

SEARCHLIGHT PARTNERS

ACTRA

POSITION:	Director, Public Affairs and Communications
LOCATION:	Toronto (National Office)
POSITION DETAILS:	Full time, Permanent (in-office based)
WEBSITE:	https://www.actra.ca/
REPORTS TO:	Senior Director, Collective Bargaining, People and Legal Services
DIRECT REPORTS:	Three

THE ORGANIZATION

ACTRA - the Alliance of Canadian Cinema, Television and Radio Artists - is the strongest cultural union in Canada with more than 28,000 members. It is a democratic union representing professional performers working in English-language recorded media - including film, television, radio, video, music, and digital media.

ACTRA members are actors, recording artists, comedians, announcers, stunt coordinators and performers, dancers, narrators, voice performers, hosts, choreographers, models, singers, background performers, puppeteers and more.

ACTRA's principal role is to negotiate, enforce and administer collective agreements that guarantee performers equitable compensation and safe and reasonable working conditions. As a valued and respected industry stakeholder, ACTRA also advocates for fair pay, safety, diversity, and basic minimum standards for everyone.

ACTRA is proud to be a leading voice for Canadian culture and the development of Canada's audiovisual industries. ACTRA lobbies for regulation and government policies that protect Canadian culture and encourage audiovisual production in all genres, thereby expanding work opportunities for Canadian performers.

ACTRA continues to strengthen its ties with sisters and brothers in the labour movement in Canada and around the world. ACTRA plays an active and leading role as members of the International Federation of Actors and the Canadian Labour Congress; and continues to build on its Strategic Alliance with the United Steelworkers.

THE POSITION

ACTRA is seeking a visionary and innovative leader to take on the role of Director, Public Affairs and Communications.

SEARCHLIGHT PARTNERS

Reporting to the Senior Director, Collective Bargaining, People and Legal Services, with a dotted line 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 and skills, to ACTRA's Public Affairs and Communications division. 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.

RESPONSIBILITIES

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.

SEARCHLIGHT PARTNERS

- 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.
- 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.
- Engagement
- 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.

SEARCHLIGHT PARTNERS

- 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.
- Management
- Lead, manage and mentor department staff to integrate their work and to provide opportunities for professional development.
- Organize internal media training sessions.

General Administration

- Produce regular and special reports for internal analysis.
- Oversee development of news releases, news materials, fact sheets, etc.
- Write and edit communications materials such as news releases, news materials, online content, program announcements, and the annual report.
- Oversee coordination of special media events such as ACTRA Day in LA, seminars, press events, etc.
- Plan and oversee the consistent message and image of the organization's web site.
- Create and manage the Public Affairs and Communications database, update records, train staff, utilize measurement/tracking, etc.
- Stay current on vendor services and manage vendor relationships.
- Perform other duties as assigned.

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 seven to ten years of direct work experience in a communications or public relations capacity.
- Five to seven 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.

SEARCHLIGHT PARTNERS

- 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.
- 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.
- Proficiency in computers at an advanced level, including Microsoft Word, Excel and PowerPoint, e-mail and Adobe desktop publishing and web-authoring products.
- Knowledge of graphic design skills and an eye for aesthetics.
- Demonstrated interest in continuous development and learning of new skills.
- Fluency in both official languages is an asset.

HOW TO APPLY

Please submit your application by end of day **January 21, 2024**, by emailing your cover letter and résumé to: ACTRA@searchlightpartnersgroup.com

ACTRA is an equal-opportunity employer and committed to fair and accessible employment practices. We are committed to building and maintaining an inclusive work environment that reflects the diversity of the audiences we serve.

We thank applicants for their interest, however; only those advancing in the process will be contacted.