**CONTRACT POSITION DESCRIPTION: Primary Care Network Communications Project Manager**

**Full-time position, start ASAP, 1 year contract, subject to renewal**

**Background Information**

The Chilliwack Division of Family Practice is a non-profit society that represents family physicians in Chilliwack, Agassiz, Seabird Island and Hope. We also have nurse practitioners, medical residents, and medical students as associate members. The Division aims to increase primary health care capacity and improve patient and population outcomes by developing and implementing programs and services that will positively impact Family Doctors, Allied Health Care providers, and their patients. The Chilliwack Division of Family Practice in collaboration with Fraser Health, is leading the Chilliwack and Fraser Health Rural Primary Care Network as part provincial initiative which aims to strengthen primary health care in BC. Through significant investment to ensure access to team-based primary care across the population, Primary Care Networks will enhance both the experience of providing care and receiving care at the community level.

The vision of the Chilliwack and Fraser Health Rural Primary Care Network (PCN) is an integrated, collaborative community-based system for health that ensures seamless and coordinated care for patients. The PCN encompasses 4 specific strategies: ensuring access and attachment to primary care, building interdisciplinary teams, supporting patients to transition to community-based organizations and the specialized community service continuum, and incorporating specific resources for indigenous communities. The PCN is focused on creating a local health system characterized by culturally safe care, clear communication, comprehensive primary care, both virtual and in person care, same day access and extended hours of care. Patient, provider and community member communications is essential to the success of the PCN’s strategies.

**Contract Summary**

The Communications Project Manager will support the Chilliwack and Fraser Health Rural Primary Care Network to attain its goals through implementing the PCN Communications Strategy. This will involve the development and delivery of strong communications materials and approaches, which reflect Ministry and Health Authority guidelines and respond to the local context (physicians, patients and community members, including indigenous communities).

Integrating a Change Management approach, the Project Manager will work with PCN Program Managers to support the development of key messages for specific audiences, shaping strategies, providing advice, developing materials in conjunction with contracted design services. The Project Manager will oversee the development of PCN materials and campaigns across internal and external stakeholders. They will be responsible for developing communications budgets and monitoring the success of communications strategies used.

The Communications Project Manager will contractually report to the Division’s Executive Director, and in practice work collaboratively with the Primary Care Network Managers and receive guidance from them. The position has significant responsibility for the implementation of the Communications strategies at patient and physician levels and will work closely with the Chilliwack and Fraser Health Rural PCN project team to ensure success.

**Key Responsibilities & Duties**

* Utilize change management principles to support the implementation of the Chilliwack and FHR PCN Communications strategy
* Identify and extract key messages from Ministry materials and guidance documents, coordinate with Health Authority partners
* Proactively identify opportunities to share information on PCN with providers and patients
* Support the creation and implementation of a variety of outreach materials, including letters, surveys, presentations and guides for physicians, health care staff and community members
* Develop content for the Chilliwack and FHR PCN Website
* Coordinate and communicate with graphic design contractors, develop budgets
* Provide regular, updates and reports on work status and the success of communications strategies in practice to the PCN team
* Monitor the effectiveness of Communications strategies and identify and share information on risks, challenges and opportunities for improvement, moving forward to integrate learnings into practice in a dynamic and evolving manner.

**Qualifications**

Preferred Education, Training and Experience

● Degree in a related field (Health Administration, Marketing/Communication, English), or a similar a combination of education and experience,

● Recent, related experience in health service planning and implementation and marketing/ communications coordination.

Preferred Skills and Abilities

● Ability to communicate effectively, both verbally and in writing,

● Strong writing skills - ability to coordinate, generate and distill content,

● Strong computer skills - experience in website content management and design skills,

● Understanding of the needs of, and natural ability to establish rapport with, health care professionals esp. Family Doctors,

● Highly self-directed and independent, but able to take direction and work as part of a collaborative team,

● Great inter-personal skills and ability to work collaboratively with all personality types,

● Demonstrated ability to organize work, set objectives, establish priorities, and manage time and resources. Exceptional project management skills and ability to “get stuff done”,

● Commitment to learning with indigenous communities and working collaboratively with diverse communities to support and enhance culturally appropriate communications.

**Scope & Compensation**

This is an evolving one-year contract with the potential for extension and a need for some flexibility as demands of the role are in development. Contract Rate will be commensurate with qualifications & experience, $30-40 per hour.

**Selection Process**

Please send Cover letter and CV to

Please submit applications by Friday June 25 2021