

Communications Director

About this opportunity

Actua has an immediate job opening for a dynamic and highly experienced communications professional to serve as its Director of Communications. Actua is Canada's largest science, technology, engineering and mathematics (STEM) outreach organization, and we're looking for an exceptionally driven candidate who is media savvy, an excellent writer, and is dedicated to driving the organization's mission forward. This is a full-time position located in Ottawa, reporting to Actua's CEO.

This job is ideal for someone who is looking for a fun, entrepreneurial, high-profile, fast-paced environment. It is an incredibly unique opportunity to work in collaboration with multinational corporations, community leaders, and governments to engage youth in Canada in exciting and accessible experiences that build critical STEM skills and confidence. You will also have the opportunity to travel to different parts of the country, serving as a key ambassador for Actua.

What you will do:

- **Strategic Planning and Reporting:** As part of the organization's senior team, you will be responsible for developing and implementing strategic communications plans (internal and external) that help drive forward Actua's overall mission and theory of change. You will also be in charge of reporting to Actua's Board of Directors.
- **Media Relations:** You will oversee Actua's national media presence, including positioning Actua as a thought leader in STEM outreach. Working with Actua's contracted PR agency, you will develop and send out story and interview pitches, news releases, and op-eds. You will also be in charge of preparing Actua's CEO for all media interviews and appearances, as well as coordinating media on-site at Actua events.
- **Government Relations:** You will support Actua and its network's advocacy efforts to advance provincial and federal policy for youth in STEM. You will work closely with Actua's contracted GR agency to arrange meetings for the CEO with public officials, develop briefing documents, letters, and budget proposals, and work to steward and grow relationships with key public office holders.

- **Writing:** You will be in charge of writing and editing all major communications materials, including annual reports, website content, social media posts, position papers, and outreach to key stakeholders. Working closely with Actua's CEO, you will also write thought leadership pieces including speeches, presentations, blog posts, and more.
- **Events:** You will be in charge of overseeing the organization and execution of all Actua's events, including panels, funder engagement events, public engagement events, awareness day events, and more. The work includes logistics (venue, catering, schedule), development of promo materials, media relations, special guest invites, on-site coordination and more.
- **Social Media:** With support from Actua's Communications and Social Media Specialist, you will oversee all social media planning and execution. This includes social media campaigns, event coverage, promotion of Actua's network members, Actua's Outreach team, and special projects supported by funders.
- **Website management:** With support from the Communications team and Actua's contracted website designer, you will oversee website content, layout, and navigation in order to leverage the website in continued support of Actua's mission.
- **Brand & Reputation Management:** Oversee the implementation of Actua's brand guidelines to ensure any marketing and communication materials produced by Actua and its network members are consistent, of high quality and enhance and maintain Actua's brand integrity.
- **CEO Thought Leadership:** Creates, manages and implements Actua's thought leadership strategy to build the profiles of Actua's CEO and the wider executive team. This work includes working with a media relations agency to pitch Actua's CEO as a go-to spokesperson for STEM education and outreach, identifying opportunities to speak at related industry events and boosting media presence. This also includes researching, preparing and delivering briefing materials to the CEO on relevant topics.

About you

- You are a sophisticated communicator who thrives on pressure and is comfortable being readily available to support the CEO and other senior executives. You have excellent oral and written communication skills.
- You are a self-starter. Where you have gaps in your own understanding, you are motivated to learn, and you can quickly pick up new concepts and ideas.
- You are a great team player. You are excited about the opportunity to work with other teams to come up with creative new ideas and help bring their visions to life.
- You are a leader who is able to support and motivate the members of your team.
- You have an established network and are an excellent relationship builder with internal and external stakeholders.

Qualifications

- Degree or Diploma in communications, journalism, public relations or a related field
- 6+ years of recent experience in a senior communications role, including executive-level communications
- Demonstrated ability to write effectively in a wide variety of writing styles for a wide variety of media types and audiences.
- Proven ability to prioritize and work proactively, with immediate, short-term, medium-term and long-term deliverables always in progress
- Experience working in STEM communications is an asset
- Experience working in public affairs is an asset
- Bilingual in English and French is an asset

Why work with us

In this role, you will have the opportunity to make a national impact by joining an organization that is committed to breaking barriers to STEM. Actua's National Indigenous Youth in STEM (InSTEM) Program, National Girls Program and other programs are designed to engage underrepresented and underserved youth populations across Canada. Each year, Actua and its growing network of [over 40 college and university-based members](#) engage over 350,000 youth in exciting, hands-on experiences that help build their skills and confidence in STEM. We anticipate continued growth over the coming years, which will provide a tremendous opportunity for you to grow with us.

This is your opportunity to join our vibrant team-driven environment while working in a youthful, fast-paced and fun culture. This role is based in our Ottawa office, which is centrally located in the Byward Market. We offer a competitive salary and access to group health & medical benefits and RRSP matching. We offer additional time off benefits such as half days before long weekends and paid time off during the holidays. Actua is a hybrid work environment, with the majority of time spent in our beautiful Byward Market office while also having regular work-from-home opportunities. For more information about us, please visit www.actua.ca.

To Apply

Please submit your cover letter and resume as a single PDF document on the Actua employment page. If you have work samples, such as a professional portfolio and/or links to campaigns you have developed, please include them with your application. The position is open on January 4th with a tentative deadline of January 20th however, we will interview chosen candidates on a rolling basis, so if interested, please apply right away. Only those candidates selected for an interview will be contacted.

Actua is an equal-opportunity employer and is committed to accessible employment practices. If you have a disability and require accommodation for any part of the selection process, please notify us, and we will work with you to meet your needs.