



## **Job Posting**

### **About the CFPC**

Representing more than 39,000 members across the country, the College of Family Physicians of Canada (CFPC) is the professional organization responsible for establishing standards for the training, certification and lifelong education of family physicians and for advocating on behalf of the specialty of family medicine, family physicians and their patients. The CFPC accredits postgraduate family medicine training in Canada's 17 medical schools.

**Our Mission:** Leading family medicine to improve the health of all people in Canada—by setting standards for education, certifying and supporting family physicians, championing advocacy and research, and honouring the patient-physician relationship as being core to our profession.

**Our Vision:** Leading family medicine. Improving lives.

**Our Values:** Caring; Learning; Collaboration; Responsiveness; Respect; Integrity; and Commitment to Excellence.

### **We are recruiting for a Communications Coordinator**

<b>Posting #:</b>	<b>2020-30</b>
<b>Department:</b>	<b>Communications</b>
<b>Division:</b>	<b>Member and External Relations</b>
<b>Reports to:</b>	<b>Manager, Communications Services</b>
<b>Classification:</b>	<b>Professional / Knowledge Worker</b>
<b>Status:</b>	<b>Permanent</b>
<b>Job Family:</b>	<b>Support Staff</b>
<b>*FTE:</b>	<b>1.0</b>
<b>Level:</b>	<b>4</b>

---

## Summary:

As part of the Communications team, the Communications Coordinator develops and implements strategic communications required for the CFPC and all departments to support our family physician members. Responsibilities include communications planning, writing/editing, coordinating production and distribution of bilingual print and electronic publications, website content, newsletters, social media posts, letters and eblasts. The Coordinator supports media relations activities, newsletter production and liaises with staff in all College departments.

## Responsibilities:

Essential Duties include:

- Develop and execute communications plans for projects and activities required by CFPC departments
- Work in close collaboration with the Manager, Communication Services to support the planning and execution of multiple communication projects
- Attend meetings with a variety of College departments to keep abreast of upcoming projects and communication planning requirements
- Write and edit CFPC communications for internal and external audiences e.g., routine correspondence, website content, news releases, newsletter content, promotional content to support CFPC projects/programs, social media posts
- Write content and coordinate the production of the CFPC's monthly eNews and CFPC Info Digest weekly or as required; oversee the layout and technical set-up of College newsletters using the Active Campaign platform
- Write and process confidential information
- Coordinate and promote live-stream multimedia events; must be familiar with social media platforms including Twitter, FaceBook, and Instagram
- Manage media relations and social media initiatives
- Support Family Medicine Forum (FMF); regularly attend FMF working group meetings, draft and edit letters required for all special event booklets including the Awards Gala and Convocation, assist with coordinating FMF social media promotions/campaigns
- Assist with evaluating effectiveness of communication tactics; gathering statistics to help inform future campaigns
- Manage multiple priority projects on an ongoing basis
- Liaise with other members of the Communications team as required including Translation and French Language Services staff for production of bilingual communications (English and French); collaborate with staff in other CFPC departments
- Implement the CFPC Visual Identity Guidelines with all departments
- Ensure College communications are compliant with The Accessibility for Ontarians with Disabilities Act (AODA) legislation

Related Duties:

- Ensure effective and professional communications with all internal/external contacts
- Develop and maintain collaborative relationships at all levels of the organization
- Work in accordance with all CFPC policies, procedures, and processes and with all applicable legislation

- Work in accordance with all health and safety requirements
- Demonstrate behaviours aligned with the CFPC Values
- Contribute to delivering on the overall work plan of the department and strategic goals of the CFPC
- Participate in the development and/or execution of special projects as required
- Participate on internal staff committees or working groups as required
- Assist with the mentoring and training of new team members as required
- Support the team and collaborate with colleagues to ensure departmental needs are met, including absence coverage and cross-training as required

#### Requirements:

- Undergraduate degree in Communications, Marketing, Public Relations or equivalent
- Minimum of 4 years of work experience in a communications or related role
- A high level of English language grammar, proofreading and copy-editing skills
- Ability to creatively write content to engage an intended audience
- Strong organizational and project management skills
- Media relations experience including proactive, reactive, building working relationships with journalists; monitoring
- Experience with preparing and posting social media content
- Sound judgement and reasoning skills
- Able to work to defined and competing deadlines
- Ability to work independently as well as with a team
- Demonstrated ability to work in a fast-paced work environment with a wide variety of projects and priorities
- Proficiency in MS Office
- Strong technical skills with the ability to use Adobe Acrobat, InCopy, Active Campaign or other newsletter software program
- Experience working with a style guide and Visual Identity Guidelines
- Creative and strategic thinker
- Positive, progressive, and flexible attitude
- Exceptional verbal and written communication skills, with ability to express ideas and opinions clearly and effectively in English; French language (verbal and written) an asset

#### Working Conditions:

- Open-concept office environment
- Monday to Friday 8:00 a.m. – 4:00p.m. *or* 8:30a.m. –4:30p.m. *or* 9:00a.m. – 5:00p.m.
- Flexibility to work overtime at peak times may be required
- Travel to annual Family Medicine Forum and other College events may be required

**If you share our passion, and are committed to living our CFPC Values**

**please submit a cover letter and your résumé referencing the posting # 2020-30 to: [careers@cfpc.ca](mailto:careers@cfpc.ca) by September 18, 2020**

*The CFPC is committed to fostering a healthy and positive work environment. In accordance with the Accessibility for Ontarians with Disabilities Act, 2005 and the Ontario Human Rights Code, The CFPC encourages applications from all qualified candidates and will accommodate applicants' needs throughout all stages of the recruitment and selection process. If selected to participate in the recruitment and selection process, please inform Human Resources of any accommodation(s) that you may require to ensure your equal participation.*

*We thank all those who apply but only those selected for further consideration will be contacted.*

*\*Full-Time Equivalent*

