

**The Canadian Academy seeks a SENIOR MANAGER, MARKETING & COMMUNICATIONS
(Full-time)**

The Canadian Academy is seeking a Senior Manager, Marketing & Communications with superb verbal and written communication skills, expertise in developing marketing plans with a focus on social media, and experience managing internal and external teams. The Senior Manager, Marketing & Communications will report to the VP Partnerships & Communications and will be primarily responsible for delivering all aspects of Academy marketing plans and assisting with media liaison and management. Managing a team of three full-time employees and seasonal contractors as needed, the Senior Manager will ultimately be responsible for the successful implementation of our marketing and communications plans. The successful candidate will be expected to take an integrated approach, ensuring all marketing and communications activity is consistent across the organization, and with key stakeholders.

The Academy of Canadian Cinema & Television is the largest non-profit professional arts organization in Canada. We are dedicated to recognizing, advocating for and celebrating Canadian talent in the film, television, and digital media sectors. Our more than 4,500 members encompass industry icons and professionals, emerging artists and students. Collectively, we deliver professional development programs and networking opportunities that foster industry growth, inclusion, and mentorship.

In everything we do, we seek to foster a culture of work that is creative and entrepreneurial, but also grounded in a respect for processes and professionalism that ensures the integrity of our membership organization. As a growing organization, we are looking for team members who will bring an enthusiastic and growth-oriented mindset to their position.

Specific responsibilities will include:

- Maintaining a consistent narrative for the brand, and crafting key message to support individual “verticals” as well as the Academy’s overarching goals
- Management of internal and external marketing and communications year-round, including the Canadian Screen Awards, Canadian Screen Week, MVP Project and Prism Prize
- Developing outbound marketing activities including social, newsletters, promo materials and online advertising
- Supporting external contractors in media and press room management
- Devising and insuring execution of editorial/content calendar
- Setting consistent parameters for measurement / benchmarking
- Supervising external contract teams for video production, measurement, contract writers and copy editors
- Editing copy for Academy events, websites and press releases
- Proactively pitching stories to mainstream national and trade media

- Supervising the communications staff (two direct reports)
- Creating protocol for social media management
- Setting the tone and voice for Academy social channels
- Hiring contract workers as needed

Qualifications:

- Minimum 3 years of experience in marketing and communications in the fields of media and entertainment
- A natural storyteller with the ability to develop relevant, topical and compelling angles for diverse audiences
- Strong writer with meticulous attention to detail
- Significant experience using marketing automation and inbound marketing techniques
- Experience managing staff and external teams
- Experience in strategic management of social media
- Superb verbal and written communication skills
- Bilingualism an asset

Start Date: July 2019

Salary: Commensurate with experience.

If you are interested in speaking with us about the position, please send your resume and cover letter to careers@academy.ca with the subject line: Senior Manager, Marketing & Communications.

The Canadian Academy thanks all applicants for their interest. Only those candidates selected for an interview will be contacted. The Canadian Academy is committed to providing a fair and equitable work environment and we are committed to recruiting and retaining a diverse workforce. We value diversity in our employees and we encourage applicants from a diversity of backgrounds to apply. We are proud to be an Equal Opportunity Employer.