
Request for Proposals

PCN FP/NP Recruitment Marketing Campaign Lead

Company: Sunshine Coast Primary Care Network (PCN), Sunshine Coast Division of Family Practice

Location: Sunshine Coast, BC, Canada

Position Type: Contract, Up to 8 months with potential for renewal

Overview: The Sunshine Coast PCN is seeking a dynamic Marketing Communications Specialist to spearhead our efforts in attracting Nurse Practitioners (NPs) and Family Physicians (FPs) to the Sunshine Coast. This role will focus on creating compelling content, executing search engine marketing, and employing a mix of traditional and direct marketing strategies to generate leads and elevate interest in our Primary Care Network, utilizing our recruitment website, www.coastrecruitment.ca. Key areas of emphasis will include promoting local incentives, highlighting the vibrant lifestyle, flexible work environment, and team-based primary care, and showcasing exciting career opportunities for NPs and FPs on the Coast.

Responsibilities:

- **Content Creation:** Develop compelling digital content including blog posts, storytelling, landing pages, video content and ads highlighting Sunshine Coast NP/FP career opportunities
- **SEM Campaign Management:** Plan and execute search engine marketing campaigns (Google Ads, Job Boards SEM, Retargeting) and social media SEM to drive traffic and generate leads.
- **Lead Generation:** Generate leads through targeted advertising, networking at conferences, events, and university connections, focusing on key periods such as NP OSCE exam timelines.
- **PCN Partner Engagement:** Foster strong working relationships with Sunshine Coast primary care facilities to tailor recruitment strategies effectively for retaining FPs and NPs.
- **Marketing Strategy:** Research, propose and implement innovative recruitment strategies leveraging sources like LinkedIn, other PCN communities and Divisions of Family Practice, VCH Talent Acquisition Department, healthcare recruiters, etc., and bring the recommendations to the PCN operations committee.

Contract Terms:

- **Duration:** October 2024 to June 2025 (9 months) with possibility of extension

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- **Estimated Compensation:** \$45,000 - \$56,000 CAD incl. GST, commiserate with experience or company's proposal. An additional budget for advertising costs/design, and travel is provided.
 - **Flexible Contract Opportunities:** Open to agencies, independent contractors, and part-time employment contract. Contract terms will be adjusted accordingly.

Qualifications:

- Excellent written copywriting and verbal communication experience.
- Strong experience in copywriting, content marketing and search engine marketing, and advertising
- Bachelor's degree, diploma or relevant training in Marketing, Communications, or a related field
- Proven experience in marketing communications with a demonstrated ability to engage target audiences to achieve goals
- Strong project management skills, capable of managing multiple stakeholders and deadlines
- Passion for healthcare recruitment and community engagement.

Application Process: Please submit a brief proposal to Trina Lee-Jones, PCN Administrative Coordinator at tleejones@sdivision.ca before September 30, 2024.