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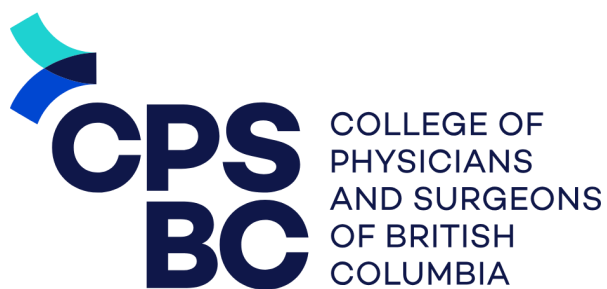
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OPPORTUNITY PROFILE **DIRECTOR, COMMUNICATIONS, POLICY AND ENGAGEMENT**



the right people

## COLLEGE OF PHYSICIANS AND SURGEONS OF BC DIRECTOR, COMMUNICATIONS, POLICY AND ENGAGEMENT

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## THE ORGANIZATION

## COLLEGE OF PHYSICIANS AND SURGEONS OF BC

The College of Physicians and Surgeons of British Columbia (“CPSBC” or “the College”) is the regulatory body for physicians in the province of British Columbia, Canada. Its primary purpose is to ensure the highest standards of medical practice and patient care. The College sets and enforces standards for physician education, conduct, and ethics, and it also handles complaints and investigations into physician behavior.

The CPSBC was established in 1886, and it has since been responsible for maintaining public confidence in the medical profession. This is achieved through the College's rigorous licensing and examination process for new physicians, as well as its continuous monitoring of physician practice through regular audits and assessments. In addition, the College provides a wide range of resources and support to help physicians maintain and improve their skills and knowledge.

As of April 1, 2026, the College operates under the authority of the Health Professions and Occupations Act (HPOA) and is governed by a Board appointed by the Ministry of Health. The College is responsible for overseeing the organization's activities, making decisions in the public interest, and ensuring that the College fulfills its legal and regulatory obligations. In addition to its core regulatory role, the College supports collaboration and effective communication among physicians, health system partners, and the public.

A central function of the CPSBC is maintaining a publicly accessible register of all licensed physicians in BC. This register includes details such as physicians' education, training, credentials, and current professional status, and it is updated regularly to reflect accurate, current information. By providing transparent access to this data, the College helps patients and healthcare providers make informed decisions about care and supports accountability within the medical profession.

The College has been recognized as a top employer in BC since 2011. To learn more, please visit the College's [website](#).



## The College's Vision, Mandate, and Values

### Mission:

Serving the public by regulating physicians and surgeons. Our mission is to serve the public by regulating physicians and surgeons. We fulfill this mission in a variety of ways:

- Ensuring that BC's physicians and surgeons are qualified, competent and fit to practice medicine
- Managing and responding to complaints from patients
- Taking action if a physician or surgeon is practicing in a way that is incompetent, unethical or illegal
- Administering quality assurance activities to ensure physicians and surgeons remain competent throughout their professional lives
- Accrediting diagnostic and private medical/surgical facilities so that patients receive quality care

### Mandate:

The College of Physicians and Surgeons of BC protects the public by ensuring physicians and surgeons meet expected standards of practice and conduct.

CPSBC regulates the practice of medicine under the authority of provincial law. All physicians and surgeons who practice medicine in BC must be licensees of CPSBC.



### Values:

#### Transparent

Regulatory processes and policies are accessible and applied consistently. CPSBC provides clear, relevant, and timely information about their mandate and work.

#### Evolving

CPSBC stay current with ever-changing cultural and social landscapes. CPSBC actively listens to learn, grow and adapt as necessary.

#### Accessible and diverse

Unbiased, inclusive, and culturally safe and humble. Treating everyone equally with dignity, courtesy and respect, and without discrimination.

#### Ethical

Fair and ethical in our conduct. CPSBC's actions and regulatory proceedings and decisions are unprejudiced and free of bias.

#### Dedicated

CPSBC's overriding interest is the protection and safety of the public. Committed to fulfilling this role to ensure physicians and surgeons meet expected standards of practice and conduct.

## THE OPPORTUNITY      DIRECTOR, COMMUNICATIONS, POLICY AND ENGAGEMENT

Reporting to the registrar and CEO and leading a team of 12, the Director, Communications, Policy and Engagement (“the director”) provides strategic leadership for the ongoing development, implementation, and evaluation of effective regulatory policy, communications, standards, and engagement with the public, licensees and health partners to support the organization’s mandate to protect the public.

This role maintains CPSBC’s brand integrity and ensures policy, communication and engagement strategies embody CPSBC’s core values of being an evolving, ethical, dedicated, accessible, diverse and transparent organization. The director ensures that standards are evidence-informed, transparent, and responsive to support licensees in practice while simultaneously meeting the mandate of the College to protect the public through effective regulation. Working closely with the registrar and CEO, the senior management team (SMT) and supporting the board, the director helps advance CPSBC’s strategic priorities while maintaining public trust and confidence.



### Duties and Responsibilities

#### Communications and Public Affairs

- Provide strategic direction for organizational communications and public affairs, including licensee, public and health partner relations, communication channels and issues management;
- Lead the development of communications strategies that clearly articulate the organization’s role, regulatory decisions, and public protection mandate;
- Use analytics and insights to inform communication strategies;
- Ensure communication strategies and channels are accurate, accessible, and aligned with CPSBC’s priorities, brand and core values;
- Support the development of proactive communication channels that strengthen public understanding and trust in CPSBC;
- Maintain productive networks with communications teams in other regulatory authorities in BC and across Canada to ensure consistency in communication strategies and approaches where appropriate.



### Partner Engagement

- Develop and implement a comprehensive engagement strategy that supports meaningful collaboration with licensees, the public, Indigenous partners, government, professional associations, educational institutions, community groups and other health regulators;
- Lead consultation processes related to new or amended standards and organizational initiatives;
- Support respectful and ongoing engagement with Indigenous communities and governing bodies, incorporating principles of cultural safety, humility, and reconciliation into regulatory policy and practice;
- Ensure engagement approaches are inclusive, transparent, and responsive to diverse communities and perspectives;
- Lead the BC Public Advisory Network (BC-PAN), guiding the development of practice standards, strategic priorities and communications directed at the public.

### Policy Leadership

- Provide oversight for the development, review, and implementation of bylaws, standards, and regulatory policies aligned with legislative requirements under the Health Professions and Occupations Act and best practices in health profession regulation;
- Facilitate and support the work of professional standards advisors during the development of standards;
- Provide strategic policy advice to the registrar and CEO, Senior Management Team, and the board;
- Monitor emerging issues, legislative developments, and regulatory trends affecting the standards and policies;
- Support government relations and provide briefing materials, policy submissions, and responses to consultations;
- Oversee research, analysis, consultation, and impact assessment during the policy and to support evidence-informed decision-making;



- Ensure policies and standards reflect principles of equity, transparency, cultural safety, and public protection;
- Maintain productive networks with policy teams in other regulatory authorities in BC and across Canada to ensure consistency and alignment of policies and standards where appropriate.

#### **Leadership and Team Management**

- Lead and mentor a team responsible for communications, partner engagement, and standards and policy development;
- Ensure alignment between engagement strategies, communication, policy initiatives, and standard development;
- Establish departmental priorities and develop an annual business plan, allocate resources, and ensure alignment with CPSBC's strategic plan;
- Foster a collaborative, high-performing team focused on accountability, exceptional standards, best practices, continued growth and evolution, and service to the public;
- Provide oversight for two physician coaches who guide licensees to apply relevant CPSBC standards in their practice.

#### **Strategic Planning and Organizational Support**

- Contribute to organizational strategy and planning initiatives;
- Provide communication and engagement expertise to cross-functional initiatives involving regulatory programs such as quality assurance, licensing, complaints and discipline;
- Prepare reports and recommendations for the registrar and CEO, SMT, and the board.



## THE PERSON

The Director of Communications, Policy and Engagement at the College CPSBC should be a thoughtful, strategic communicator who can bridge complex policy issues with clear, accessible messaging for diverse audiences. This person should possess strong judgment and political acuity, with the ability to navigate sensitive topics in healthcare regulation while maintaining public trust and organizational credibility. They should be an effective collaborator and relationship-builder, skilled at engaging physicians, government partners, and the public in meaningful dialogue. A successful candidate would combine policy insight with communications expertise, demonstrating the ability to lead integrated strategies that align partner engagement, public communications, and regulatory objectives.

### Experience and Qualifications

Required skills and qualifications include:

- Graduate degree in communications, public policy, health policy, or a related field;
- Minimum 10 years of progressive leadership experience in policy development, partner engagement and community outreach, corporate communications, or government relations;
- Experience working in a regulatory, health system, government, or public sector environment is strongly preferred;
- Demonstrated experience leading a high-performing team in a dynamic and complex regulatory, health system, government or public service environment.

### Knowledge and Skills

- Strong understanding of health profession regulation and public protection mandates;
- Knowledge of principles of cultural safety, humility, and reconciliation in health systems;
- Ability to translate complex legislative and policy issues into clear advice for decision-makers and the public;
- Exceptional relationship-building and partner engagement capabilities;
- Strong leadership, people management, and change management skills;
- Exceptional written and verbal communication skills.



## Competencies and Personal Characteristics

**Leadership** – Achieves desired organizational results by encouraging and supporting the contribution of others; a proactive and positive team player who acts with a sense of urgency and leads by example; sets and communicates clear goals.

**Accountable** – Holds self and others accountable for responsibilities; focuses on results and measuring attainment of outcomes in a business focus.

**Strategic** – Develops a plan in support of organizational strategic direction. Demonstrates an understanding of the link between one’s job responsibilities and overall organizational goals and needs.

**Integrity and Honesty** – Demonstrates a resolute commitment to and respect for the spirit behind the rules and core values of the organization, setting an example of professionalism and ethical propriety.

**Influential and Collaborative** – Has an open and consistent approach to working with others and possesses strong interpersonal skills, with the ability to build relationships and develop/maintain partnerships, obtaining partner agreement.

**Creativity and Innovation** – Develops new insights into situations; questions conventional approaches; encourages new ideas; designs and implements new or cutting-edge programs/processes.

**Effective Working Relationships** – Treats colleagues, and partners with respect; resolves conflicts in a timely manner, negotiates effectively, and provides effective feedback to colleagues/employees.

**Communication** – Clearly presents written and verbal information; writes with clarity and purpose; communicates effectively in both positive and negative circumstances; listens well.

**People Development** – Fosters learning and development of others through coaching, managing performance and mentoring; has a genuine desire to develop others and help them succeed; formally and informally recognizes deserving staff and colleagues.

**Partner Group Focused** – Anticipates and attends to the needs of internal and external partner groups of the organization; keeps partner interests in the forefront.



## COMPENSATION

The salary range for the position is \$169,045 - \$253,568, plus excellent benefits and a defined benefit pension. The midpoint (\$211,307) represents an employee who possesses full job knowledge, qualifications, and experience for the position.

## FOR INFORMATION PLEASE CONTACT:

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