

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 Client Liaison

Posting	2022-39
Department:	Marketing and Communications
Division:	Member and External Relations
Reports to:	Manager, Marketing and Communications Client Services
Classification:	Support Staff
Status:	Permanent
Job Family:	Professional Knowledge Worker
Full Time Equivalent:	1.0
Bilingual (English/French):	English

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

Essential Duties

- 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 action
- 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

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

Requirements

- Bachelor's Degree in Marketing, Communications or Public relations
- 3 years or more experience in a marketing and/or communications role
- 3 years or more experience developing and implementing marketing and communications programs
- Verbal and written communication skills, with the ability to express ideas and opinions clearly and effectively in English
- The ability to speak and write in French is an asset

Working Conditions

- Occasional after hours or weekend work
- Travel within Canada for meetings, tradeshows and events will be required
- Occasional movement of boxes, etc. as part of mailing and tradeshows, standing for prolonged periods of time at tradeshows.
- 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

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. On February 17, 2022, the Executive Team announced the decision to explore becoming a fully remote, and nationally distributed organization. We are aiming for February 2023 as the date to finalize a decision in this regard. There is much work to be done, including the assessment of which roles, if any, require in person attendance going forward. In the interim, staff work remotely (or work in our office in Mississauga). Attendance in the office and at offsite meetings is voluntary during the pandemic, although there may be policies and/or procedures that require regular in-person attendance introduced in the coming weeks. Unless otherwise identified, 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.

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

please submit a cover letter and your résumé referencing the posting# 2022-39 to: careers@cfpc.ca by

August 11, 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.

All internal applications will be acknowledged.