



JOB POSTING

POSITION: Director, Communications

LOCATION: Toronto, Ontario (a balance of remote and in-office work required)

POSITION DETAILS: Full-time, Permanent

REPORTS TO: Vice President, Corporate Affairs

COMPENSATION: Salary commensurate with experience, health benefits and a pension plan

WEBSITE: www.musiccanada.com

About Music Canada

Music Canada represents the world's leading music companies: **Sony Music Entertainment Canada; Universal Music Canada; and Warner Music Canada.**

Our members are at the heart of Canada's music scene. They combine creativity, entrepreneurship and cutting edge digital innovation to bring great music to fans across the country and the world. They are intensely focused on nurturing artists, at all stages of their careers and delivering iconic hits from Canadian and international stars. As partners and advocates for the broader music ecosystem, our members serve and support communities across Canada, recognizing the unique power of music to inspire and unify people as well as to drive positive societal change.

Music Canada supports our members by helping to create the conditions for a strong and dynamic music economy in Canada. We conduct pioneering research into legal and policy changes that will optimize the success of artists and the businesses with whom they partner. Collaborating with Canadian artists and our allies across the music industry, we advocate to policy makers and elected officials at all levels of government, offering positive, innovative and achievable solutions grounded in our domestic and international research. Like our members, we are driven by a passion for music and those who create it.

The Position

Music Canada is seeking a talented, dedicated and passionate communications professional to work with the Vice President, Corporate Affairs and broader senior team to deliver and promote the organization's messaging and advocacy work. This role is about telling our story - to media, government partners, music and entertainment industry stakeholders and others both in Canada and around the world. Other team members are dedicated to developing, testing, and advocating our narrative and our priorities but this role finds ways to tell our story in virtual and physical spaces, share our passion and celebrate our accomplishments with a variety of audiences throughout the year. The successful candidate will also plan, lead and execute Music Canada's

own advocacy events as well as our participation in music industry signature events, such as the JUNOs and Canadian Music Week.

Primary Responsibilities

- Develop and execute a communications strategy that fulfills the current established goals and objectives of the organization
- Strategic development, oversight and implementation of Music Canada's branded events throughout the year
- Oversee Music Canada's sponsorship program, ensuring its responsible management and that it reflects the priorities and commitments of our strategic plan
- Seek out and creating speaking opportunities for the Music Canada team to industry, government, and other audiences which align with our goals
- Prepare presentations, speeches, statements, and other communications materials for the Music Canada team including the CEO and Chair of the Board
- Develop and drive content for social media platforms as well as our own blogs
- Conduct media tracking and analysis
- Plan and execution of after-event messaging, accomplishments and follow up
- Build and maintain relationships with Canadian and international entertainment media outlets for media opportunities
- Work closely with member's communications team to provide proactive updates and strengthen routine communication channels
- Coordinate interviews, editorial submissions, national campaigns and event communications
- Work with music industry stakeholder organizations to advance shared values and initiatives
- Manage hiring and contract execution for external agencies as needed for Music Canada branded events, and other program delivery

Capability Requirements – education, skills & experience

- Post-secondary diploma or degree in communications, public relations, marketing, or other related discipline
- 5+ years of experience working in communications, with some experience leading strategy (entertainment or music industry experience an asset)
- Experience working with and knowledge of various social media platforms and how best to leverage them to support the needs of the organization
- A proficient writer and editor, with a proven track record of drafting and releasing public facing content
- Demonstrated ability to plan, organize, budget, and execute on events of various sizes with multiple stakeholders
- High level of organization, time management, and ability to prioritize effectively
- Passionate about music and culture, you're well informed in these areas and well read. You are a digital native for whom social media and all digital communications is second nature.

Compensation

Music Canada has a positive work environment that is team focused. We offer competitive compensation commensurate with experience, health benefits and a pension plan.

How to apply

Please submit your application by emailing your cover letter and résumé to:

jozef+muscicanada@thetalentcode.ca

Equity, Diversity and Inclusion

Music Canada is an equal opportunity employer committed to diversity in the workplace. All applicants will receive consideration for employment regardless of their citizenship, race, place of origin, ethnic origin, colour, ancestry, disability, age, creed, sex/pregnancy, family status, marital status, sexual orientation, gender identity, gender expression, or any other protected ground under Human Rights.

If you require any accommodation during the application or interview process, please let us know and we will be happy to assist you.