



REPRESENTING MORE THAN 47,000 MEMBERS, 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 18 medical schools.

The CFPC is seeking an accomplished marketing and communications leader to provide enterprise-wide leadership for its integrated marketing, communications, brand, media relations, and reputation management portfolio. This is an opportunity to shape how the CFPC engages its members, Chapters, partners, and broader stakeholders while advancing the organization's mission, strategic priorities, and public profile.

Director, Marketing and Communications

Reporting to the Executive Director, Member and External Relations (MER), the Director, Marketing and Communications provides strategic and operational leadership for the development, execution, and evaluation of the College of Family Physicians of Canada's (CFPC) integrated marketing, communications, and brand strategies. This role contributes to the achievement of the CFPC's mission, vision, and strategic priorities through effective internal and external communications, marketing initiatives, stakeholder engagement, member engagement, and reputation management.

The Director oversees the delivery of comprehensive marketing and communications services, including brand management, media and public relations, crisis communications, editorial and content development, design and creative services, digital and social media communications, video production, translation services, and print communications. The Director establishes departmental priorities, objectives, performance measures, resource plans, and budgets while strengthening workflows, project management practices, accountability, and service excellence across the organization.

As a member of the Senior Advisory Team, the Director fosters a strategic, client-centered, and service-oriented approach to communications across the organization. The Director serves as the organization's senior communications advisor, providing expert counsel to the Executive Director, MER, the Executive Team, management, departments, committees, Chapters, and key external stakeholders on marketing, communications, brand, media relations, reputation management, and stakeholder engagement matters.

The ideal candidate is an accomplished marketing and communications leader with extensive experience leading integrated brand, marketing, communications, media relations, and stakeholder engagement strategies within a complex organization. An influential and collaborative leader, the new Director will bring exceptional strategic, relationship-building, and communication skills, along with a proven ability to advise senior executives, lead high-performing teams, manage organizational reputation, and drive impactful communications initiatives. A master's degree in marketing,

communications, public relations, or a related field and a minimum of ten (10) years of progressive leadership experience are required. Bilingualism (English and French) is preferred.

To explore this exceptional opportunity further, please contact **Pamela Colquhoun, Partner**, via **Kathy Luu** at kluu@boyden.com.

The salary range for this position is \$144,701.76 - \$180,877.44. This role is based in Mississauga, and the successful candidate may have the ability to work remotely in accordance with the Organization's policies and procedures dealing with remote and/or hybrid work arrangements in effect from time-to-time. Our current hours of operation are Monday to Friday 8am to 5pm Eastern Time.

This role has an expected appointment in fall 2026.

The CFPC is committed to equity, diversity, and inclusion in the workplace, and actively promotes a safe, healthy, and respectful work environment. Our hiring practices have been designed to ensure that applicants are protected from discrimination, human rights are respected, and individual needs are accommodated. We welcome and encourage applications from all qualified candidates regardless of race, ancestry, place of origin, colour, ethnic origin, citizenship, creed, sex, sexual orientation, gender identity, gender expression, age, record of offences, marital status, family status or disability. Throughout the recruitment and selection process, please advise us if you require any accommodation(s).

The CFPC is dedicated to advocating for improvements in the health care of Indigenous people. You can read our [Indigenous Health Working Group \(IHWG\) action plan](#) and learn more about what we are doing around cultural safety and reconciliation.