

Job Posting

About the CFPC

Representing more than 37,000 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 FMF Coordinator – Marketing Lead

Posting #: 2020-16
Department: Conferences and Events
Division: Corporate Services
Reports to: Manager, Family Medicine Forum
Classification: Support Staff
Status: Permanent full-time
***FTE:** 1
Level: 4

Job Summary:

Oversee all aspects of a comprehensive, multi-faceted marketing strategy for Family Medicine Forum (FMF).

Main Responsibilities

Develop and maintain master strategy

- Create annual marketing strategy and plan for FMF, in consultation with FMF Manager and Director
- Create an annual calendar overview, monthly timeline and critical path based on key deliverables
- Includes all FMF direct emails, e-news, video, print, external, PR and other related promotional efforts
- Create master social media schedule for days leading up to, throughout and post FMF
- Create annual distribution strategy for advance print materials, source and secure new opportunities
- Develop and maintain master list of key medical calendar listings, timelines, and update method
- Develop and maintain a master list of publications and other marketing and promotional opportunities
- Develop and maintain master PR list to complement and work in conjunction with comm distribution
- Develop, maintain and continually update master social media influencers list for specific campaigns
- Develop annual video production schedule in conjunction with FMF Manager and Director
- Create master keynote speaker's database with rates and contacts where available
- Ensure all marketing activities, accountability and deadlines are added to the annual C+E work plan
- Maintain administrator access to all FMF social media accounts and ensure privacy

Collaboration

- Develop annual creation, review, proofing and translation schedule with CFPC Communications Team
- Work closely with the design, communications and translation teams to create and review all content
- Liaise with CFPC Communications Team regarding FMF promotion calendar, member eblasts and social
- Work with Marketing team to coordinate all eblasts and other required marketing initiatives
- Work closely with other departments and stakeholders to create various marketing promotions
- Work with external and internal sponsors and partners to develop marketing materials
- Work with and lead key Healthcare and Financial partners on multi-platform campaigns
- Liaise, guide and consult with CFPC web coordinator to ensure FMF microsite is fully maintained
- Monitor and consult promptly with Comms and C+E leaders for negative press and social media issues

Marketing Lead

- Develop a member engagement strategy, foster relationships, tell a story and provide value through connecting via social media and other FMF and CFPC marketing channels
- Create and develop all FMF marketing, promotion and collateral materials such as: Email campaigns, press releases, video, online, social, postcards and print ads for in-house and external
- Oversee all FMF contests including content, creative, rules, approvals, execution and fulfillment

- Create annual print ad plan including themes, topics, styles ideas etc. for internal and external
- Create annual web ads for various internal and external promotions, source opportunities and fulfil
- Create annual promotional postcards, coordinate content, print, production and execute distribution
- Develop, create and deploy all social media, monitor and oversee all social media accounts
- Create, review and plan all annual content for social media year-round for Twitter, FB, Insta, LinkedIn
- Create, review and plan all in app push notifications in conjunction with the app administrator
- Book all studio time well in advance annually, secure, set up screen tests for in house bilingual talent
- Develop all scripts, concepts, coordinate production, content, overseeing filming, and content reviews
- Oversee the dissemination, promotion, and tracking of all videos
- Liaise with tourism groups to gain access to creative visual and video materials – collect logins
- Work with Tourism group to create micro-sites, provide logos, dates and create FMF specific promos
- Lead the development of the FMF microsite, including annual reviews, copy edits, design, blog etc.
- Marketing support for other initiatives as required, including various CFPC special event
- Work with sessions lead on vetting, availability and rates from an annual list of potential keynotes
- Develop contractual agreements with keynote speakers/agencies in accordance with CFPC policies
- Provide input into creative for promotional signage, entrances and registration to ensure cohesive look
- Monitor and track analytics for all marketing initiatives where available and prepare ongoing reports
- Provide post-FMF marketing report and analysis including value assigned to all PR and promotions

Onsite

- Work with CFPC Communications Team to develop onsite social media scheduling plan for live coverage
- Provide social media coverage, live pics, videos snips and highlights from various events and activities
- Monitor, manage and respond to live activity throughout the conference, retweet, like and respond
- Monitor and add items as needed to the planned social and App push notification schedules
- Liaise with onsite photographer and video as needed for securing good marketing footage
- Monitor app activity feed, contribute, like, highlight and post as applicable
- Report inappropriate or negativity on the app or social media to C+E, Comm, CPD as needed
- Take responsive or removal action as required and / or as directed

Other

- Contribute to the fulfillment of the strategic goals of FMF, C+E Team and the CFPC where applicable
- Attend meetings as required, contribute and provide feedback and solutions
- Cross-train to assist other staff members during busy times and for absence coverage
- Fully understand and implement all CFPC social media and email best practices and guidelines
- Learn and adhere to all PIPEDA and CASL requirements

Related Duties:

- Provide excellence in member and customer service
- Ensure effective and professional communications with all internal/external contacts
- Develop and maintain collaborative relationships at all levels of the organization in order to build trust and confidence in the services provided
- Participate with the onboarding of new team members as required
- Support the team and work with colleagues to ensure department needs are met including absence coverage
- Work in accordance with all CFPC policies, procedures and processes, and federal and provincial legislation
- Work in accordance with all health and safety requirements
- Demonstrate behaviours that align with the CFPC Values
- Demonstrate competencies aligned with the CFPC Competency Framework
- Participate on CFPC staff committees or working groups and other related projects as required

Requirements (knowledge, experience, education, competencies):

- College diploma, preferably in conference and event planning
- Minimum of 3 years of related working experience in the marketing and conference fields
- Experience with media buying, campaign development, and execution of promotional efforts an asset
- Copywriting, promotional writing, social media, script writing and video production is an asset
- Knowledge and experience using Microsoft Office software Word, Outlook, Excel, PowerPoint
- Familiarity working with Facebook, Twitter, Linked In, Instagram, Hootsuite, Tailwind etc.
- Design and creative skills on various software platforms and video editing is an asset
- Demonstrated organizational skills and excellent attention to accuracy and detail
- Ability to set priorities, meet deadlines and achieve goals and contribute to the department work plan
- Outstanding interpersonal, collaboration and customer service skills
- Ability to work well under pressure in a deadline-driven environment
- Superior verbal and written communication skills, with ability to express ideas and opinions clearly and effectively in English; French an asset

Working Conditions

- Open concept office environment

Hours of Work

- 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.
- Travel is required during FMF
- Willingness to work overtime hours, if required and approved, leading up to and including FMF

**If you share our passion, and are committed to living our CFPC Values
please submit a cover letter and your résumé referencing the posting#2020-16 to: careers@cfpc.ca by March 4, 2020.**

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

