

## About Us

The Canadian Media Producers Association is Canada's trade association for independent producers. We represent hundreds of companies engaged in the development, production and distribution of English-language content for TV, feature film and digital media channels. The CMPA works on behalf of our members to ensure a bright future for domestic media production and Canadian content.

The CMPA is currently seeking a **Director, Government & Stakeholder Relations** to join our vibrant organization in our **Ottawa** office. The ideal candidate will be primarily responsible for developing and executing various government relations strategies, but not exclusively, with respect to federal and provincial officials, and either directly and/or with the assistance of external GR resources.

In collaboration with the Senior Vice-President, and President & CEO, the Director will represent the CMPA and its key priorities in building influential relationships with government decision makers, including Ministers, Members of Parliament, political staff and department officials to ensure the CMPA is a leader on all public policy discussions related to the sector.

The Director will monitor proposed legislation, regulation and other public policy initiatives at both the federal and provincial levels, advise CMPA senior staff on the implications of those proposed initiatives, and provide recommendations on appropriate responses and/or courses of action. The Director will also support the policy work of the CMPA senior staff and help support other priority initiatives, as required.

The Director will act in an engaged and supportive role with the provincial industry associations and partner organizations. The Director also manages all external GR consultants and the annual GR budget.

## **ROLES & RESPONSIBILITIES:**

- Monitor daily the House of Commons, Senate and appropriate committee work and perform a proactive and reactive review of government positions impacting industry.
- Create and execute various government relations strategies as well as the related tactics and initiatives that support the association's strategic priorities in consultation with the Senior Vice-President, and in collaboration with both internal and external resources.
- Monitor key policy areas and provide well-supported guidance to the CMPA senior staff on policy/positioning and strategy.
- Work in collaboration with the association's stakeholders, including provincial associations and partner organizations.
- Develop and execute advocacy initiatives including 'Lobby Days' and Member set visits.
- Track and measure the performance of the association's advocacy activities and report to the Board on initiatives.
- Develop the association's quarterly GR report for membership.
- Track stakeholder lobbying efforts and provide monthly report to the Senior Vice-President, and President & CEO.
- Build strong relationships, as well as maintain an open and ongoing dialogue, with key federal and provincial Ministers' offices, departmental officials and other key policymakers and industry stakeholders.
- Arrange and attend meetings with elected officials and policymakers and prepare presentations for such meetings.
- Enhance both the industry's and the organization's image among key federal and provincial Ministers' offices, departmental officials and other key policymakers.
- Monitor and evaluate legislative, policy and government budget proposals; assess the impact of those proposals on the production industry and/or the organization; and prepare appropriate responses to those proposals.
- Play an active role in developing and executing on CMPA's external communications related to government and policy affairs.
- Collaborate with CMPA's Communication staff and other organizations, as may be needed, to assist in developing effective public awareness campaigns.
- Draft submissions, briefing documents, talking points and presentations, as required.



## **OTHER RESPONSIBILITIES:**

- Support the policy work of the CMPA, as well as other priority initiatives of the organization.
- Travel to represent the CMPA at various industry and stakeholder events.
- Budgetary responsibility for areas of responsibility.
- Carry out other duties as may be required from time to time and in keeping with the level of the position.

## **MINIMUM QUALIFICATIONS:**

- Hold a university degree or an equivalent level of professional experience working in government affairs, public administration or a related field, either provincially or federally.
- Possess at least 7+ years of professional experience working in government affairs or public administration at either the provincial or federal level.
- Have a thorough understanding of the functioning of Parliament and provincial legislatures, including the legislative and policy development processes.
- Ability to communicate specialized and technical information with stakeholders and political officials at all levels.
- Display great comfort in operating in a fast paced and collaborative environment.
- Have a proven background of building and maintaining effective working relationships with elected officials, their senior staff as well as senior departmental officials.
- Have developed a solid track record of building and executing successful advocacy initiatives including such activities seeking to engage and mobilize constituencies at the grassroots level.
- Have successfully managed the work of external firms and consultants.
- Be willing and able to travel.

It will be considered significant assets should the incumbent:

- Possess knowledge of the business of producing film, television and digital media content, and the related industries for delivering that content to consumers, particularly in Canada; and/or
- Have considerable knowledge and understanding of the various public policy and regulatory measures in support of the film, television and digital media production sectors in Canada.



## **COMPETENCIES REQUIRED:**

- An excellent ability to think strategically.
- A strong interpersonal and communication capacity, including exceptional presentation abilities with a solid understanding of and propensity for social networking.
- Exceptionally good judgment.
- An excellent aptitude for writing and presenting briefs on complex matters.
- Superior research capacity and analytical thinking.
- Strong aptitude for initiating and leading projects.
- Ability to work effectively both independently and as part of a team in an inclusive and collaborative manner.
- Proficiency with the English language at a high professional level (i.e., verbal, written and comprehension) is considered a minimum qualification.
- A working ability with the French language (i.e., verbal, written and comprehension) is considered an asset.
- Strong proficiency with Microsoft 365 Office Suite, such as Outlook, Teams, SharePoint/OneDrive, Word, PowerPoint, Excel.

## **Notes:**

REPORTS TO: Senior Vice-President Policy, Industry & General Counsel

LOCATION: Full-time position based in Ottawa. Currently hybrid work schedule

The CMPA is committed to advancing equity, diversity, inclusion and accessibility in our organization, and in our work. We strive to create a workplace that honours a diversity of lived experiences, perspectives, abilities, and identities, and to foster and maintain a working and learning environment that is inclusive and equitable. We welcome all applicants. Accommodations are available on request for applicants taking part in all aspects of the selection process.

Interested applicants should apply through our CMPA careers website at: [cmpa.bamboohr.com/jobs/](https://cmpa.bamboohr.com/jobs/) on or before September 19, 2024, at 5 p.m. ET.

