

## Job Posting

### About the CFPC

The College of Family Physicians of Canada (CFPC) is the professional organization that represents more than 42,000 members across the country. The College 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.

### We are recruiting for a Marketing and Communications Client Liaison

**Posting #: 2023-09**

**Department: Marketing and Communications**

**Division: Member and External Relations**

**Reports to: Manager, Marketing and Communications Client Services**

**Classification: Support Staff**

**Status: Full-Time, Contract**

**Contract end date (if applicable): 1<sup>st</sup> February 2024**

**Job Family: Professional/ Knowledge Worker**

**Full Time Equivalent: 1.0**

**Bilingual (English/French): No**

**Salary Range: Min \$68,779, Mid. \$85,974 Max. 103,169**

### Summary

The Marketing and Communications Client Liaison engages and supports a client group of internal CFPC departments and Provincial Chapters to define, manage and execute their marketing and communication projects. This role provides strategic guidance and uses project management tools to ensure marketing and communication projects are appropriately defined and executed to the executive level, all departments, CFPC members, chapters, committees and partners, and the public.

## Main Responsibilities

- Contributes to the execution, implementation, and evaluation of the CFPC's marketing and communications strategy
- Provides expert marketing and communications advice, guidance and strategic support to client groups across the CFPC
- Works collaboratively with internal clients to define their marketing and communication needs
- Supports the planning, organization and execution of client marketing, communications, and outreach initiatives
- Supports the preparation of key messages, backgrounders, promotional items, story pitches, media releases, media relations, and tools
- Supports the execution of the CFPC's social media strategy
- Ensures execution of marketing and communications activities across all online channels
- Analyzes marketing campaigns and communications initiatives and translates data into recommendations and plans for improvement
- Participates in cross-functional team meetings to contribute and communicate innovative ideas and communicate strategies for all related activities
- Prepares project workplans and liaises with all stakeholders involved in the project process to define and confirm required steps and actions
- Tracks projects using the identified intake, triage and workflow processes and implementing key performance measures that will be used to evaluate the project's objectives.
- Acts as the liaison between Marketing and Communications production units (Language Services, Creative and Media Services) ensuring client projects are implemented effectively and according to required timelines
- Maintains open dialogue and communication with client groups
- Creates and maintains a trusted client-centered approach to work
- Supports the execution of the CFPC's long-term strategy
- Implements the organization's branding and positioning
- Assists in budget preparation and tracking

## Requirements

- Bachelor's Degree in Marketing, Communications, or Public Relations, required.
- 5 years of experience in a marketing and/or communications role, required.
- 5 years of experience developing and implementing marketing and communications programs, required.
- Verbal and written communication skills, with the ability to express ideas and opinions clearly and effectively in English, required.
- French is an asset
- Intermediate project management, negotiation, organizational and entrepreneurial skills, required.
- Ability to manage multiple challenging deadlines and creativity, required.

## Working Conditions

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.

**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 cover letter and your résumé referencing the posting# 202-67 to: [careers@cfpc.ca](mailto:careers@cfpc.ca) by 26th January 2023.**

*The CFPC is committed to employment equity and diversity in the workplace and welcomes applications from women, visible minorities, Indigenous peoples, 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.*