



ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) is the national union of over 30,000 professional performers working in English-language recorded media in Canada, including TV, film, radio, and digital media. ACTRA's principal role is to negotiate, administer and enforce collective agreements to provide performers with equitable compensation as well as safe and reasonable working conditions.

ACTRA National is seeking a full-time: Director, Public Affairs & Communications

Position Scope:

Reporting to the National Executive Director; the Director will guide ACTRA's Public Affairs and Communications activities on all platforms, with the goal of serving members and staff (internal) and all categories of external stakeholders, including elected officials, government agencies, other organizations involved in the cultural / entertainment industries, and the public at large. Developing and delivering on a strategy to build, maintain and manage the representation of the organization, the Director will guide research to determine the concerns and expectations of the organization's stakeholders and the effectiveness of ACTRA's communications. The Director will be responsible for the strategic development and stewardship of ACTRA's positive public image and plays a critical role in driving awareness of ACTRA and its role in Canadian society.

The Director is a key member of the senior leadership team bringing creative leadership and vision, along with hands-on knowledge, skills and execution, to ACTRA's Public Affairs and Communications division. This role combines creative leadership with direct responsibility for delivering day-to-day communications and advocacy initiatives. The Director will work with the senior leadership team to help improve ACTRA's communications and advocacy strategy and is responsible for implementing the strategy to guide ACTRA towards continual improvement and ultimate success (in serving its members and helping Canadians to become aware of the cultural landscape options).

The Director will understand the role of trade unions in general and will appreciate the role of ACTRA in the Canadian cultural / entertainment industries.

The Director will cultivate a harmonized, inclusive, and engaged team through the leadership, support, and promotion of a continuous improvement culture. The Director will actively promote ACTRA as an industry leader by being visible, participative, and collaborative with industry partners and stakeholders.

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Responsibilities:

Duties include but are not limited to:

Communications Strategy

- Create and oversee the implementation of an overall strategy for public affairs and communications with the goal of creating a strong, coherent image of ACTRA.
- Analyze the effectiveness of ACTRA's communications strategy.
- Identify opportunities to collaborate with other organizational initiatives and activities by developing communications materials and programs to support them.
- Assign and seek approval for press releases, articles and online communications, and coordinate media interaction.
- Oversee year-round communications programs.
- Effectively manage resources and the departmental budget and determine return on investment (ROI) for all communications investments and activities.
- Analyze data and conduct research to determine the concerns and expectations of the organization's stakeholders.
- Develop, communicate, and advocate ACTRA's public policy to government and regulatory tribunals and other forums including formal submissions to various government departments.
- Direct the development of ACTRA's publications, including stakeholder materials such as ACTRA Magazine.
- Coordinate communication with authors of selected abstracts, moderators and experts for news conferences and meet-the expert sessions.

Public Affairs

- Build and maintain sustainable relationships with government, media, members of the community, public affairs offices, and other organizations.
- Develop, implement, and manage external communications, including reviewing, researching, and updating ACTRA's news media and public relations policies. Identify audiences and appropriate platforms and formats for communications.
- Oversee all aspects of planning and coordinating logistics of meetings: media functions including press conferences, media workroom, interview rooms, third party materials room, etc.
- Develop strategies to effectively deliver press releases to media and communicate benefits to media outlets of accepting press releases.

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- Plan and oversee the preparation of the production of publicity brochures, handouts, email bulletins, promotional videos, photographs, films, and multimedia programs.
- Manage the public relations and media aspects of any potential or present crisis.
- Coordinate media requests for information, interviews, and media photo opportunities.
- Coordinate the development of and content for ACTRA's website, with the goal of keeping it current, relevant and a central, timely and effective resource for ACTRA members.
- Oversee the planning of and participation in events to foster better member engagement.
- Respond to public requests for information from members, government agencies, businesses, advocacy groups, and other associations.
- Build and maintain relationships with counterparts in professional organizations, advocacy organizations, and other community organizations through various initiatives and jointly sponsored communication campaigns and programs.
- Participate in industry groups, coalitions, and committees.
- Build community relations by attending events as appropriate.
- Oversee the planning and execution of public affairs campaigns, managing staff and external consultants to ensure alignment with ACTRA's advocacy goals and organizational values.
- Lead, manage and mentor department staff to integrate their work and to provide opportunities for professional development.
- Organize internal media training sessions.

General Administration

- Prepare regular and ad hoc reports to support internal analysis, strategic planning, and executive decision-making.
- Oversee the development and distribution of high-quality communications materials, including news releases, media kits, fact sheets, program announcements.
- Write and edit communications materials such as news releases, news materials, online content, program announcements, and the annual report ensuring consistency in messaging and alignment with organizational objectives.
- Plan, coordinate, and supervise special media and stakeholder events such as ACTRA Day in LA, industry seminars, and press conferences.
- Plan and oversee the message and image of the organization's web site ensuring consistent branding, tone, and messaging across ACTRA's website and digital platforms; oversee updates and content strategy.

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- Create, maintain and manage the Public Affairs and Communications database including staff training, data integrity, performance tracking, and analytics.
- Stay informed about industry tools and vendor offerings; manage relationships with external service providers to ensure high-quality support and cost-effective solutions.
- Perform other duties as assigned and contribute to cross-functional initiatives as required to support ACTRA's overall strategy and goals.

Candidate Qualifications:

- Bachelor's degree in business, communications or marketing or related field required.
- Advanced degree in communications, public relations, or journalism preferred.
- Minimum of five (5) to seven (7) years of direct work experience in a communications or public relations capacity.
- Five (5) years of demonstrated senior management experience including direct staff supervision, mentoring, training, team building and performance tracking; preferably in a unionized environment.
- Experience in the entertainment industry preferred.
- Proven ability to prepare and implement communications strategies in a variety of media.
- Strong collaboration methodology at all levels of the organization.
- Knowledge of and background in the recorded media, trade unions, cultural industries, and cultural government bodies.
- Excellent organizational, strategic, planning and implementing skills.
- Excellent oral, written, and interpersonal communication with strong writing and editorial abilities.
- Ability to follow through and make decisions independently.
- Attention to detail and ability to edit and proofread.
- Strong organizational skills with the ability to effectively organize, prioritize, work under pressure, and meet deadlines.
- Highly effective skills in project management, prioritization, multi-tasking, and time management.
- A well-defined sense of diplomacy, including solid negotiation, conflict resolution, and people management skills.
- Ability to plan, organize and effectively present ideas and concepts to groups.
- Ability to assimilate information from a variety of sources.
- Ability to analyze information and recommend courses of action to be taken.

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- Deep expertise in strategic communications, media relations, public affairs, and stakeholder engagement, with a strong understanding of how these intersect with advocacy, government relations, education, and community outreach in a unionized or cultural sector environment.
- Proven ability to craft and execute integrated communications strategies across traditional and digital media platforms, including experience with public awareness campaigns, internal communications, and crisis response.
- Advanced proficiency with communication tools and technologies, including Microsoft Office Suite (Word, Excel, PowerPoint), Adobe Creative Suite (InDesign, Photoshop), and content management systems (CMS) for web publishing.
- Strong working knowledge of graphic design principles, with the ability to guide visual communications and ensure consistent brand expression across all platforms.
- Exceptional writing, editing, and storytelling skills, with an eye for detail, tone, and visual presentation.
- Demonstrated interest in continuous development and learning of new skills.
- Fluency in French is an asset.

NOTE: This is a full-time in-office based position.

Application Process:

Interested applicants are invited to submit a resume and cover letter to **humanresources@actra.ca** **by June 15, 2025, quoting '2025-13 'Director, Public Affairs & Communications' in the email subject line.**

ACTRA is committed to employment and pay equity, and we encourage applications from all equity seeking groups, including but not limited to, Indigenous and other racialized communities, people with disabilities, and LGBTQ2+ communities. In compliance with the Accessibility for Ontarians with Disabilities Act ('AODA') we provide the accommodations necessary to ensure full participation in our recruitment processes. If you require an accommodation during any stage of the recruitment process, please notify Human Resources.

Thank you for your interest in joining us. Only those selected for an interview will be contacted.