

JOB DESCRIPTION

DIRECTOR OF ENGAGEMENT

Job Title:	Director of Engagement
Job Classification:	Full Time (0.8 FTE); 32 hours per week
Reports To:	Executive Director and Chief Strategy & Operations Officer
Position Summary:	Leads the Society's member and community engagement efforts

OBJECTIVE OF POSITION:

The Director of Engagement has strategic and managerial responsibility for our community engagement portfolio, developing and leading our community engagement by networking and collaborating with partner physician organizations and other stakeholders. The Director also develops and manages our member engagement programs designed to increase and retain our membership. The Director ensures BC Family Doctors is offering members excellent value for their membership and that member services and benefits are aligned with the principles and priorities of our members. The Director is a senior leader, working closely with the Executive Director and Chief Strategy & Operations Officer.

1. ADVOCACY AND COMMUNITY ENGAGEMENT

- Develops advocacy and community engagement strategies:
 - Develops a list of interested members, physician leaders and partner physician organizations, for ongoing outreach and engagement.
 - Develops, tracks, and manages partnerships with a broad range of partner physician organizations aligned with the needs of family physicians and the vision of BC Family Doctors.
 - Finds partnership opportunities with other physician and non-physician organizations to promote collaboration and co-promotion of advocacy campaigns, resources and tools to enhance BC Family Doctors capacity and impact.
 - Identifies and creates avenues for open dialogue amongst partner organizations and stakeholders to understand community aspirations by seeking information from the community, and engaging in activities to promote BC Family Doctors priorities and values.
 - Develops an asset-based community development framework to build relationships of trust and mutual respect with family physicians, partner physician organizations and other stakeholders.
 - Develops and implements outreach strategies to recruit and engage partner physician organizations, physician leaders and other stakeholders.
- Enhances the organization's brand and capacity through advocacy and community engagement:
 - Provides on the ground intelligence and services as a brand ambassador for BC Family Doctors' vision and strategic direction.
 - Leads the development of advocacy campaigns and marketing plans to increase awareness and engagement within the physician community and other stakeholders.
 - Builds BC Family Doctors' brand as the provincial leader advocating for system reform, patients' rights, and professional satisfaction.

- Develops strong relationships with physician leaders and staff in partner physician organizations, continuously listening for ways to support family physicians and BC Family Doctors' goals.
- Builds awareness and connects the physician community and other stakeholders with BC Family Doctors services, resources and benefits.
- Represents BC Family Doctors in meetings with partner physician organizations, members, and various stakeholders to advance the organization's strategic vision and goals, in collaboration with the Executive Director and/or President.
- Designs and manages advocacy and community engagement activities:
 - Develops and manages advocacy efforts with partners and decision makers to support family physician leadership and well-being.
 - Builds campaigns and coalitions amongst family physician organizations and other stakeholders to advance the needs of patients and physicians.
 - Facilitates community engagement opportunities by coordinating meetings, events, and programs/services in partnership with local Divisions staff and other partner organizations.
 - Designs and implements advocacy and community engagement activities to solicit input on issues facing the profession of family medicine.
 - Supervises and leads program and project teams including internal and contract staff to organize community engagement events.
 - Monitors advocacy and community engagement practice trends and identifies opportunities that promote innovation and improvements in our efforts to advocate and support family physicians.
 - Measures the impact of advocacy and community engagement activities across the organization on a regular basis and reports to the Board.

2. MEMBER ENGAGEMENT

- Guides and provides thought leadership on BC Family Doctors member engagement strategies.
 - Leads strategic conversations to evolve membership structures and achieve membership growth.
 - Develops inclusive engagement approaches to expand our reach and connections with family physicians across the province.
 - Evaluates membership recruitment and retention efforts, as well as member benefits and programs, and develops a plan to enhance member recruitment, onboarding, engagement, and benefits.
 - Provides strategic advice to the Executive Director and Chief Strategy & Operations Officer related to member engagement, retention, and growth, as aligned with the organization's strategic plan.
- Leads and manages member recruitment and retention:
 - Develops and manages ongoing membership strategies designed to recruit and retain family physicians working in a variety of practices and environments.
 - Develops communications strategies for membership recruitment, renewal, and retention.
 - Works with the staff team and consultants to create and implement a variety of membership recruitment and retention communications and marketing collateral.
 - Identifies value-added offerings to attract and retain members (e.g., professional development, leadership activities, and tools/resources) and implements such offerings in collaboration with the staff team as well as sector partners, as appropriate.

- Designs and manages member engagement strategies, activities and relevant communications:
 - Develops member engagement strategies and tools for soliciting member input on topics such as BC Family Doctor's strategic goals, member programs and services, and advocacy with external organizations.
 - Manages engagement activities for soliciting member input, including surveys and other member feedback tools.
 - Records and synthesizes feedback from members.
 - Drafts content for website items, email newsletters, and other communication modalities.
 - Designs member engagement events to solicit input on member needs and issues pertinent to the profession of family medicine.
- Leads membership evaluation:
 - Oversees the member database and works with the Program & Communications Coordinator in relation to member services and support and member communications.
 - Develops and maintains a framework for evaluating membership growth, membership engagement and defines metrics of success to track changes over time.

3. SENIOR LEADERSHIP

- Provides strategic thinking on overall organizational direction and opportunities for impact.
- Works closely with the Executive Director and Chief Strategy & Operations Officer to coordinate the activities and initiatives of the organization.
- Prepares briefing notes and reports to the Board of Directors and other committees about the organization's membership and engagement activities.
- Provides thoughtful and intentional management to support staff where appropriate.
- Works closely with senior staff to coordinate program initiatives and staff team support services.
- Contributes positively to a productive and effective staff team.