

PRIMARY CARE NETWORK COMMUNICATIONS COORDINATOR Sunshine Coast, Sechelt

The Sunshine Coast Division of Family Practice is offering an exciting opportunity for a PCN Communication Coordinator position. Divisions of Family Practice were created through collaboration between the Ministry of Health and the BC Medical Association (Doctors of BC) and are community-based groups of family physicians working together to achieve common health care goals. The Sunshine Coast Division of Family Practice represents primary care physicians across multiple settings in Sechelt, Gibsons, Pender Harbour and neighboring communities on the Sunshine Coast. Associate members include retired family physicians, family medicine residents, other specialists, nurse practitioners and midwives.

The PCN Communications Coordinator will play a vital role in supporting the Sunshine Coast healthcare community, focusing on public health promotion, assisting patients and providers in navigating available healthcare services, and communicating critical information about access to primary care services. Reporting to the PCN Manager at the Sunshine Coast Division, this position will collaborate with a team to develop and implement strategic communication initiatives that effectively deliver key messages to the target audience, whether patients, primary care providers or community-based organizations.

About the Primary Care Network

The Sunshine Coast Primary Care Network (PCN) is a collaborative healthcare initiative involving the Sunshine Coast Division of Family Practice, Vancouver Coastal Health, shíshálh Nation, Pender Harbour Health Centre (PHHC), and the Ministry of Health. Its goal is to create a coordinated and communicative regional healthcare system that enhances access to team-based, culturally safe primary care for patients, caregivers, and providers. Over a four-year implementation period, the PCN will introduce new roles to the community, including social workers, registered nurses, counsellors, an elder & community champion, a PCN pharmacist, family physicians, and nurse practitioners.

About the Role

Responsibilities

- Streamline healthcare provider internal communication:
 - Ensure healthcare and community social service providers across the network are kept informed about primary and community care service delivery. Establish and implement standardized multi-channel internal communication workflows, and design informational graphic materials for distribution cross the network.
- Deliver printed and digital marketing communications resources about PCN:
 - Run the Sunshine Coast PCN's social and digital media channels, as well as print communications, to deliver ongoing content about public health promotion, access to primary and community health care services, and highlight successes in service delivery and team-based care. Ensure all information is clear, relevant, and easily accessible to the intended target audience.
 - Maintain and update content on websites including [HealthLink BC](#), Sunshine Coast Division, and CoastRecruitment.ca, as well as maintain the monthly Division newsletter
 - Develop and share human-interest stories to highlight primary care innovations and success stories on the Sunshine Coast, highlighting the transition to patient-centered, team-based primary care.
- Event or Service Promotion:
 - Responsible for event marketing and event materials, including slide decks, handouts and advertisements, to ensure the community is aware of educational event opportunities.
 - Collaborate with team to develop and implement a communications plan for launching a new service in the community.
- Patient Education and Navigation:
 - Collaborate with the Patient Services Coordinator, PCN Team and patient groups to develop patient-centered communications and identify gaps that support navigation of health care services.
 - Help Sunshine Coast patients better navigate the health system through easy-to-understand and recognizable communications
- Support for Public Health Promotion Initiatives:
 - Collaborate with community partners, such as VCH Public Health and community paramedicine program to support promotion of public health priorities and opportunities.
- Annual Communications Planning
 - Co-develop and implement an annual communications plan in collaboration with the PCN Manager

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Qualifications

- Degree with a focus in marketing or communications, public relations, branding, health promotion, community engagement or a similar combination of education and experience
- 5+ years of experience in community engagement or marketing communications
- Ability to understand the needs and effectively communicate key messages with a wide range of target audiences
- Strong copywriting and design skills
- Video content creation would be considered a strong asset for the position
- Practical experience in managing multiple and complex projects and ability to independently prioritize and deliver on a work plan
- Highly self-directed, dependable and independent, and able to work as part of a collaborative team.
- Experience in using design and project management applications such as MS Office Suite, Asana, Canva, Mail Chimp, Drupal, WordPress, Google Adwords, Facebook, LinkedIn, Instagram, or other digital marketing platforms.
- Commitment to learning with and from indigenous communities and working collaboratively with diverse communities to support and enhance culturally appropriate communications
- Experience working from an anti-oppressive standpoint with a strong understanding of and practical experience with health equity
- Strategic thinker with evidence to synthesize need and develop new insights and approaches to communications
- Preference given to local candidates on the Lower Sunshine Coast

Position Details

- Job Type: Part-time position for one year with potential for renewal for another year.
- 25 hours per week – \$45,000 - \$50,000 per year
- Work Location: Hybrid
- Applicant should have residency on the Lower Sunshine Coast with ability for planned local travel, the use of a personal vehicle and a valid BC Driver's License.
- This role splits time between multiple programs, with 80% of the portfolio on Primary Care Network and 20% on Sunshine Coast Division of Family Practice communications needs.

How to Apply

Please email your cover letter and resume to info@scdivision.ca with the subject line "PCN Communications Coordinator" for consideration before end-of-day on Sunday, May 11, 2025. Only shortlisted candidates will be contacted.