Oversee the drafting of scripts, speaking notes, and internal/external messaging
- Supervise coordinator outputs and review content as needed
- Ensure commentator preparation for matches



- Identify sensitive issues, propose response strategies, and manage crisis communications when required
- Monitor media coverage, analyze results, and recommend adjustments
- Travel with the team as needed

Qualifications:

- Bachelor's degree in communications, marketing, public relations, journalism, or related field
- Minimum of 5 years' relevant experience
- Fully bilingual (French and English)
- Strong knowledge of the Quebec and Canadian media landscape, as well as the sports industry

You are the ideal candidate if you:

- Have outstanding written and verbal communication skills in both French and English
- Demonstrate strong leadership skills
- Excel at communications, analysis, and project management
- Have exceptional organizational skills and attention to detail
- Can identify and maximize resources to achieve objectives
- Thrive in a dynamic, fast-paced environment with multiple stakeholders

Availability:

- Must be available evenings and weekends according to the team's schedule
- Must be able to attend club events on evenings and weekends

Our values, your inspiration:

- Encourage courage: Be a bold voice that inspires others to go further.
- Excel with integrity: Lead with authenticity in everything you create.
- Champion diversity: Build bridges and break down barriers.
- Celebrate community: Elevate our fans, local initiatives, and inclusive commitments.

Why join the Montréal Roses?

- Be part of a one-of-a-kind project at the intersection of sport, culture, and community
- Work in an inclusive environment that values creativity and initiative



- Join a movement that inspires and unites around strong values

To apply, please submit your application, including your curriculum vitae and samples of work, to **info@rosesmtl.ca** by **September 2nd, 2025**. Be sure to include "Application – Director of Communications" in the subject line.

The Montréal Roses are more than a team. We're a movement.