



## The Ontario College of Family Physicians Job Description

**Job Title:** Director, Member Engagement and Public Affairs  
**Accountable to:** Chief Executive Officer (CEO)  
**Date:** August 29, 2017

The Ontario College of Family Physicians (OCFP) is an organization of 12,300 Ontario family doctors providing patient care across communities in Ontario. The College provides high-quality, evidence-based continuing professional development for physicians, promotes family doctor leadership and advocates for the vital role family doctors play in Ontario's health-care system in delivering high-quality patient care. As the Ontario chapter of the College of Family Physicians of Canada, we are a critical voice for family medicine in Ontario.

### Position Summary

Reporting to the CEO, the **Director, Member Engagement and Public Affairs** has accountability for achieving the reputation, relationships and influence required to achieve OCFP's vision and long-term plan. As part of the OCFP's value proposition, OCFP strives to advance family medicine across Ontario through leadership, advocacy, and collaboration. The incumbent is responsible for ensuring the successful execution of member engagement strategies, policy analysis, government and stakeholder relations strategies, and strategic marketing and communications to support the achievement of this mandate.

### Key Responsibilities:

#### Member Engagement

- Cultivate the development and delivery of high-quality member consultation and engagement initiatives which reflect OCFP's values and mission.
- Develop innovative strategies to engage with and support family physician members to ensure the achievement of OCFP's strategic plan.
- Develop comprehensive business plans which include strategic positioning, operational and resource plans.
- Provide leadership to relevant Board and operational committees and support the development of presentations and materials as required.

## **Public Affairs**

**(includes policy analysis and implications for the OCFP, government relations strategies, marketing/communications)**

- Develop and execute OCFP's government relations strategy and develop effective relationships to keep abreast of emerging policy priorities as they relate to healthcare in Ontario and specifically primary care.
- Build and maintain relationships with leaders across the Ontario healthcare system and government/government agencies to advocate for the role of family physicians in the delivery of quality healthcare across Ontario.
- Develop collaborative partnerships with key healthcare stakeholders to further the goals of the OCFP for a sustainable healthcare system through information sharing and joint initiatives.
- Develop strategies and tactics to positively influence policy development to support of the evolving needs of family physicians in Ontario.
- Assess the impact of relevant legislation, regulations and public policy on family physicians and coordinate effective implementation through education, knowledge translation and professional development.
- Identify issues, prepare responses, and inform members of key developments.
- Effectively disseminate information to stakeholders and solicit their input on proposals for changes in policies and resources.

## **Strategic Communications**

- Develop communication strategies and platforms including an innovative digital media strategy to engage members.
- Work with key stakeholders to leverage and coordinate existing tools and resources.
- Ensure the development of appropriate communication vehicles to provide timely and accurate communication to the intended audience.
- Develop and implement appropriate issues management and crisis communications plans as required.
- Provide communication counsel to internal and external groups including the CEO and Board of Directors.

## **Leadership**

- Provide leadership to the broader OCFP team to develop integrated and comprehensive strategies to increase value to members.
- Collaborate with the OCFP leadership team to ensure awareness of emerging issues affecting public policy, membership retention and engagement strategies.

- Lead the development of a highly effective team, ensuring high standards of delivery and alignment with OCFP priorities.
- Responsible for fostering a positive supportive and collaborative team approach and developing approaches to ensure a healthy and productive working environment.
- Establish team and individual performance plans, monitor success, and provide regular feedback.
- Develop and collaborative cross functional relationships.
- Provide ongoing coaching and development to team members and implement practices that increase employee engagement and commitment.
- Demonstrate values and OCFP's core competencies.

### **Operations and Financial Management**

- Responsible to develop and monitor budget and annual portfolio objectives subject to review from Finance and the CEO.
- Ensure streamlined processes in the department to improve efficiency and effective use of resources.
- Ensure all systems, technology and resources required are in place to organize and achieve objectives.
- Responsible for the overall financial performance, quality, accuracy, and customer satisfaction of the department.
- Support the implementation of department and organizational standards.

### **Reporting Relationships:**

- 3-5 direct reports

### **Required Qualifications:**

- University degree in Political Science, Marketing, Communications, Public Relations, or related field (Master's level preferred).
- At least ten (10) years' experience at a senior leadership level working in public affairs including government relations and/ or public policy, strategic communications in health care or related field.
- Strong understanding of the latest strategies and best practices related to marketing and communications and member of stakeholder engagement.
- Demonstrated knowledge of current issues affecting family physicians and healthcare reform in Ontario.
- Demonstrated knowledge regarding public policy and experience in developing proposals and policy statements.

- Demonstrated ability to analyze emerging issues and develop recommendations, integrated outreach programs and strategic communications plan in response.
- Demonstrated ability to establish, maintain and expand effective relationships involving mutual understanding and collaboration.
- Proven success in developing strong and collaborative teams by demonstrating a positive, proactive and engaging leadership style.
- Excellent interpersonal skills, with strong written and verbal communication abilities, and demonstrated capacity to work effectively with all levels.
- Previous experience presenting complex issues and opportunities to high-level officials and Board of Directors.
- Demonstrated ability to work in a fast-paced environment managing multiple projects simultaneously and meeting strict deadlines.
- Strong business acumen demonstrated through the leadership and development of successful programs and strategies.
- Ability to build and maintain strong collaborative relationships with members, partners and external organizations to support the achievement of organizational goals.
- Excellent interpersonal skills and ability to work both independently and as part of a team with a commitment to collaboration and joint-accountability.
- Superior verbal and written communications skills and ability to communicate for both content and intent.
- Proven project and team management skills.
- Working knowledge of French is an asset.
- Ability to travel as required.

**Core Competencies:**

OCFP's core competencies are designed to nurture employee engagement through best people practices. All leaders will demonstrate strength in the following competencies:

**Collaboration:** Engages constructively with others, to be part of a team, to work together, as opposed to working separately or competitively. Promotes a positive climate, resolves conflict and creates alignment within and across internal and/or external groups.

**Impact and Influence:** Advocates, motivates, persuades, convinces, or influences others to gain their support and commitment. Effectively gains support by drawing the attention of others to an important issue, and directing decision makers towards a solution.

**Organizational Awareness:** Understands the key relationships, diverse interest groups and power bases within the organization and in the wider community.

**Planning, Coordination, and Execution:** Plans and coordinates work, effectively manages resources, prioritizes steps to be taken, anticipates potential issues/barriers, and develops contingency plans to address these, execute individual and team activities in a way that ensures the achievement of a set of objectives. Achieves desired results on a consistent basis despite having to deal with unpredictable or unexpected circumstances.

**Service & Quality Orientation:** Demonstrates a desire to provide quality results by focusing efforts on discovering the needs of customers and stakeholders, and meeting these needs. Ensures quality in the delivery of services, and complies with existing rules, regulations, and legislation. Monitors service information by insisting on clarity of roles and expectations, and setting up and maintaining systems that enhance quality and maximize efficiencies.

**Developing Others:** Fosters the long-term learning or development of others through coaching, managing performance and mentoring. Achieves higher level goals and develops new skills/competencies. Driven by a genuine desire to develop and empower others, rather than simply a need to transfer skills to complete tasks.

**Holding Self and Others Accountable:** Positions the organization for success by establishing appropriate levels of responsibility. Holds self and others accountable to deliver the agreed upon objectives and execute high standards of excellence. Provide clear directions, effectively communicates priorities and expectations and monitors performance.

**Visionary Leadership:** Inspires others to work toward common goals by providing inspiration, clarity and direction. Effectively focuses team on priorities and provides leadership and support through change. Actively solicits input and inspires the courage to challenge team process, and the commitment to achieve personal, team and organizational goals.

**Business Acumen:** Understand the business implications of opportunities and decisions. Implements successful business strategies. Maintains awareness of issues, processes, and outcomes as they impact the organization's strategic direction.

**Strategic Orientation:** Understands the business implications of decisions and can take a long-term perspective to chart a course that delivers results today and well into the future.

**Interpersonal Sensitivity:** Understands and responds appropriately to the concerns of others. Practices active listening when interacting with individuals or groups. Demonstrates an ability to reflect on verbal and non-verbal behavior and communicates effectively

**Leadership Presence:** Develops and maintains a sense of presence and emotional maturity in understanding of one's own emotions and the impact of one's behavior on others; demonstrates of resiliency in a range of complex and demanding situations.

**All qualified applicants are encouraged to submit their cover letter and résumé to [ocfphr@ocfp.on.ca](mailto:ocfphr@ocfp.on.ca) by 4:00 pm on September 8<sup>th</sup>, 2017.**