

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.

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: Social Media Content Specialist

Position Scope:

Under the direction of the Director, Public Affairs & Communications, the Social Media Content Specialist will work in collaboration with internal and external teams and stakeholders across the organization to ensure the efficient operation and highest standard of service.

Responsibilities:

- Produce, edit, schedule and publish content – both written and audio-visual – for ACTRA's social media channels (Instagram, Facebook, X, LinkedIn, etc.).
- In collaboration with the Director, set strategies to deliver social media campaigns, organic and paid, aimed at growing ACTRA's brand and engagement with members and other target audiences and stakeholders.
- Monitor and evaluate the impact of social activities, and report on key performance indicators to inform future efforts and decision making.
- Support the development and implementation of internal policies and procedures related to social media, audio-visual content, graphic design, and asset management.
- Edit and proof social media content for accuracy and completeness.
- Take photos and shoot, edit videos as needed.
- Create custom graphics in accordance with the ACTRA's style guide for use in social media, newsletters, reports, advertising and online.
- Design, order, and maintain inventory of branded, promotional products.

ACTRA

- Follow social media and graphic design trends and practices to stay up to date and maintain ACTRA's competitive edge.
- Other related duties and projects consistent the job category as assigned by supervisor.

Qualifications:

- University degree in communications, marketing, design, or a related field required.
- Three or more years of direct work experience producing written and audio-visual content for social media required.
- Advanced proficiency with paid advertising campaigns on social media.
- In-depth knowledge and understanding of storytelling, editorial content, audience engagement and mobilization.
- Thorough knowledge of the principles of community management.
- Exceptional copywriting and editing skills, with a meticulous approach to detail.
- Knowledge of layout, typography, illustration, colour, and design principles.
- Strong research skills.
- Excellent time management and organizational skills.
- The ability to work in a fast-paced environment under pressure.
- 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 in Adobe Creative Cloud (Photoshop, InDesign, Premiere Pro, Illustrator), Microsoft Office (Outlook, Word, Excel, PowerPoint, Teams), and strong familiarity with MailChimp, WordPress and Slack.
- Proficiency with Google Analytics and AdWords is also considered an asset.
- Ability to articulate a position clearly and succinctly while exercising tact and judgment.
- General knowledge and interest in trade unions, the entertainment sector, and Canadian cultural issues

Application Process:

Interested applicants are invited to submit a resume and cover letter to humanresources@actra.ca **quoting 2024-21 'Social Media Content Specialist' in the email subject line.**

NOTE: This is an in-office based position.

ACTRA

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.