

Senior Manager, Communications (Contract)

About this opportunity

Actua is seeking a high-energy, media-savvy professional to join our team as the Senior Manager, Communications for a 18-month term. This is a pivotal role responsible for protecting and enhancing Actua's brand and national reputation through strategic storytelling, proactive media engagement and seamless brand delivery.

This is a unique opportunity to provide strategic leadership for an entrepreneurial national organization during a critical period. You will combine the organizational rigour of a senior manager with the "always-on" instincts of a PR expert, ensuring Actua's mission remains at the forefront of critical national conversations.

This position is located in Ottawa, reporting to the Senior Director of Communications. We offer a hybrid work arrangement (four days in office/one day work from home), balancing flexibility with high-impact in-person collaboration.

About you

You are a creative, ambitious and proactive communications professional who possesses an unwavering commitment to driving strategic engagement with the media and the public. You are a news buff who is passionate about issues management and news trends. You can quickly identify and seize opportunities for legacy and social media engagement.

You possess a strategic mindset and the judgment to provide counsel on media relations and public affairs. You are equally comfortable executing high-level brand strategy as you are rolling up your sleeves to draft a press release or manage an event. You thrive in fast-paced environments and bring a sense of excellence to everything you do.

What you will do

- **Media relations & public affairs:** Execute proactive media relations by pitching and cultivating relationships with journalists and producers. You will prepare spokespeople for interviews, develop media kits and draft high-impact press releases.
- **Social media:** Lead the execution of social media strategies and digital content plans, ensuring all platforms reflect Actua's mission and current trends.

- **Brand stewardship:** Oversee the development of major publications, including the Annual Report, and support 40+ Network Members on brand consistency and recognition.
- **Event & project management:** Lead the execution of communication plans for events, including onsite communications needs and social media promotion.
- **Internal communications:** Lead communications training for internal teams, including outreach instructors, on topics like brand alignment, photography and media relations, and support internal staff communications, employee events, board communications, and employer branding initiatives.
- **Executive support:** Collaborate with the Senior Director and CEO on thought leadership initiatives, content development and identifying strategic speaking engagements.
- **Analytics:** Oversee media and social media tracking and develop quarterly reports to measure the impact of communications activities against Actua's strategic objectives.

Does this position align with your strengths?

- You are a proactive storyteller who knows how to pitch a story to get national coverage.
- You have the ability to translate complex STEM, workforce development and social issues into compelling narratives for a variety of audiences.
- You are highly organized, with the ability to execute multiple projects and deadlines simultaneously.
- You have extensive media relations experience with a proven track record for securing regional and national media interviews.
- You are a self-starter, able to work independently and bring fresh ideas to communications planning.
- You are experienced in all forms of digital communications including website management and social media.

Qualifications

- 6-8 years of experience in communications, public relations, or public affairs, with demonstrated expertise in media relations, social media management and issues management.
- Bachelor's degree in Communications, Journalism, Public Relations, Marketing or a related field.
- Deep understanding of the Canadian media landscape, public affairs, and political/social trends.
- Event experience, including developing event concepts and design, promotion, onsite communications needs (media relations, social media), speaker engagement and speaker support.
- Exceptional writing and editing skills, with the ability to produce high-level public statements and briefing materials.
- Experience managing external agencies and consultants to deliver results.



- Experience with website optimization and content posting/management in WordPress is highly desirable.
 - Fluency in both French and English is considered a significant asset.
-

Why work with us

In this role, you will have the opportunity to make a national impact by joining a small, highly passionate and capable team that works extremely hard but also knows how to have fun. Team members at Actua love coming to work, and the environment is both driven and welcoming. This role is based in our beautiful Ottawa office, centrally located in the Byward Market.

The annual base salary range for this position is \$65,000 - \$85,000. We offer a competitive benefits package including paid time off, access to group health & medical benefits, and RRSP matching. For more information about us, please visit www.actua.ca.

Interested?

Please submit your cover letter and resume as a single PDF document on the Actua employment page. Actua is an equal-opportunity employer and is committed to accessible employment practices. If you require accommodation for any part of the selection process, please notify us, and we will work with you to meet your needs.

This job posting represents an existing and active vacancy within our organization.

Actua will not be utilizing Artificial Intelligence (AI) tools in the candidate screening process. All applications will be reviewed and evaluated exclusively by human recruiters and hiring managers.

