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 Strategic Advisor and Integration Project Lead

Posting #: 2022-16
Department: Marketing and Communications
Division: Member and External Relations
Reports to: Director, Marketing and Communications
Classification: Management
Status: Contract
Job Family: Manager
Full Time Equivalent: 1.0
Bilingual (English/French): No
Summary

The Strategic Advisor and Integration Project Lead is responsible for participating in and facilitating the management, coordination, and implementation of the CFPC’s long-term marketing and communications strategy. This role contributes strategic, technical, and logistical expertise to the planning of the Department by initiating, coordinating, and monitoring key processes, activities, and issues.

This position is also responsible to facilitate the Department’s transition to a client centered approach to marketing and communications activities across the CFPC and will work closely with the Director and internal management team to refine core work process, address issues, implement and manage change, and measure results.

Main Responsibilities

**Essential Duties:**

- **Strategic Advisory Support:**
  - Supports the Director and Department management in responding to strategic and operational marketing, communications, media relations issues, including developing strategies and responses for crisis communications
  - Enables the development of a strategic perspective for marketing and communications by providing expertise and advice on approaches, best practices, target outcomes and identifying key actions and initiatives in support
  - Contributes to the Marketing and Communications planning cycle, ensuring that client needs are clearly identified, planned, tracked, evaluated and measured
  - Provides analysis on internal communications issues, marketing gaps and opportunities, and identifies appropriate strategies and responses
  - Manages relationships with core client groups to ensure that the Marketing and Communications Department responds effectively

- **Department Integration**
  - Provides expert guidance and advice in identifying effective ways to introduce and manage change
  - Leads the review, documentation, and refinement of the Department’s key workflows to ensure that increased clarity, responsiveness, and efficiencies are realized
  - Leads the implementation of the client-centered service delivery model working across all CFPC Departmental functions
  - Enables the implementation of a formal project management approach for client requests, providing support to stakeholders and facilitating effective change management and growth
  - Develops and maintains a weekly dashboard of projects, resources, and timelines
  - Identifies potential risks and works with Departmental management and staff to propose a solution

- **Other duties as assigned**

**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
- 2 years experience leading project teams, facilitating and implementing change and creating engagement
- Project Management certificate or PMP designation is an asset
- 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
- Ability to manage multiple programs

**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.