

# 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.

***Are you meticulous at keeping the flow of work organized and when things don't go as planned you pivot to get the job done?***

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

## **ACTRA National is seeking a full-time: Communications Officer – Social Media & Engagement**

### **Responsibilities:**

Duties include but are not limited to:

- Design, create, edit, maintain, and update content and information on the ACTRA website, microsites, including news items, bulletins, and general communication processes.
- Design, plan, and schedule content for ACTRA'S social media communication channels on Twitter, Facebook, Instagram, YouTube, etc.).
- Design, plan, prepare, develop, and execute internal communications/publications, bulletins, and messaging.
- Design and distribute ACTRA public relations (PR) materials such as news releases, news articles, magazine articles, media advisories, Q&A sheets, fact sheets, pitch letters, newsletters, bulletins, and other PR initiatives as needed.
- Work in collaboration with the Collective Bargaining team on referendums and member facing communications.
- Design ACTRA communication materials related to ACTRA member collective agreement negotiations.
- 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, journalism, design, or corporate communications.

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- 3+ years of direct work experience in a public relations or communications role.
- Excellent communicator who has experience with:
  - Graphic design
  - Photography and videography
  - Copywriting, proofreading and editing
  - WordPress preferred
- Knowledge of the Accessibility for Ontarians with Disabilities Act (AODA) and its requirements for design, alternate format availability, PDF creation and website content.
- Thorough knowledge of the principles of effective communications and social media, publicity, advertising, media relations, community relations, as they relate to our union.
- 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.
- Strong news and story writing skills and editorial abilities for all forms of written media and communications.
- Highly organized, capable of conceiving, designing, executing, and coordinating communications projects in print and digital media.
- Strong analytical skills, and excellent organizational and time management skills.
- Must be able to maintain positive and constructive working relationships with staff and ACTRA members
- 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](mailto:humanresources@actra.ca) **quoting '2023-08 'Communications Officer – Social Media & Engagement' in the email subject line.**

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*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.