

Employment Opportunity

Media Relations Officer

Civic Theatres Toronto Toronto, Canada

Civic Theatres Toronto has a full time opportunity in its Marketing & Communications department for an enthusiastic, resourceful team-player who thrives in a fast paced diverse environment in the role of "Media Relations Officer".

This position provides services essential to support the mission through communications and media relations strategies of the organization. This position has key responsibilities relating to the implementation and management of ongoing publicity activities for CTT and its relationship management with Canadian, US and International media.

ACTIVITIES AND RESPONSIBILITIES

- As Media Relations Officer, assists the Vice President of Marketing and Communications in executing media and public relations, identifying, managing and implementing key media (publicity) opportunities for Canadian, US and International media.
- Cultivate and maintain relationships with key media editors, journalists, critics, writers; develops and pitches stories; maintain relationships with listing editors.
- Develops, implements and monitors all media relations activities, creates reports on coverage received from all platforms (print, broadcast and digital).
- Creates and manages web content specific to media relations, publicity communication strategies, including, but not limited to drafting and distributing media releases and other media kit materials (biographies, backgrounders, factsheets, photography, graphics, images, etc.).
- Creates and/or edits key message documents for the Development Department.
- Management and development of media CRM: maintain and updating media lists through the CTT database and any other database system that may be implemented.
- Assist with organizing media events, media photographers and videographer visits to productions produced by CTT.
- Manages social media targeted to digital media.
- Collaborates with media and Public Relations contractors and freelancers; write, edit or coordinate with vendors on any communications for print, broadcast, or digital media platforms.
Manages public relations responsibilities for community outreach to enhance the CTT's reputation with key constituencies.
- Perform duties and projects as assigned.

SKILL & EXPERIENCE

- University of college degree in English, Journalism, Communications, or Public Relations preferred.
- 5-7 years progressively senior work experience in media relations or communications; experience in the cultural sector preferred.
- Strong strategic communications, multi-platform experience.

- Excellent verbal and written communication skills; high level of attention to detail essential.
- Ability to handle high profile, creative, and intellectually demanding projects and concurrent deadlines.
- Demonstrated experience with multiple and concurrent deadlines and projects an important asset.
- Creative thinking and a highly collaborative approach to professional relationships are important.
- A passion for the performing and visual arts is essential.

WORKING CONDITIONS

- Flexibility in hours and schedules and include work on nights and weekends as required.
- Lack of natural light in workplace.
- Occasional objectionable odours in workplace.

THE ORGANIZATION:

In 2015, Toronto's City Council approved the consolidation of the governance and operations of the St. Lawrence Centre for the Arts, The Sony Centre for the Performing Arts, and Toronto Centre for the Arts into one new organization under the direction of a City appointed board called Civic Theatres Toronto.

The mandate of Civic Theatres Toronto is to provide quality performance and event facilities and to promote its contribution to the artistic, cultural and social vitality of Toronto and its communities. The Board of Directors of Civic Theatres Toronto is responsible for overseeing the business affairs of the three venues.

HOW TO APPLY:

Interested applicants should email a cover letter and resume for confidential consideration to jobpostings@sonycentre.ca. Please include '*Media Relations Officer*' in the subject line.

No phone calls please.

Civic Theatres Toronto thanks all applicants in advance. Only those candidates selected for an interview will be contacted.

CTT is an equal opportunity employer. We are committed to inclusive, barrier-free recruitment and selection processes and work environment in accordance with the Accessibility for Ontarians with Disabilities Act (AODA). The Human Resources department will work with applicants requesting accommodation at any stage of the hiring process.

CTT is committed to building a more diverse workplace and encourage all qualified applicants to apply.

Date Posted: November 20, 2017

Application Deadline: December 4, 2017

Start Date: January 2018