



Job Posting

About the CFPC

Representing more than 40,000 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 an Email Web Coordinator

Posting #:	2021-56
Department:	Communications
Division:	Member and External Relations
Reports to:	Manager, Communications
Classification:	Support Staff
Status:	Contract
Job Family:	Professional Knowledge Worker
*FTE:	1.0
Level:	3

Summary:

The Email Web Coordinator is responsible for overseeing the College's email communication process and for maintaining the member management database on iMIS. This includes managing the CFPC eblast requests and approval process as well as the layout, set-up and dissemination of bilingual content to CFPC members, non-member Mainpro+ participants, provincial Chapters, and other CFPC groups. The Email Web Coordinator will use ActiveCampaign, iMIS platform, and other College approved email services to schedule, create, distribute, and track email communications. Regular content updates to the iMIS platform will also be required. Administrative tasks are also required to coordinate content requests.

Responsibilities:

Essential duties include:

eBlast Approval and Scheduling Process

- Monitor the Marketing and Communications email account for new eblast requests from CFPC staff and provincial Chapters
- Review all incoming eblast request forms ensuring the eblast guidelines are followed. Liaise with internal staff members and Chapters as required to ensure accurate completion of request forms and to obtain additional information related to the eBlast request as needed.
- Coordinate the pre-approval for all incoming eblast requests and ensure the appropriate approvals from the Communications and Marketing and Membership Services staff are obtained
- Liaise with other members of the Communications team on production requirements e.g., copy-editing, translation, confirming details with the content owners as needed
- Add all email requests to the eblast request tracking schedule and ensure eblast requests are complete
- Confirm final proofs and approval with Communications and Marketing and Membership Services staff

eBlast set up and distribution:

- Develop Intelligent Query Architect (IQA) with iMIS platform based on distribution instructions provided on the eblast request form. Create library of queries for future use
- Create the eblast draft message/layout using iMIS templates or Active Campaign template
 - Determine the best template to use based on content (i.e., letter, newsletter, event, marketing, etc.) and distribution recipients (i.e., CFPC members, external organizations, CPD providers, etc.)
 - Ensure the unsubscribe feature is used for any commercial electronic messages (CEM) sent via iMIS
- Provide a test/proof email and obtain final approval prior to completing distribution
- Once final approval received from CFPC/Chapter staff, proceed with distribution according to eblast schedule
- Update eblast schedule accordingly after each email is disseminated

eBlast Tracking

- Monitor and analyze distribution including tracking time to clear email queue, open rates, undeliverable, etc.
- Provide monthly summary report to Communications and Marketing & Membership Services eblast team
- Keep eblast tracking log updated on a daily/weekly basis

General website maintenance:

- Ensure that email templates and iMIS web pages adhere to the CFPC's Visual Identity Guidelines
- Troubleshoot technical errors
- Support timely updates to news items on the iMIS platform
- Participate in meetings/functions as required related to the members management system (iMIS) and email communications
- Provide analytics related to iMIS web pages, as required
- Create HTML templates for use with Active Campaign or other email software when required
- Work in accordance with all CFPC policies, procedures and processes, and federal and provincial legislation
- Work in accordance with all health and safety requirements
- Other duties as assigned

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

Requirements:

- Undergraduate degree or post-secondary school diploma, preferably in Communications, website development or equivalent combination of education and experience in a related role
- Minimum of 3 years relevant work experience in website/electronic communication capacity
- Strong interpersonal skills and demonstrated ability to communicate effectively with individuals and groups
- Experience using HTML code
- Experience using Photoshop
- Knowledge of Expert Intelligent Query Architect (IQA)
- Experience working with iMIS membership platform or other membership platforms

- Experience working with Active Campaign or similar email software is a strong asset
- Experience in working with website templates
- Previous experience maintaining websites
- Experience working with a style guide and Visual Identity Guidelines (VIG)
- Experience working with bilingual text (English and French) is a strong asset
- Knowledge of AODA website and document compliance is a strong asset
- Ability to independently troubleshoot technical issues that may arise
- Strong organizational skills and ability to effectively juggle changing priorities and deadlines
- The ability to keep up with changing technical standards for websites and electronic communications
- Thorough knowledge and understanding of applicable data privacy practices and laws
- Proficient understanding of Microsoft products including Windows XP, MS Office, and MS SharePoint
- Experience with computer graphics
- Understanding of marketing, branding, and customer service principles
- Ability to accomplish tasks efficiently, collaboratively, and within agreed timelines
- Good analytical and problem-solving abilities
- An attitude that is positive, progressive, and flexible
- Ability to present ideas in business-friendly and user-friendly language
- Highly self-motivated and directed
- Verbal and written communication skills, with ability to express ideas and opinions clearly and effectively in English; with preference for proficiency in both official languages (English and French)

Working Conditions:

- Open-concept office environment
- 9am – 5pm Monday to Friday

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

please submit a cover letter and your résumé referencing the posting# 2021-56 to: careers@cfpc.ca by October 8, 2021

Important Note: On April 9, 2021, our Executive Team approved our interim relocation guidelines and advised that while we are in Phase 1 of our Return to Office pandemic plan, all employees will continue to work remotely. We are in the process of examining our future New Way of Working model, including the possibility of a fully remote or hybrid remote workplace. Until that decision has been made, and otherwise communicated, our head office continues to be 2630 Skymark Avenue in Mississauga, Ontario. Except for identified senior-level positions, all new employees and internal employees who apply for new positions will be expected to commute to our office in Mississauga at their own expense if required to do so.

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*

