



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 a Social Media Specialist (Bilingual)

Posting #:	2021-61
Department:	Communications
Division:	Member and External Relations
Reports to:	Manager, Communication Services
Classification:	Support Staff
Status:	Permanent
Job Family:	Professional Knowledge Worker
*FTE:	1.0
Level:	4B

Summary:

The Social Media Specialist leads the implementation of a social media strategy and guidelines to support the CFPC strategic plan, marketing, and promotional initiatives in both official languages.

They create social media campaigns, messaging, community engagement through posting/re-posting on behalf of the College.

The Social Media Specialist prepares graphics for use on CFPC social media channels and ensures that all materials align with the CFPC's Visual Identity Guidelines. Using sound judgement, the Social Media Specialist monitors online discussions relevant to the College and family medicine and makes timely decisions about where to contribute. They comment on behalf of the College as needed to provide accurate information and enhance the CFPC's online profile.

The Social Media Specialist provides support to College staff at all levels and provincial Chapters and liaises with members and external stakeholders as required. They act as the main point of contact for College staff to provide support and guidance on the development of social media content that aligns with the CFPC's strategic goals. They work autonomously and provide flexibility as priorities shift and monitor daily social media posts to keep abreast of discussions, issues, and trends; analyzes, and reports on social metrics; and remains current on key trends in social media platforms and best practices.

This position provides direct social media support to the CFPC Executive Director and CEO and Board President with weekly meetings and other members of the Board as required. Monitoring and reporting on specific issues as required to support other College leaders.

Responsibilities:

Essential Duties include:

- Implement the CFPC social media strategy ensuring it is aligned to support the CFPC's strategic plan and help hone engagement and awareness of the CFPC's related goals
- Manage CFPC social media accounts
- Participate in weekly meetings, or as required, with the CFPC Executive Director and CEO and Board President to discuss current issues and posts
- Provide support to other Board Directors and College leaders as required
- Develop and implement strategic social media campaigns in both official languages including planning, content creation, creation of graphics, execution, implementation, monitoring and evaluation
- Monitor online discussions relevant to the CFPC and family medicine; use sound judgement to know where to provide comments on behalf of the College in English and French to provide accurate information and enhance the CFPC's online profile; inform Manager and Director of any online discussions of concern to the CFPC and family medicine
- In concert with other College staff and departments, proactively develop compelling social media content daily to keep the CFPC's voice active on all CFPC social media channels in both official languages
- Create graphics/images for social posts
- Serve as the point of contact for all CFPC departments
- Work collaboratively with other departments to coordinate social media content planning and enhance department/committee social media initiatives
- Measure, analyze, and report on performance and metrics; recommend new initiatives or improvements as appropriate to enhance the CFPC's online profile
- Be accountable for risk and reputational management in all social media platforms
- Develop social media use guidelines and procedures to complement the current policy
- Liaise with the Multimedia Project Manager (Bilingual) to coordinate and integrate social media and multimedia initiatives for maximum profile and effectiveness
- Collaborate as required with CFPC Chapters and external stakeholders
- Optimize CFPC social media platforms and campaigns with an ability to manage diverse projects

- Daily monitoring of social media posts of health care organizations, government, and other stakeholders to keep abreast of issues, and trends
- Provide a daily social media report for Manager and Director using Cision
- Schedule weekly postings using Hootsuite and maintain a social media calendar
- Pull monthly social media reports

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 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 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
- Demonstrate competencies aligned with the CFPC Competency Framework

Requirements:

- College or University degree in Social Media/Digital Media/Communications/Multimedia program or equivalent
- Additional special training in social media is an asset
- Minimum 5 years of experience in an intermediate level social media position in a fast-paced communications environment that required a broad scope of social media responsibilities to address a variety of complex issues in a timely manner independently and in collaboration with staff at all levels
- Must have proven experience working independently and as part of a team to effectively develop and implement social media projects and/or campaigns
- Must be competent to effectively manage a high level of responsibility to address complex issues effectively through social media in a professional manner that reflects positively on the CFPC
- Demonstrated ability to develop, implement and manage social media campaigns and projects to support and/or resolve CFPC initiatives and issues
- Demonstrated experience with financial management and responsibility of dedicated budgets/resources
- Strong writing skills and ability to communicate complex issues in simple language; content may be obtained from all CFPC departments and committees as well as the organizational level
- Must be comfortable as a point of contact for all CFPC departments and possess the ability to coordinate social media requirements for staff at all levels throughout the organization
- Some communication will be required with external audiences including members, Chapters of the CFPC, the Board of Directors, and stakeholders

- Strong judgement and reasoning skills to support the risk and brand management of the CFPC
- Recognize that potential errors in social media comments and posts have a high level of reputational risk to the College
- Strong organizational skills and ability to effectively juggle changing priorities and deadlines
- Must be a creative and strategic thinker
 - Proven experience building a brand presence on social channels
 - Proficient in MS Office, Twitter, Facebook, Instagram, Photoshop, Google analytics, Hootsuite, Photoshop, and other social media platforms, and ability to prepare graphics/images for use on social channels
- A positive, progressive, and flexible attitude
- Ability to present ideas in non-profit-friendly and user-friendly language
- Highly self-motivated and directed
- Ability to elicit cooperation from a wide variety of sources
- Verbal and written communication skills, with ability to express ideas and opinions clearly and effectively in English and French

Working Conditions:

- Open-concept office environment
- 8:00 a.m. – 4:00 p.m. or 8:30 a.m. – 4:30 p.m. or 9:00 a.m. – 5:00 p.m. Monday to Friday
- Occasional overtime may be required
- Some travel may be required to support Family Medicine Forum

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

please submit a cover letter and your résumé referencing the posting# 2021-61 to: careers@cfpc.ca

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*

