

Welcome to Northumberland County, where you can build a thriving career while making a lasting impact in our communities. We're a forward-thinking organization, setting the standard for county government by providing leadership and support to our municipalities and residents.

We're committed to your growth, offering educational and career development opportunities to help you reach your full potential. Our dedication to diversity, equity, and inclusion reflects the rich communities we serve, driving innovation and excellence in our workforce.

Join Northumberland County and be part of a team that values your growth, supports your well-being, and empowers you to make a difference.

Currently, we are looking to fill the following vacancy:

Physician Engagement Specialist

Temporary, full-time position (Approximately 2-year contract)

Salary: To be determined.

Work Location: 555 Courthouse Road, Cobourg, Ontario / Remote Work

Reporting to the Director of Health and Human Services, the Physician Engagement Specialist is responsible for the strategic design and execution of physician recruitment, retention, and engagement initiatives in the County of Northumberland. This role requires collaboration across municipal departments, member municipalities, local health organizations, local physicians, and community partners, ensuring a sustainable, equitable primary care workforce while enhancing community well-being. This position embodies a wholesome approach, focusing not just on the physician but their families, practice environment, and integration into the region.

Key Responsibilities:

Recruitment & Retention Strategy Development

- Design and implement a dynamic, multi-pronged recruitment strategy that responds to both short- and long-term physician workforce needs with a focus on primary care / family medicine.
- Partner with physician leaders, local health organizations, and regional networks to identify recruitment targets, monitor retirements, and understand care model shifts.
- Collaborate with internal and external stakeholders to define measurable recruitment success metrics beyond headcount—focusing on retention, integration, and physician satisfaction.

Community Engagement & Relationship Building

- Serve as a primary liaison and trusted contact for prospective physicians and medical learners considering Northumberland.
- Implement a wholesome model—developing wraparound supports such as housing assistance, spousal employment, childcare navigation, and cultural integration.
- Facilitate community tours, orientation packages, and peer-to-peer networking events to showcase Northumberland's quality of life.
- Foster strong working relationships and strategic partnerships with the Northumberland Physician Recruitment Advisory Committee.

Partnership Development

- Foster inclusive partnerships with member municipalities, various community stakeholders and health organizations ensuring open and transparent communications.

- Engage with medical schools, and residency programs to establish educational placements and foster long-term physician-community ties.
- Coordinate with the Canadian Association of Staff Physician Recruiters (CASPR), Ontario Physician Recruitment Alliance (OPRA), and local health organizations.
- Support physicians in establishing practices by offering assistance with logistics, , professional services, and practice planning tools.

Program Delivery & Administrative Support

- Maintain a centralized database and job board for physician opportunities, , and community contacts.
- Develop and manage targeted marketing campaigns, job postings, social-media content, and promotional materials.
- Support recruitment events, CME sessions, community forums, and mentorship initiatives.
- Collaborate on data collection, trend analysis, KPI's, providing regular reporting to County Council and the County Physician Recruitment Advisory Committee.
- Monitor best practices in physician recruitment, evaluate program effectiveness, and recommend innovative approaches to remain competitive in a dynamic marketplace.

Advocacy & Policy Development

- Monitor provincial health policy changes affecting primary care and advocate for local needs via evidence-informed briefs and presentations.
- Work closely with local physician groups and the County Physician Recruitment Advisory Committee to ensure initiatives reflect real-world practice conditions and support overhead relief and workload equity.

Qualifications & skills:

- Bachelor's degree in Health Administration, Public Health, Business, Marketing, or a related discipline (Master's preferred). Equivalent combination of education and progressive experience will be considered.
- 3–5 years' experience in health sector engagement, physician or healthcare recruitment, community development, or public relations.
- Demonstrated experience working with physicians, clinical leadership, and cross-sector partners.
- Proven experience in marketing/communications planning strategy development.
- Strong understanding of Ontario's health system, CPSO licensing, FHO/FHT models, and international recruitment pathways.
- Membership with CASPR or related physician recruitment associations.
- Experience in data reporting and community-based health planning.
- Experience in project management planning.
- Familiarity with Ontario Health Teams, EMR systems, and physician overhead models.
- Exceptional interpersonal, communication, and facilitation skills.
- Strong project management and strategic planning abilities.
- Capacity for systems thinking and community-based innovation.
- Sensitivity to equity, diversity, and inclusion in workforce planning.

The successful candidate will be required to submit a satisfactory criminal record check prior to the commencement of employment.

We thank all applicants for their interest, however, only those selected for an interview will be notified.

How to Apply:

When emailing your application, please indicate what source you found this posting in and **please ensure your cover letter, résumé, and any other supporting documents are submitted in one file (preferably MS Word (docx) or Adobe (.pdf)).**

We invite you to submit your application **by 4:30pm on Monday, June 30, 2025**, to:

Human Resources
County of Northumberland
555 Courthouse Road
Cobourg, ON K9A 5J6
Email: hr@northumberland.ca
Fax: 905-372-3046

Please note that accommodations are available, upon request, to support applicants with disabilities throughout the recruitment process. Please e-mail your request to accessibility@northumberland.ca or call 905-372-3329 ext. 2327. Alternative formats of this job posting are available upon request.

Personal information collected through the recruitment process will be used solely for the purpose of candidate selection, in accordance with the Municipal Freedom of Information and Protection of Privacy Act.