

ACTRA

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: Communications and Engagement Coordinator

Position Scope:

Under the direction of the Director of Communications, the Communications and Engagement Coordinator will collaborate with internal teams and stakeholders across the organization to coordinate communications initiatives that foster strong member engagement.

Responsibilities:

- Provide support to the Director of Communications and the Director of Policy & Public Affairs in executing communications and engagement initiatives.
- In collaboration with the communications team, assist in the planning and execution of communications, that foster strong member engagement.
- Create video content (including filming and editing with a focus on short-form social media), graphics, and other creative materials for internal and external communications that resonate with members
- Contribute to the development and maintenance of ACTRA's websites and online platforms.
- Assist in scheduling, posting, and analytics on ACTRA's social media platforms.
- Conduct social media monitoring and community management, ensuring timely, respectful responses to comments, messages, and member interactions.
- Support the significant days and events calendar to ensure relevant communications and engagement opportunities are planned and scheduled.
- Serve as point of contact for the internal Communications Service Requests
- Maintain ACTRA's communications subscriptions and services, including account security, billing, and maintenance and be a point of contact for interparental administration

ACTRA

- Oversee ACTRA National Sponsorship Calendar and the annual internal Sponsorship Committee meeting.
- Coordinate ACTRA merchandise inventory, including research of new products and vendors, requesting quotes, ordering, and distribution.
- Arrange logistics and ACTRA award statue coordination, including inventory management, branch liaison, and distribution.
- Monitor news, social media, and trade publications for developments affecting ACTRA and its members, and provide summaries to ACTRA leadership (e.g., labour, arts, legislation, and policy activity impacting the industry)
- Assist with managing and responding to the Communications department's shared inbox.
- Assist with the internal and external special events calendar, to ensure leadership is prepared with deliverables, assets, and briefing materials for ACTRA, industry, and government events.
- Other related duties and projects generally considered to be within the job category

Working Conditions

- Usual hours of work as outlined in the current Collective Agreement. Overtime work may be required on occasion to cope with peak periods and deadlines.
- Works in an office environment, which is subject to interruptions and distractions.

Qualifications

- University degree in Public Relations, Corporate Communications, Public Administration, Marketing, or equivalent industry experience
- Minimum 2 years of direct work experience in communications or public relations
- Knowledge of the principles of effective communications, mass media, publicity, and campaign planning.
- Ability to draft clear, engaging news and stories for a variety of written and digital communications, with a focus on tailoring content to connect with members
- Skilled in graphic design, video production, copywriting, and editing to support communications projects.
- Experience creating engaging short- and medium-form videos for social media and member communications.
- Familiar with the Accessibility for Ontarians with Disabilities Act (AODA) and its requirements for design, alternative format availability, and website creation.

ACTRA

- Strong technical abilities and motivation to improve current skills in: Microsoft 365 (Outlook, Word, Excel, PowerPoint, SharePoint and Teams), Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro, Illustrator), Social Media Platforms (Instagram, Facebook, X, TikTok, YouTube), Website management (WordPress) and mass email platforms (Mailchimp, New/Mode)
- Demonstrated ability to work independently and in collaboration with others
- Excellent organizational skills and the ability to effectively prioritize tasks and projects.
- Able to work under pressure to meet deadlines in a fast-paced evolving and reactionary environment.
- Strong relationship-building and engagement skills, with a member-first mindset and the ability to create positive, constructive connections with colleagues, and ACTRA members.
- Knowledge of unionized environments, procedures, practices, collective bargaining, and labour-management negotiations an asset.
- Understanding of the federal government legislative, regulatory and public policy process is an asset.
- Willingness to learn and understand the ACTRA Constitution and By-Laws and ACTRA's industry agreements.
- General knowledge and interest in trade unions, Canadian labour issues, Canadian culture issues and the Canadian Film and Television industry an asset.
- Fluency in verbal and written English communication; fluency in French is an asset.

Interested applicants are invited to submit a resume and cover letter to humanresources@actra.ca quoting 2025-31 'Communications & Engagement Coordinator' in the email subject line.

NOTE: This is an in-office based position.

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 2SLGBTQIA+ communities. In compliance with the Accessibility for Ontarians with Disabilities Act ('AODA'). If you require accommodation for a disability 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.