

The Ontario College of Family Physicians Job Description

Job Title: Director, Strategic Communications (1 vacancy)
Accountable To: CEO
Effective Date: Posted May 22, 2025 - Until Filled
Location: Toronto
Pay Band: Band 1: \$123,960 to \$185,940 per annum

PLEASE READ CAREFULLY:

How to Apply: Please forward a brief cover letter and resume to: ocfphr@ocfp.on.ca, Please use Director of Communications title in the subject line.

The Ontario College of Family Physicians represents more than 18,000 family physicians and medical students, including residents, retired family physicians, and more than 15,000 who are working in communities providing care to patients. Our members care for Ontarians across the health system, in primary care offices, hospitals and emergency departments, urgent care centres and walk-in clinics, as well as through home and long-term care, palliative care and more.

Position Summary

You are a high-energy and creative professional with a solid track record of success in leading communications initiatives and building strategic partnerships. You work collaboratively to generate positive change that benefits patients, healthcare professionals, and our health system. A key focus of this role is to identify, share, and support opportunities that enable Ontario's family doctors to excel and help the profession of family medicine thrive. As a trusted strategic advisor, you bring a forward-thinking, solutions-oriented mindset to organizational decision-making, providing counsel to senior leadership on issues management, reputation strategy, and communications planning. With a deep understanding of the health care landscape and stakeholder dynamics, you anticipate emerging trends and craft proactive communications approaches that align with the organization's mission and strategic goals. You play a critical role in shaping narratives, guiding high-impact initiatives, and ensuring communications efforts are integrated across the organization to drive coherence, clarity, and strategic alignment.

The Director, Strategic Communications will lead media relations and amplify policy work by identifying external, internal, and member-facing opportunities to advance the Strategic Plan. This role fosters collaborative relationships that strengthen the organization's influence, amplify its impact, and drive system-wide improvements.

The Director is also responsible for leading knowledge translation and mobilization strategies that ensure insights, evidence, and policy recommendations are effectively communicated to members. This will include the ability to synthesize complex information into accessible formats.

Key Responsibilities

- Leads the development and implementation of a comprehensive strategic communications plan aligned with OCFP's Strategic Plan, including efforts to communicate the value and expand the reach of professional development initiatives.
- Leads public campaigns and other projects, identifying tactics and strategies to reach targeted audiences and optimize engagement/participation.
- Anticipates external issues that can impact the OCFP and leads issues management processes.

- Provides expert media relations advice and has experience planning and leading strategic media plans.
- Develops and stewards collaborative partnerships to amplify shared priorities tied to the OCFP's Strategic Plan, including those related to advocacy, education, member engagement and public awareness.
- Drafts exceptional written materials, including speaking notes, presentations, briefing notes, reports, proposals, and other content for internal and external audiences.
- Supports processes and strategies to identify and fill knowledge mobilization gaps that will play a critical role in informing practice and supporting evidence informed decision making.
- Prepares and manages departmental budgets.
- Oversees a small team providing communications and knowledge mobilization support.
- Brings thought leadership as an active and contributing member of the Senior Leadership Team
- Brings proficiency in social media and content creation for different platforms

Reporting Relationships

This position reports to the CEO.

Required Qualifications:

- Minimum 7-10 years communications experience in health care, including managing and coaching a team, preferably coupled with a university degree specializing in journalism, corporate communications, public relations, or a related field.
- Exceptional skills in communications, stakeholder and media relations, issues management, and demonstrated experience leading an effective digital presence.
- Strong record of achievement in delivering large-scale communications campaigns that advance advocacy objectives.
- Experience developing communications policies and procedures and monitoring organizational practices to ensure compliance.
- Excellent critical thinking skills and demonstrated acumen in making challenging decisions and judgements with diplomacy.
- Proven ability to build, manage, and sustain strategic partnerships with external organizations, funders, government bodies, and advocacy coalitions to align objectives, leverage joint resources, and amplify collective impact.
- Demonstrated success in leading multidisciplinary teams, fostering collaboration, and building capacity through coaching, mentoring, and performance development.
- Strong interpersonal skills and ability to establish effective working relationships with a broad range of internal and external partners. Effectively contributes to a positive work culture and motivating colleagues.
- Strong understanding of analytics and performance metrics to evaluate initiatives and inform continuous improvement.
- Commitment to and understanding of equity, diversity, and inclusion principles and how they are integrated into communications and stakeholder engagement.
- Able to work in a fast-paced, high profile, deadline-oriented environment and within a flexible work schedule on occasion, including weekends and evenings.

The OCFP is committed to fostering an inclusive, accessible work environment, where all members and employees feel valued and respected. If you require accommodation in order to participate as a candidate in the hiring process, please communicate your needs to the recruitment team.

How to Apply: Please forward a brief cover letter and resume to: ocfphr@ocfp.on.ca, Please use Director of Communications title in the subject line.

Posting will remain up until position has been filled.

We thank all those who apply but only those selected for further consideration will be contacted.