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 Communications Assistant

Posting #: 2022-07
Department: Communications
Division: Member and External Relations
Reports to: Manager, Communication Services
Classification: Support Staff
Status: Permanent Full-Time
Job Family: Associate/Team Member
Full Time Equivalent: 1.0
Bilingual (English/French): No

Summary

The Communications Assistant provides program and administrative support to the Communications department. This position portfolio supports media relations and social media campaigns, routine writing for social media and electronic communications, preparing daily news clips, coordinating meetings and
administrative requirements, as well as coordinating and preparing supporting materials for College conferences and special events. This position provides back-up support for website updates, contributes to the communications support for Family Medicine Forum and other initiatives to support College members and Chapters.

Main Responsibilities

Essential Duties

Media relations and media monitoring:
- Media monitoring: Prepare and distribute daily electronic news clippings
- Track CFPC media mentions campaign specific mentions, and pull metrics using the media monitoring software platform
- With direction, respond to media requests according to deadlines; assist with the coordination of clinical interview with appropriate College spokesperson as required
- Develop and maintain up-to-date media contact and distribution lists
- Track all mentions of CFPC in the media and maintain an accurate tracking log

Communications and social media support:
- Support and coordinate requirements for College communications
- 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
- Assist with coordinating the copyediting and translation process to support the weekly production of the CFPC Info Digest; Liaise with the Email Web Coordinator as required
- Assist with triaging web requests during peak periods; filter and direct inquiries to the appropriate web coordinator
- Process and triage incoming requests for document remediation prior to posting to web
- Serve as a secondary contact for time sensitive website updates
- Assist with preparing graphics and website banners for use on WordPress and Kentico websites
- Assist with preparing and sizing images for use in electronic newsletters
- Write and proofread routine correspondence as required
- Provide support to the Social Media Specialist when required, draft tweet content and prepare graphics as needed
- Serve as the primary contact for email inquiries to the CFPC’s info email; filter and direct enquiries to the appropriate department or staff member
- Support CFPC marketing initiatives
- Support the Accessibility for Ontarians with Disabilities Act (AODA) compliance efforts as it relates to documents for use on the CFPC website and microsites: Participate in AODA training as required
- Liaise with Translation and other CFPC departments as required to ensure timely completion and execution of assigned tasks

Family Medicine Forum (FMF) and special events:
- Coordinate the production of print and electronic communication collaterals to support special events such as FMF, Family Doctor Day, and other College events; liaise with external vendors (e.g., writer, designers, printers) as required to keep them abreast of project requirements and timelines as assigned
• Support the preparation of media materials and media promotion of the Family Physician of the Year Program (FPOY) as required
• Assist with the coordination of video scripts and graphics for the production of the FPOY video Family Doctor Day, and other promotional videos as required’’

Administration:
• Participate in department meetings and contribute ideas to project planning and initiatives as required
• Schedule department meetings and coordinate the monthly agendas and minutes; arrange the required set-up including room bookings, teleconference scheduling, equipment, or catering details
• Handle daily administrative duties including: process daily mail, order office supplies, process invoices and maintain invoice log, create and maintain filing systems, mailing lists, databases, photo files, budget records, media lists, etc.

Requirements
• College Diploma in Communications, Public Relations or similar field required
• 1 year experience in similar role required
• 1 year experience with Adobe Photoshop, Adobe Acrobat, WordPress and Kentico preferred
• Verbal and written communication skills, with the ability to express ideas and opinions clearly and effective in English
• Experience with Adobe Acrobat, WordPress and Kentico preferred
• Advanced knowledge of MS Office Suite (Word, Excel, PowerPoint, Outlook)
• Advanced knowledge of HTML newsletter templates
• Intermediate knowledge of Adobe Creative Suite (InDesign, Illustrator, Photoshop, InCopy, Adobe Acrobat Professional)
• Advanced ability to work independently and as a team player
• Advanced professional telephone skills
• Advanced interpersonal skills
• Advanced accurate keyboarding skills
• Advanced attention to detail skills
• Advanced Time management skills
• Advanced administrative skills
• Advanced ability to work in a fast-paced work environment
• Intermediate writing and proofreading skills

Working Conditions
• Open-concept office environment
• Flexibility to work overtime at peak times may be required
• 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

If you share our passion, and are committed to living our CFPC Values please submit a cover letter and your résumé referencing the posting# 2022–07 to: careers@cfpc.ca by February 25, 2022.

The CFPC is committed to employment equity and diversity in the workplace and welcomes applications from women, visible minorities, Indigenous people, persons with disabilities, and persons of any sexual orientation or gender identity or expression. 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.