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, Marketing and Communications Client Services

Posting #: 2022-15
Department: Marketing and Communications
Division: Member and External Relations
Reports to: Director, Marketing and Communications
Classification: Management
Status: Permanent
Job Family: Manager
Full Time Equivalent: 1.0
Bilingual (English/French): No
Summary

As an integrated Marketing and Communications function, the Manager provides oversight, guidance, and leadership to a team of client facing professionals that work collaboratively with internal CFPC client groups to provide expertise and project management for their marketing and communications needs.

In collaboration with the Director, the Manager supports the development and implementation of the CFPC’s long-term marketing and communications vision. This role provides insight and support in developing goals, strategies and implementation plans to execute marketing campaigns and initiatives.

Communications support is provided to the executive level, all departments, committees, and chapters.

Main Responsibilities

Essential Duties:

Marketing and Communications:

- Develops and delivers creative marketing and communications plans and approaches that align with CFPC’s long-term vision
- Works collaboratively with CFPC’s leadership and the Marketing and Communications staff to plan marketing and communications strategies for all audiences
- Ensures collective involvement in strategic approach and materials production across the Marketing and Communications team including Language Services and Creative and Media Services
- Monitors, analyzes and evaluates marketing and communications initiatives to ensure that target audiences are effectively engaged, and that CFPC’s organizational branding and positioning are achieved
- Monitors and recommends strategies that align with marketing and communications best practices
- Creates and launches both internal and external marketing campaigns
- Supports the development of a trusted and client-centered approach providing value-added support for the CFPC’s marketing and communications needs, including providing support, as necessary, to the provincial Chapters
- Oversees and leads the activities of the client-centered Marketing and Communications professionals including the provision of quality client service, marketing and communications expertise, and project and strategic planning and coordination
- Enables and supports the introduction of a formal project management approach for client requests, ensure that work is resourced effectively across the team
- Manages and prioritizes staff time to fulfill cyclical and new projects
- Develops team members and actively supports their professional development
- Participates and reports as required to internal committees including but not limited to Executive Team, Senior Team and other committees as related to this team

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 Marketing, Advertising, Communications or related field
- 5 years relevant experience in marketing and communications roles for an association, non-profit, private or public-sector organization
- 3 years experience in a leadership position
- Verbal and written communication skills, with the ability to express ideas and opinions clearly and effectively in English; French is an asset
- 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, 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 #2022-15 to: 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.