



JOB OPPORTUNITY

About the CFPC

The College of Family Physicians of Canada (CFPC) is the professional organization that represents more than 46,000 members across the country. The CFPC establishes the standards for and accredits postgraduate family medicine training in Canada's 17 medical schools. It reviews and certifies continuing professional development programs and materials that enable family physicians to meet certification and licensing requirements.

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.

Position Title:	Manager, Public Relations and Communications
Vacancy#:	2025-14
Department:	Marketing and Communications
Division:	Member and External Relations
Reports to:	Director, Marketing and Communications
Classification:	Management
Status:	Permanent Full Time
Full Time Equivalent:	1.0
Salary Range:	Min. \$102,799.44 Mid.\$128,498.88 and Max. \$154,198.80

Summary

The Manager, Public Relations and Communications plays a key role in advancing the College of Family Physicians of Canada (CFPC) strategic priorities through clear, consistent, and compelling communications. This role supports the President, Board of Directors (BoD), CFPC Executive Office of the CEO (OCEO), Chapters, and other senior leaders by developing and managing communications that reflect the CFPC's voice, strengthen its reputation, and deepens engagement with internal and external audiences. The Manager is responsible for developing and implementing strategic communication and media plans to enhance the organization's image, specifically with the CFPC's membership. This role involves overseeing internal and external communication, managing media relations, ensuring consistent messaging and branding across all channels and platforms, and supporting issues management and crisis communications.

Main responsibilities include but are not limited to:

Essential duties

Executive Communications and Management (includes Board, OCEO and Chapters):

- Manage the research, writing, and editing for speaking remarks, articles, media briefs, and correspondence for the President, CEO, and other senior leaders.
- Tailor messages for diverse audiences, including members, governments (primarily federally), partners, and media.
- Develop and prepare communications for the Board Chair (President), CEO and other leaders as required, to ensure consistent strategic messaging to CFPC members and key stakeholders.
- Draft reports, summaries, and statements to communicate decisions and strategic direction as required.
- Provide leadership and work under the supervision of the Marketing and Communications Director, Executive Director of Member and External Relations and OCEO (where appropriate) in managing issues, reputational risks, and crisis communications.
- Advise senior leadership on communication approaches for sensitive topics (may require working with other CFPC departments and Chapters to align communication plans and messaging).
- Serve as the editorial lead and quality control for all executive-facing communications.
- Ensure accuracy, clarity, and consistent voice across all platforms, formats and channels.

Strategic Communications and Brand Alignment:

- Develop and implement organizational strategic communications plans that align with the CFPC's new brand strategy, goals, values, and advocacy priorities. This includes crafting key messages, identifying target audiences, and selecting appropriate communication channels.
- Create and work with internal departments on communication strategies and messaging frameworks for priority initiatives, policy announcements, advocacy, or organizational change
- Oversee the creation of strategic and engaging communications and content that reflects the CFPC's brand and values.
- Maintain brand consistency in communications, messaging and tone across various platforms and ensure all communications uphold the CFPC's reputation and professional image.
- Guide the creation of high-quality communications content that aligns with the CFPC new brand strategy, brand identity and messaging framework and ensure brand consistency and tone across all communications channels, including social media, website, newsletters, email, etc.

Internal and External Communications and Measurement of Effectiveness:

- Ensure consistent and effective messaging across all CFPC communications, including newsletters, reports, websites, emails and social media platforms.
- Monitor member sentiment and potential risks to the CFPC's reputation (issues management).
- Develop communication responses and plans during crises to ensure timely and transparent messaging and provide rapid, coordinated responses to sensitive issues or media scrutiny. Also provide strategic communications counsel to leadership on reputation and risk management (crisis communications).
- Monitor communications and media effectiveness, including but not limited to: reach and impact of bilingual communication efforts through the CFPC's communications plans, media coverage and audience feedback with the intent to adjust strategies and improve the effectiveness of strategic communications for the CFPC.

Lead a team of English Communications Professionals Including Writers and Editors:

- Collaborate with internal departments to align communication efforts, support organizational initiatives, clarify communication goals, and content requirements.
- Provide guidance, performance feedback, and professional development.
- Manage writing and editing workloads, maintaining quality standards, and facilitating communication between team members and stakeholders.
- Monitor project progress, address bottlenecks, and adjust resources as needed.
- Optimize resource allocation to improve efficiency without compromising quality.
- Ensure communications are delivered consistently to high professional standards.

Media and Public Relations:

- Lead media relations, including drafting press releases, arranging interviews, and managing media inquiries. This requires working with the Board spokesperson, and executive staff as needed with media briefs, interview coaching and preparation and ensuring consistency of key organizational messaging.
- Cultivating relationships with journalists and strategically and proactively seeking opportunities for positive media coverage.
- Ensure brand narrative is reflected accurately with media and external stakeholders.
- Manage the creation and revision of media briefs to ensure detailed information, context and key messages are included to ensure CFPC's media spokesperson is properly prepared.
- Develop and implement integrated communications and public relations and media strategies that align with the CFPC's strategic goals, enhance the organization's reputation, and support engagement with members, stakeholders, media, and the public.

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.

Supervisory duties

- Implement staffing plans of the team/department.
- As a Hiring Manager for direct reports, collaborate with Human Resources to develop recruitment plans based on staffing needs, participate in internal and external job candidate selection, including screening, conducting interviews, testing, and onboarding. Authorize all hiring/promotional decisions, ensuring compliance with all related policies and regulations.
- Implement adequate staffing levels for all direct reports to ensure service delivery and manage requests for time off in the CFPC Time Management System.

- Set performance goals and project deadlines that align with CFPC vision, mission, strategic plan, and team/departmental priorities in consultation with the Director. Organize workflow, delegate work to employees, monitor and address issues with productivity or work quality, track progress, and provide constructive feedback and coaching.
- Supervise direct reports and manage the performance of individuals through ongoing coaching, feedback, and development to motivate, engage and drive a high performing team.
- Promote and model the highest level of service (internally and/or externally) and ensure that direct reports deliver a maximum level of service and satisfaction is achieved and maintained. Work quickly to resolve complaints.
- Determine rewards and recognition within established policies and guidelines, both formal and informal, based on performance.
- Serve as an appropriate communication link between employees and all levels of management ensuring that everyone is kept informed.
- Ensure adherence to legal and organizational policies and procedures and undertake disciplinary actions if the need arises.
- Adhering to budget policies and procedures, and in consultation with Finance, manage operating and capital budgets for the team/department, including forecasting estimated and actual costs. Ensure cost control and expenses are in alignment with the budget.

General management duties

- Develop, provide input, and/or implement Policies and Procedures.

Requirements

- Bachelor's degree in public relations, Communications, Journalism, Marketing or related field.
- 5 years of experience in Public Relations, Media Relations or Corporate Communications.
- 5 years of experience with digital public relations, social media platforms, and content marketing tools.
- 5 years of experience handling crisis communications, media events and brand reputation.
- Certificate in Public Relations and Certificate in Communications, preferred.
- Verbal and written communication skills, with the ability to express ideas and opinions clearly and effectively in English.
- Verbal and written communication skills, with the ability to express ideas and opinions clearly and effectively in French is an asset.
- Advanced knowledge of media relations, social media platforms, digital and print marketing, web-based communications and content marketing.
- Advanced knowledge of Microsoft suite, writing and editing and membership relations.
- Advanced communications, interpersonal writing, stakeholder management, strategic thinking and collaboration skills.
- Advanced ability to maintain composure under pressure and manage multiple projects simultaneously.
- Advanced ability to organize and prioritize workload in a complex and dynamic environment.
- Related competencies: business acumen, customer focus, courage, positive approach, communication, building partnerships, influencing, building talent, inspiring others, driving for results and facilitating change

Working Conditions

- Occasional evening and weekends meetings.
- Occasional lifting up to 50 lbs.

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.

There's a certain sense of job satisfaction that comes from working for a not-for-profit organization such as the College of Family Physicians of Canada (CFPC).

If you share our values and would like to join our team of dedicated professionals helping the CFPC achieve its mission, please submit a written portfolio, cover letter and your résumé referencing the vacancy# 2025-14 to: careers@cfpc.ca by July 30, 2025.

We thank all those who apply for this opportunity. Only external applicants selected for further consideration will be contacted.

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 Human Resources if you require any accommodation(s).