



Musée Holocauste Montréal
Montreal Holocaust Museum

Marketing Coordinator

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 Marketing Coordinator will help increase the Museum's visibility in the lead-up to its major relocation and expansion project to downtown Montreal.

They will assist in the promotion and marketing of the Museum and its activities (exhibits, school programs, public events, fundraising campaigns, etc.) through digital and traditional methods. They will also be responsible for managing the Museum's website, social media, and other marketing efforts. They will be involved in the Museum's rebranding and will spearhead the creation of its new website alongside an external firm.

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
- Spearhead the creation of the Museum's new website
- Manage a digital marketing contract with an external supplier
- Maintain contact and mailing lists up to date
- Create email campaigns and newsletters
- Conduct regular evaluations of Museum's digital performance
- Coordinate the social media calendar and participate in the development of communications strategies
- Secure relevant advertising
- Participate in the Museum's rebranding
- Support online and in-person programs (notably live-streaming on 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 Marketing, Communications, or another relevant field)
- Bilingual (ability to speak and write in French and English)

- Office Suite, editing software an asset
- Experience with social media platforms, SEO and SEM digital communications strategies, website management (Wordpress), and mass email platforms (Mailchimp)
- Familiarity with advertising opportunities in Montreal, Quebec, and Canada
- Ability to manage multiple tasks and define priorities efficiently
- A strong sense of team spirit as well as adaptability and capacity to work autonomously
- Knowledge of the Jewish community an asset
- 5 years of relevant experience

Job Details:

- Permanent position
- Position located at 5151 Côte Sainte-Catherine Road (Côte Sainte-Catherine metro station)
- Possibility of remote work 2 days a week
- Salary range \$52,000-62,000, commensurate with experience

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 with the subject line "Marketing Coordinator" no later than February 21, 2025.

The Montreal Holocaust Museum seeks to create a work environment that is inclusive and open to people of all backgrounds. The lessons of the Holocaust demand that we play an active role in building a world that is more tolerant, open-minded, and respectful of diversity – starting with our own organisation. With this legacy in mind, we encourage people of all backgrounds, views, and capabilities to join our team. We thank you for your interest.