

# 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 want to work with a dedicated team of professionals? If so, come join the movement - you'll be in good company.*

## **ACTRA Montreal is seeking a full-time: Public Relations Coordinator (Bilingual: French/English)**

### **Position Scope:**

Under the direction of the Branch Manager, the Public Relations Coordinator will work in collaboration with the ACTRA Montreal and National teams to ensure the efficient operation and highest standard of service.

### **Responsibilities:**

Duties include but are not limited to:

- Oversee ACTRA Montreal's website and social media platforms as well as specific branch committees.
- Produce content for ACTRA Montreal communications, events, and workshops as well as branch committees.
- Compile contact and email lists for distribution of applicable information to designated stakeholders.
- Oversee the logistical preparations for ACTRA Montreal events, including, but not limited to: ACTRA Awards in Montreal and ACTRA Short Film Festival.
- Design, update, and deliver various outreach initiatives, and programs including, but not limited to the Apprentice Member Initiation Course and Theatre School Outreach.
- Maintain a keen understanding of industry trends affecting ACTRA Montreal members and make appropriate recommendations regarding public relations (PR) opportunities surrounding them.
- Assist in the preparation of PR materials to be used for the purpose of organizing and lobbying.
- Assist the National Public Relations Officer – when called upon – to provide content for National initiatives.
- Monitor media coverage and report results to the team and key stakeholders.
- Attend council meetings upon request and may be called upon to take minutes.
- Writing and distributing detailed press releases, promotional social media posts, and fact sheets.
- Analyzing the outcome of PR campaigns and reporting the findings to management.
- Coordinating the distribution of communication materials to all relevant parties.

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- Assisting in writing, editing, and producing content for ACTRA Montreal's communication materials (web, social media, briefs, brochures, speeches, presentations, etc.).
- Other related duties and projects generally considered to be within the job category.

## Qualifications:

- Post-secondary diploma/certificate and/or degree in communications, public relations, or a related field.
- 2 years of direct work experience preferred.
- Excellent written, oral, and interpersonal communication skills.
- Knowledge of:
  - Trade unions
  - Cultural industries (e.g., film, television, radio, new media)
  - Member-driven organizations
- Team player with the ability to work independently and under pressure.
- Exceptional multi-tasking abilities and prioritization skills.
- Strong problem identification and resolution skills.
- Detail oriented and organized with a high level of accuracy.
- Fluency in both official languages (English and French).
- Knowledge in content management, communications, and desktop publishing software programs and web services (e.g., Adobe InDesign, Adobe Suite, WordPress, etc.).
- Expertise in social media and web communications (e.g., Facebook, Twitter, Instagram, LinkedIn, etc.).
- Advanced skills in the Microsoft office.

## Application Process:

Interested applicants are invited to submit a resume and cover **quoting #2022-32 'Public Relations Coordinator-Montreal' 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 2SLGBTQIA+ communities. 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.