

Job Title: Digital Communications Specialist (1 Vacancy)
Accountable to: Director of Strategic Communications
Pay Band 3: \$ 77,475 to \$108,465
Posting Date: November 7, 2025 – Until filled
Location: Toronto, Hybrid
Term Position: 15 month contract

PLEASE READ CAREFULLY:

How to Apply: Please forward a brief cover letter and resume to: ocfphr@ocfp.on.ca, Please use Digital Communications Specialist 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. We support our members by advocating for the vital role family physicians play in delivering the highest quality care to patients and families across Ontario, providing evidence-based education and professional development, and promoting and recognizing leadership excellence in family medicine.

Position Summary:

The Digital Communications Specialist leads the planning, creation, and delivery of digital content that advances OCFP's communications, professional development, and advocacy priorities. This role manages OCFP's web, email, and social channels, designing and publishing materials, maintaining online content, and tracking analytics to inform continuous improvement. Working collaboratively across teams, the Specialist contributes to integrated campaigns and initiatives that elevate the work and impact of the OCFP and Ontario's family physicians.

You are a detail-oriented, action-driven communicator with strong design, writing, and coordination skills who thrives in a collaborative, fast-paced environment.

Key Responsibilities:

Digital Communications and Content Development:

- Drive OCFP's digital presence by leading the planning, creation, and delivery of content that advances communications, advocacy, professional development, and public relations goals.
- Lead the development of digital materials, including graphics, infographics, newsletters, and social media posts, ensuring clear, compelling copy tailored to each platform.
- Manage OCFP's content calendar and social media channels, collaborating with internal teams to gather information, coordinate integrated campaigns, and ensure timely, consistent posting of key updates and resources

Web and Analytics Support:

- Update and maintain OCFP's website to ensure accurate, accessible, and user-friendly content that reflects organizational priorities and follows brand guidelines.
- Monitor website and social media analytics, compiling regular summary reports and identifying opportunities to improve reach and engagement.

Knowledge Translation and Member Engagement:

- Support knowledge translation by identifying opportunities to share new learning and emerging best practices.
- Coordinate with external partners to ensure materials and messaging are presented in clear, accessible digital formats for members.

Storytelling and Innovation:

- Support collection and preparation of member stories and visuals for use across digital channels.
- Monitor emerging technologies and digital tools, and advise on opportunities to enhance engagement, design, and analytics capabilities.

Reporting Relationships:

This position reports to the Director of Strategic Communications.

Required Qualifications

- 3-5 years' experience in digital communications, marketing, or a related role.
- Strong graphic design skills using Canva, Adobe, or similar tools.
- Excellent writing and editing skills, with experience creating accessible, engaging content.
- Experience with website content management systems, email marketing, and social media management platforms.
- Strong organizational skills and ability to manage multiple projects and deadlines.
- Familiarity with analytics tools (e.g. Google Analytics, Meltwater) is an asset.
- Experience in health care and non-profit environments is an asset.
- Degree or diploma in communications, marketing, public relations, or related discipline.

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.

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