

# ACTRA

ACTRA (Alliance of Canadian Cinema, Television and Radio Artists) is the national union of over 28,000 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.

- *Do you have a passion for ensuring performers receive the remuneration they work so hard for?*
- *Do you want to work with a dedicated team of professionals? If so, come join the movement. You're in Good Company at ACTRA.*

## **ACTRA National is seeking full-time Public Relations Officer**

### **Responsibilities:**

- Create, edit, maintain, and update content and information on the ACTRA website, including news items and bulletins.
- Coordinate information exchange between ACTRA Branches and ACTRA National with respect to the ACTRA website and other communications initiatives.
- Plan, prepare, develop, and execute internal communications/publications, bulletins, and messaging.
- Prepare and distribute ACTRA public relations materials such as press releases, news articles, media advisories, Q&A sheets, fact sheets, pitch letters, newsletters, bulletins, and other PR collateral.
- Address enquiries from the media and other parties.
- Oversee the development and maintenance of all online and social media communication channels for ACTRA National (Websites, Twitter, Facebook, Instagram, Blogs, YouTube, etc.).
- Seek out media opportunities by initiating PR campaigns in print, social media, and broadcast formats.
- Work in collaboration with the Collective Bargaining team on referendums and member facing communications.
- Create ACTRA communication materials related to ACTRA collective agreement negotiations.
- Present to National Council as required, suggesting new directions and/or changes in the current direction of ACTRA National's communications plan.
- Analyze potential new products/media to enhance the communications work of ACTRA National.
- Other related duties and projects generally considered to be within the job category.

### **Qualifications:**

- University degree in public relations, public administration, marketing, or corporate communications.
- 3+ years of direct work experience in a public relations role or consulting capacity.
- Thorough knowledge of the principles of effective communications and mass media, publicity, advertising, policies, education, community relations, demonstration, organization structure, social service, and government relations, as they relate to our organization.

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- Generally knowledgeable and interested in:
  - trade unions and Canadian labour issues.
  - creative industries in general and the screen-based entertainment sector in particular; and
  - Canadian cultural issues.
- Proven ability to prepare marketing proposals with a blend of focused research, strategy and creativity.
- Strong news and story writing skills and editorial abilities for all forms of written media and communications.
- Organized, capable of conceiving, executing, and coordinating communications projects in print and digital media.
- Advanced writing skills, strong analytical skills, and excellent organizational and time management skills.
- Excellent communicator who has:
  - strong presentation skills; and
  - strong copywriting, proofreading and editing skills.
- Creative and highly motivated team player.
- Ability to plan, organize, and effectively present ideas and concepts to groups. Ability to assimilate information from a variety of sources.
- Exceptional multi-tasking abilities and prioritization skills.
- Strong customer service mindset.
- Attention to detail in all areas of work.
- Strong problem identification and problem resolution skills.
- Demonstrated ability to work independently and to collaborate with others.
- Able to work under pressure to meet deadlines in a fast-paced environment.
- Advanced technical abilities and motivated to improve current skills with: WordPress, Microsoft Office (Outlook, Word, Excel, PowerPoint), Microsoft Teams, Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro, Illustrator), social media platforms (Instagram, Facebook, Twitter, etc.), and e-mail platforms (Mailchimp).
- Experience with digital technology and video editing software would be an asset.
- Fluency in both official languages is preferred.

## Application Process:

Interested applicants are invited to submit a resume and **cover letter** to **humanresources@actra.ca** **quoting '2022-20 'Public Relations Officer' 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.