

The Galleries

Job opportunity: Audience Development and Digital Marketing Coordinator

Departement	Communications and marketing
Job Type	One (1)-year contract position, with the possibility of renewal
Salary Scale	48 000\$ to 52 000\$
Work Hours	40 hours per week, flexible schedule based on operational needs (primarily during the day, with occasional evenings and weekends) Minimum of 1 day in the office

Context

The Contemporary Art Galleries Association (AGAC) has been promoting contemporary art for more than 40 years. Best known as the organizer of Plural, Canada's contemporary art fair, the Association is now leading another major initiative: *The Galleries*, a new digital platform dedicated to the discovery of contemporary art. Designed as a unifying and essential resource for the Canadian contemporary art ecosystem, the platform is scheduled to launch in 2027.

As part of this exciting new phase, AGAC is seeking an Audience Development and Digital Marketing Coordinator. This newly created position offers the opportunity to help shape an ambitious project while working with a collaborative, dedicated, and passionate team.

For more information: www.agac.ca · www.thegalleries.ca · www.plural.art

Position Summary

Reporting to the Communications and Marketing Director, the Audience Development and Digital Marketing Coordinator plays a central role in the rollout, growth, and ongoing success of *The Galleries*. The successful candidate will be responsible for developing and nurturing relationships between the platform and its various audiences—including galleries, partner organizations, users, subscribers, and contributors—to foster engagement, retention, and active participation.

The Coordinator will also contribute to the implementation, optimization, and continuous improvement of the platform's digital marketing and CRM strategies, ensuring they support its growth, visibility, and long-term success.

Key Responsibilities

Audience Relationship Management

- Identify and recruit new galleries and organizations to expand the platform's network of collaborators;
- Develop and implement audience engagement and retention strategies;
- Promote the adoption of the platform among galleries, partner organizations, and other participating institutions;
- Serve as the primary point of contact for platform users and partner organizations.

Audience Acquisition and Growth

- Contribute to strategies for attracting and growing new audiences;
- Support the planning and execution of paid and organic digital marketing campaigns aligned with audience growth objectives;
- Identify the needs, behaviours, and interests of different audience segments.

Digital Marketing, Email Marketing and Social Media

- Plan, write, and distribute email newsletters;
- Design, implement, and optimize marketing automation workflows;
- Maintain the quality, organization, and segmentation of mailing lists;
- Manage and grow the platform's social media presence, including content publishing and editorial calendar planning.

Search Optimization and Platform Discoverability

- Support the implementation of the platform's SEO strategy, including content optimization, site structure, metadata, and internal linking;
- Coordinate the planning, creation, entry, and promotion of content to improve discoverability;
- Contribute to content management, the continuous improvement of the user experience, and the overall performance of the platform.

Data Analysis and Performance

- Monitor and analyze platform usage and marketing campaign performance;
- Track, document, and report on key performance indicators (KPIs);
- Prepare reports and make recommendations to optimize marketing strategies, audience engagement, and the ongoing development of the platform.

Coordination and Collaboration

- Work closely with the Communications and Digital Development teams;
- Contribute to the planning of advertising campaigns, the marketing calendar, and communications plans.

Candidate Profile

- Degree or diploma in marketing, communications, cultural management, digital media, or another relevant field;
- Minimum of two (2) years of relevant experience in digital marketing, CRM, community management, or a similar role;
- Knowledge of contemporary art and the Canadian art ecosystem;
- Curiosity, initiative, and a strong interest in digital projects and data management;
- Self-motivated, detail-oriented, and highly organized;
- Ability to work collaboratively in a small team environment;
- Comfortable working in a growing organization and contributing to the development of new processes and tools.

Key Qualifications

- Working knowledge of digital marketing, email marketing, and CRM tools;
- Excellent written and verbal communication skills in both French and English;
- Strong knowledge of social media platforms and content distribution strategies;
- Understanding of search engine optimization (SEO) and content discoverability principles;
- Ability to analyze data, monitor key performance indicators (KPIs), and make strategic recommendations;
- Experience using web analytics and performance measurement tools (Google Analytics or equivalent);
- Ability to manage multiple projects simultaneously and meet deadlines;
- Experience with tools such as Google Workspace, Slack, Notion, Mailchimp, and Canva is considered an asset.

Work Environment

AGAC is located in the heart of downtown Montreal, in the Belgo Building, an iconic hub of the contemporary art scene. The office (372 Sainte-Catherine Street West, suite 329) is just steps from Place-des-Arts and close to numerous restaurants, cafés, and cultural institutions.

AGAC is a small, dynamic team of seven people, known for its friendly atmosphere and collaborative spirit. The work environment is supportive, stimulating, and open, encouraging the exchange of ideas and mutual support on a daily basis, as well as promoting work–life balance.

Employee Benefits

Employees benefit from the following:

- A flexible work schedule that combines remote work and in-office presence;
- Group insurance coverage after one year of service, if the contract is renewed;
- Eligibility to contribute to the FTQ Solidarity Fund RRSP (REER+);
- A generous vacation schedule starting upon hiring:
 - Two (2) weeks of holiday closure during the December 2026 holiday period, and annually thereafter if the contract is renewed;
 - Two (2) additional weeks of vacation after one year of service, if the contract is renewed;
 - Two (2) paid sick days per year after three months of employment;
 - One (1) paid birthday leave day.

How To Apply

To apply, please send your resume and a cover letter to rh@agac.ca.

The deadline for submitting your application is September 13 at 12:00 AM (midnight).