



## 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 Marketing and Communications Manager

<b>Posting #:</b>	<b>2021-34</b>
<b>Department:</b>	<b>Foundation for Advancing Family Medicine</b>
<b>Division:</b>	<b>Foundation for Advancing Family Medicine</b>
<b>Reports to:</b>	<b>Executive Director, Foundation for Advancing Family Medicine</b>
<b>Classification:</b>	<b>Management</b>
<b>Job Family:</b>	<b>Manager</b>
<b>Status:</b>	<b>Permanent</b>
<b>*FTE:</b>	<b>1.0</b>
<b>Level:</b>	<b>5B</b>

### Summary

This position is responsible for the creation and implementation of a comprehensive marketing and communication strategy for the Foundation for Advancing Family Medicine (FAFM). This will include but will not be restricted to promotional activities for the annual Honours and Awards Program, fundraising initiatives in accordance with the annual Development Plan, as well as scripting and multimedia coordination for the award events during the annual Family Medicine Forum. The role of the Marketing

and Communication Program Manager will respect alignment with the College of Family Physicians of Canada (CFPC). The position requires an individual with solid experience in professional writing, communications, social media, project coordination, and digital marketing.

## Responsibilities

Essential duties include:

- Design and manage an impactful enterprise-level annual marketing and communications strategy that effectively positions the FAFM to garner visibility, drive impact and supports the Foundation's fundraising and adjudication initiatives
  - Work collaboratively with the CFPC Communications team, including departments such as Creative, Copy Editing and Translation
  - Create and maintain all web content
  - Write speaking notes for the award presentations during the Family Medicine Forum (FMF) including recipient biographies, key details of award-winning projects, and essential sponsorship information
  - Coordinate content and production of print and electronic programs featuring award recipients for initiatives related to the FMF
  - Contribute to FAFM's newsletter, *Partners*, and coordinate production
  - Develop FAFM Annual Report
  - Support the design and overall strategy for fundraising-related communication, such as solicitation materials, campaign promotion, donor reports, annual impact reports and donor stewardship vehicles
  - Coordinate, contribute to, and assist in the preparation of key documents that showcase the mission, needs, and successes of the FAFM's fundraising and adjudication initiatives
  - Develop reports with metrics
  - Support the FAFM Board with communication materials
  - Monitor social media activity and generate analytic reports as needed
  - Work closely and effectively with all other internal cross-functional teams to develop a deep understanding of target audiences and influencer insights and to integrate those insights into compelling Marketing and Communications programs
  - Create and publish new website pages/sections and campaign landing pages
  - Track and report on key performance indicators and identify, recommend, and execute improvements for optimizing of digital communication campaigns
- General management duties - manager:
- Develop, provide input, and/or implement Policies and Procedures

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

### Requirements

- Undergraduate degree, preferably in English, Communications or Marketing
- Minimum of 5 years relevant professional work experience in the charitable sector in positions of increasing responsibilities
- Professional writing and editing skills
- Proficient computer skills in MS Word, Outlook, Excel, and Power Point
- Must be comfortable using a PC
- Must be experienced in using social media platforms and other technologies in effective ways to communicate with target audiences
- Familiarity or aptitude to rapidly acquire competence in a variety of Content Management System (CMS) platforms is a strong asset
- Ability to synthesize information in a format and tone appropriate for distinct target audiences
- Excellent interpersonal skills and a collegial working style
- Project management expertise preferred
- Proven attention to detail
- Demonstrated excellent organizational and follow-up skills with the ability to prioritize and meet deadlines
- Self-motivated to take initiative independently, as well as ability to work collaboratively to meet strict deadlines in a fast-paced, non-profit environment
- Advanced 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 evening/weekend work including some travel as needed

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

**please submit a cover letter and your résumé referencing the posting # 2021-34 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*

