



Musée Holocauste Montréal  
Montreal Holocaust Museum

## Digital Marketing Agent

The Montreal Holocaust Museum educates people of all ages and backgrounds about the Holocaust, while sensitising the public to the universal perils of antisemitism, racism, hate and indifference. Through its Museum, its commemorative programs and educational initiatives, the Museum promotes respect for diversity and the sanctity of human life.

Under the supervision of the Head of Communications, the Digital Marketing Agent will ensure the Museum's online visibility, presence, and outreach. They will assist with the promotion and marketing of several Museum activities, including school programs, public events, and the capital campaign for a new downtown Museum. They will also be responsible for managing the Museum's website, social media, and digital marketing efforts.

### Responsibilities:

- Participate in the promotion of Museum events, school programs, virtual exhibits, and fundraising initiatives
- Write texts for the Museum's website, social media, and other promotional endeavors
- Perform regular website updates and liaise with the external website host
- Manage a digital marketing contract with an external supplier
- Maintain contact and mailing lists up to date
- Create email campaigns
- Conduct regular evaluations of Museum's digital performance
- Coordinate the social media calendar and participate in the development of communications strategies
- Support online programs (notably through Zoom)
- Perform other related tasks

### Qualifications:

- Strong interest in the history of the Holocaust, human rights, and current affairs
- University degree (Bachelor's degree in Museum Studies, Marketing, or Communications)
- Bilingual (ability to speak and write in French and English)
- Office Suite, editing software an asset
- Knowledge of social media platforms, SEO and SEM digital communications strategies, website management (Wordpress), and mass email platforms (Mailchimp)
- Team spirit
- Ability to manage multiple tasks and define priorities efficiently
- A strong sense of team spirit as well as adaptability and capacity to work autonomously

**Job Details:**

- Salary: \$43,000 and \$45,000 after 6 months
- Permanent position
- Position located at 5151 Côte Sainte-Catherine Road (Côte Sainte-Catherine metro station)
- Possibility of remote work 2 days a week

**Competitive benefits (effective after a 3-month probation period):**

- 13 paid public holidays per year
- 20 days of annual vacation after one year of employment
- Paid leave associated with Jewish holidays
- 12 days of sick leave per year
- Parental and family leave (e.g.: marriage, birth, civil union or death of a close relative)
- Group insurance
- Defined contribution pension plan (employer contribution of 5%)

**To Apply:**

Please send your resume and cover letter to [info@museeholocauste.ca](mailto:info@museeholocauste.ca) with the subject line "Digital Marketing Agent" no later than November 15, 2022.

NB: The Montreal Holocaust Museum encourages people who self-identify as members of minority groups to apply for this position. Only those applicants selected for an interview will be contacted. We thank you for your interest.