



## **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 Manager, Creative and Media Services**

<b>Posting #:</b>	<b>2022-13</b>
<b>Department:</b>	<b>Marketing and Communications</b>
<b>Division:</b>	<b>Member and External Relations</b>
<b>Reports to:</b>	<b>Director, Marketing and Communications</b>
<b>Classification:</b>	<b>Management</b>
<b>Status:</b>	<b>Permanent</b>
<b>Job Family:</b>	<b>Manager</b>
<b>Full Time Equivalent:</b>	<b>1.0</b>
<b>Bilingual (English/French):</b>	<b>No</b>

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## Summary

The Manager, Creative and Media Services leads a team of professionals responsible for developing and implementing creative strategies, graphics design, multimedia production, social media, and web content to create quality content and collateral to support the CFPC's long-term vision and outreach priorities and initiatives.

In collaboration with the Director and the Marketing and Communications leadership team, the Manager conceptualize and communicates design strategies, maintains internal staff resourcing and workflows, and liaises with stakeholders to ensure projects are of high quality and delivered effectively.

The Manager contributes to the development and implementation of the CFPC's long-term marketing and communications vision by providing insight into creative strategies, introducing best practices and a variety of approaches to support the organization's outreach activities.

## Main Responsibilities

### Essential Duties

#### Creative and Media Services:

- Liaises with CFPC staff at all levels and external vendors to obtain or provide information required for graphic design, multimedia, print and digital requirements
- Oversees the creation, development, and production of a wide variety of materials to meet established timelines and budgets
- Provides quality control on project initiatives
- Manages the development and consistent application of master templates for all branding guidelines associated with the College with target audiences as required
- Oversees the solicitation, management and production of advertising for inclusion in various content / publications as required
- Works collaboratively with CFPC's leadership and the Marketing and Communications staff to plan marketing and communications strategies for all audiences
- Ensures collective involvement across the Marketing and Communications team
- Manages production schedules and collaborates with project teams accordingly
- Team Leadership
- Oversees and leads the activities of the Creative and Media team including the provision of quality products in print and digital formats
- Manages and prioritizes staff time to fulfill cyclical and new projects
- Develops team members and actively supports their professional development
- Participates in and reports to internal committees including but not limited to Executive Team, Senior Team and other committees as related to this team
- Manages the annual budget allocated to Creative and Media Services

### Related Duties

- Participate with the onboarding of new team members as required
- Contribute to delivering on the overall work plan of the department and strategic goals of the CFPC
- Demonstrate behaviours aligned with the CFPC Values in Action
- Develop and maintain collaborative relationships at all levels of the organization in order to build trust and confidence in the services provided
- Ensure effective and professional communications with all internal and/or external contacts
- Participate in the development and/or execution of special projects as required
- Participate on internal staff committees or working groups as required
- Support the team and collaborate with colleagues to ensure departmental needs are met including absence coverage and cross-training as required
- Work in accordance with all CFPC policies, procedures and processes with all applicable legislation
- Work in accordance with all health and safety requirements

### **Supervisory Duties**

- 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.
- 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.
- Determine rewards and recognition within established policies and guidelines, both formal and informal based on performance.
- Ensure adherence to legal and organizational policies and procedures and undertake disciplinary actions if the need arises.
- Implement adequate staffing levels for all direct reports to ensure service delivery and manage requests for time off in the CFPC Time Management System.
- Implement staffing plans of the team/department.
- 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.
- Serve as an appropriate communication link between employees and all levels of management ensuring that everyone is kept informed
- 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.

### **General Management Duties**

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

## Requirements

- Bachelor's Degree in Graphic Arts and Design, Graphics Communication Management or a related field
- 5 years relevant experience in graphics design, production, publishing and digital media
- 3 years' experience in a leadership position
- Verbal and written communication skills, with the ability to express ideas and opinions clearly and efficiently in English; French is an asset
- Proven experience with best practices and leading trends in social media strategies and execution
- Intermediate knowledge of Microsoft Office suite
- Advanced listening, discretionary, judicious, diplomatic skills
- Ability to work in a professional manner with all levels of staff and external parties
- Advanced negotiation, creative, entrepreneurial, organizational and management skills
- Ability to work independently

## Working Conditions

- 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. 5 days a week
- Occasional evening and weekend meetings
- Some travel related to CFPC and stakeholder meetings

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

**please submit a cover letter and your résumé referencing the posting# 2022-13 to: [careers@cfpc.ca](mailto:careers@cfpc.ca) by March 15, 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.*