



## 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 FMF Coordinator - Marketing Lead

**Posting #:** 2021-62  
**Department:** Conferences and Events  
**Division:** Corporate Services  
**Reports to:** Manager, Family Medicine Forum  
**Classification:** Support Staff  
**Status:** Contract (12 months)  
**Job Family:** Professional/Knowledge Worker  
**\*FTE:** 1  
**Level:** 4

---

### Summary:

This position oversees all aspects of a comprehensive, multi-faceted marketing strategy for our annual Family Medicine Forum (FMF).

### Responsibilities:

**Essential Duties include:**

- Develop and maintain master marketing strategy
- Create annual marketing strategy and plan for FMF, in consultation with FMF Manager and Director
- Create an annual calendar overview, monthly timeline and critical path based on key deliverables
- Include all FMF direct emails, Info Digest, video, print, external, PR and related promotional efforts
- Create master social media schedule for days leading up to, throughout, and post-FMF
- Create annual distribution strategy for advance print materials, source, and secure new opportunities
- Develop and maintain master list of key medical advertisement listings, timelines, and update method
- Develop and maintain a master list of publications and other marketing and promotional opportunities
- Develop and maintain master PR list to complement and work in conjunction with CFPC Communications Team distribution schedule
- Develop, maintain, and continually update master social media influencers list for specific campaigns
- Develop annual video production schedule in conjunction with FMF Manager and Director
- Ensure all marketing activities, accountability and deadlines are added to the annual C+E work plan
- Maintain administrator access to all FMF social media accounts and ensure privacy

**Collaboration**

- Develop annual creation, review, proofing and translation schedule with CFPC Communications Team
- Work closely with the design, communications and translation teams to create and review all content
- Liaise with CFPC Communications Team regarding FMF promotion calendar, member eblasts and social
- Work with marketing team to coordinate all eblasts and other required marketing initiatives
- Work closely with other departments and stakeholders to create various marketing promotions
- Work with external and internal sponsors and partners to develop marketing materials
- Work with and lead key healthcare and financial partners on multi-platform campaigns
- Liaise, guide, and consult with CFPC web coordinator to ensure FMF microsite is fully maintained
- Monitor and consult promptly with Comms and C+E leaders for negative press and social media issues

**Marketing Lead**

- Develop a member engagement strategy, foster relationships, tell a story and provide value through connecting via social media and other FMF and CFPC marketing channels

- Create and develop all FMF marketing, promotion, and collateral materials such as:
- Email campaigns, press releases, video, online, social, postcards and print ads for in-house and external
- Oversee all FMF contests including content, creative, rules, approvals, execution, and fulfillment
- Create annual print ad plan including themes, topics, styles ideas, etc. for internal and external
- Create annual web ads for various internal and external promotions, source opportunities, and fulfil
- Create annual promotional postcards, coordinate content, print, production and execute distribution
- Develop, create, and deploy all social media, monitor, and oversee all social media accounts
- Create, review and plan all annual content for social media year-round for Twitter, FB, Insta, LinkedIn
- Create, review, and plan all app push notifications in conjunction with the app administrator
- Book all studio time well in advance annually, secure, set up screen tests for in-house bilingual talent
- Develop all scripts, concepts, coordinate production, content, oversee filming, and content reviews
- Oversee the dissemination, promotion, and tracking of all videos
- Monitor and track analytics for all marketing initiatives where available and prepare ongoing reports
- Provide post-FMF marketing report and analysis including value assigned to all PR and promotions

### **Onsite**

- Work with CFPC Comm Team to develop onsite social media scheduling plan for live coverage
- Provide social media coverage, live pics, videos snips and highlights from various events and activities
- Monitor, manage and respond to live activity throughout the conference, retweet, like, and respond
- Monitor and add items as needed to the planned social and app push notification schedules
- Liaise with onsite photographer and video as needed for securing good marketing footage
- Monitor app activity feed, contribute, like, highlight, and post as applicable
- Report inappropriate or negativity on the app or social media to C+E, Comm, and CPD as needed
- Take responsive or removal action as required and / or as directed

### **Other Responsibilities**

- Attend all meetings with the major sponsor to directly support their marketing needs
- Attend all meetings with the special events planning groups to offer promotion support as needed
- Create, implement, and deploy all push notifications and on-site communications
- Review, add, edit, and develop areas as needed within the virtual platform and / or FMF LOVED
- Liaise with tourism groups to gain access to creative visual materials – collect logins
- Work with tourism group to create micro-sites, provide logos, dates, and create FMF-specific promos

- Lead the development of the FMF microsite, including annual reviews, copy edits, design, blog, etc.
- Provide marketing support for other initiatives as required, including various CFPC special events
- Provide input into creative for promotional signage, entrances, and registration to ensure cohesive look
- Attend meetings as required, contribute, and provide feedback and solutions
- Work in accordance with all CFPC policies, procedures, processes, and federal and provincial legislation
- Fully understand and implement all CFPC social media and email best practices and guidelines
- Understand AODA requirements in print and online marketing
- Learn and adhere to all PIPEDA and CASL requirements

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 diploma, preferably in marketing and/or event planning
- Minimum of 3 years of related working experience in the marketing and conference fields
- Experience with media buying, campaign development, and execution of promotional efforts an asset
- Copywriting, promotional writing, social media, script writing and video production is an asset
- Knowledge and experience using Microsoft Office software Word, Outlook, Excel, PowerPoint
- Familiarity working with Facebook, Twitter, Linked In, Instagram, Hootsuite, Tailwind etc
- Design and creative skills on various software platforms and video editing is an asset
- Demonstrated organizational skills and excellent attention to accuracy and detail
- Ability to set priorities, meet deadlines and achieve goals and contribute to the department work plan

- Outstanding interpersonal, collaboration and customer service skills
- Ability to work well under pressure in a deadline-driven environment
- Superior 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
- Travel is required during FMF
- Willingness to work overtime hours, if required and approved, leading up to and including FMF
- 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

*This job description is not all-inclusive and is intended to reflect the essential duties of the position as it currently exists. It is understood that these duties are subject to change, having regard to the needs of the organization.*

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

**please submit a cover letter and your résumé referencing the posting# 2021-62 to: [careers@cfpc.ca](mailto: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*

