



## IDENTIFICATION

Department	Position Title	
Northwest Territories Health and Social Services Authority	Territorial Physician Recruiter	
Position Number	Community	Division/Region
48-16833	Yellowknife	Office of Medical Affairs and Credentialling

## PURPOSE OF THE POSITION

The Territorial Physician Recruiter (Recruiter) is responsible to minimize the physician vacancies across the Northwest Territories (NWT) Health and Social Services System by identifying and acquiring potential candidates through ongoing regional coordination and management of the Territorial physician pool.

The Recruiter is also responsible for developing and implementing recruitment strategies and initiatives designed to ensure there is a stable and consistent physician workforce within the NWT Health and Social Services system.

## SCOPE

The Northwest Territories Health and Social Services Authority (NTHSSA) is the single provider of all health and social services in the Northwest Territories (NWT), with the exception of the Hay River and Tlicho regions, covering 1.2 million square kilometers and serving approximately 43,000 people, including First Nations, Inuit, Metis, and non-aboriginals. Health and social services include the full range of primary, secondary and tertiary health services and social services including family services, protection services care placements, mental health, addictions, and developmental activities, delivered by more than 1,400 health and social services staff.

While the Tlicho Community Services Agency (TCSA) will operate under a separate board and Hay River Health and Social Services Agency (HRHSSA) will in the interim, the NTHSSA will set clinical standards, procedures, and guidelines and monitoring for the entire Northwest Territories. Service Agreements will be established with these boards to identify performance

requirements and adherence to clinical standards, procedures, guidelines, and policies as established by the NTHSSA.

Under the direction of the Minister of Health and Social Services, the NTHSSA is established to move toward one integrated delivery system as part of the government's transformation strategy.

The Territorial Physician Recruiter, located in Yellowknife, reports directly to the Manager, Office of Medical Affairs and Credentialling division within the Northwest Territories Health and Social Services Authority (NTHSSA).

The health and social services system employs approximately 30% of the GNWT workforce, the majority of who are in specialized professions. The recruitment, retention, and development of the HSS workforce are essential to the effective delivery of HSS programs across the NWT. There are 77 full-time equivalents (FTE) physicians with an average of 40% vacancies across the NWT, most of which are covered by Locums in smaller regions. A major challenge for this position is to actively work with departments and agencies to decrease the number of physician vacancies across the NWT. Another major challenge for this position is to understand the requirements of the job to be filled and the identification of suitable candidates from the limited physician pool in some regions.

The Recruiter is a seasoned professional responsible for screening and credentialing physicians, acquiring competent and skilled physicians, and always maintaining a steady locum pool of physicians to ensure the gaps in physician vacancies are minimal across all regions in the NWT. In addition, the Recruiter is responsible for the development and implementation of physician recruitment initiatives for NTHSSA.

The Recruiter works in conjunction with the Marketing and Promotion Specialist to lead national and international research exploring advertising and marketing models supporting the development and leading the implementation of NWT- specific marketing and promotional strategies for physicians.

This position works closely with a variety of regional and NTHSSA staff, the Department of Health and Social Services staff, Tlicho Community Services Agency (TCSA), Hay River Health and Social Services Authority (HRHSSA), the Department of Finance staff, and other GNWT departments and external agencies. The Recruiter must possess a sound knowledge of physician contracts, Medical and Professional Staff Bylaws, current and evolving HR and GNWT policies, programs, issues, and developments.

## **RESPONSIBILITIES**

- 1. Attract and maintain a skilled and diverse physician pool to ensure a stable physician workforce in the NWT.**
  - Works as the main point of contact to communicate the recruitment processes to physicians including screening and credentialing of potential new candidates.

- Screens potential candidates to ensure skilled and northern practice-ready physicians are acquired for the NTHSSA.
- Maintains and manages physicians' credential screening and other related documents.
- Works closely with the Physician Contract Specialists throughout the year to identify shortages in the schedules and ensure gaps are filled with physicians.
- Works closely with the regional staff throughout the year to identify shortages in the schedules and ensure gaps are filled with physicians.
- Manages, maintains and communicates recruitment gaps to new and existing physicians to ensure physician vacancies are minimal across the NWT.
- Develops and manages the process for acquiring the services of short-term physician locums to provide services across the NWT.
- Explores and develops methodologies based on national trends on how to attract skilled physician workforce to rural and remote locations.
- Provides the Manager with regular information on candidates available for short-term relief and term positions.
- Prepares briefing notes as requested by the Manager.
- Provides analysis of gaps and assists the Manager in future forecasting of physician pool to ensure minimal physician vacancies.
- Assist with the implementation of the Medical and Professional Staff Bylaws mainly the credentialing, and the appointment process.

**2. Develops and supports the implementation of robust marketing and promotion initiatives targeted toward the recruitment of physicians.**

- Researches and assesses appropriate advertising, promotion, and marketing initiatives supporting physician recruitment and retention.
- Develops and supports the communication unit with the implementation of physician-focused marketing and promotional strategies, models, materials, and other relevant content and documents.
- Develops physician advertising including, but not limited to, selection of artwork, templates, pictures, content, distribution, etc.
- Support the development of promotional material for distribution. Promotional materials include, but are not limited to, general printer matter, brochures, give-away, and reference materials.
- Coordinates with other GNWT departments to ensure a consistent approach to physician recruitment and marketing.
- Manages and maintains contracts with external agencies for various career fairs and conferences relating to physician recruitment.
- Analyzes and maintains relevant metrics with respect to physician marketing and promotion activities for sound decision-making.
- Provides regular updates to maintain the most current physician-related information on the practice north website and other relevant social media platforms (including websites) for NTHSSA, TCSA, and HRHSSA.

- 3. Develops, implements, and maintains physician recruitment strategies and initiatives intended to attract and retain seasoned physicians and those entering the profession within the NWT and in other jurisdictions.**
  - Develops and implements recruitment plans and activities to ensure the needs and requirements of the Authority are achieved.
  - Executes recruitment plans by aggressively recruiting well-qualified candidates from a variety of sources.
  - Conducts national and international research on recruitment models and tools to assist in the development of physician recruitment initiatives.
  - Develops, implements, and monitors evaluation plans to validate the effectiveness of the recruitment programs and initiatives.
  - Provides best practice advice on recruitment and marketing to the manager.
- 4. Coordinates and participates in recruitment fairs, conferences, and other venues to increase awareness and promote NTHSSA has the career choice for physicians.**
  - Identifies and participates in recruitment fairs, conferences, and other recruitment opportunities to promote the NWT as a choice of place to practice and meet the needs of the Authority in respect to physician services.
  - Supports the Marketing and Promotion Specialist for planning and management of all aspects of the recruitment fair and evaluates the overall success of the conference/career fair.
  - Negotiates and manages contracts with the organizing companies for space and advertising.
  - Engage and attract conference attendees for short-term opportunities within NWT Health and Social Services System by promoting remunerations, lifestyles, and professional and work environments of practicing physicians of the NWT.
  - Manages, maintains, and provides the Manager with a summary report on successes and lessons learned at the recruitment fairs and conferences for quality improvement and planning purposes.

## **WORKING CONDITIONS**

### **Physical Demands**

Normal office environment.

May require lifting up to 10 lbs. max. for promotional items and swags during travels to career fairs, approximately 8 lifts per career fair.

### **Environmental Conditions**

Normal office environment.

### **Sensory Demands**

Normal office environment.

## **Mental Demands**

Normal office environment.

Travel- attendance at recruitment fairs, trade shows, colleges, universities, etc. (Annually- 25% to 30% or 1-7 days in a month of the time spent outside the office)

## **KNOWLEDGE, SKILLS AND ABILITIES**

- Knowledge of physician contracts, GNWT policies, guidelines, and programs.
- Knowledge and understanding of the Canadian Health Care System and of the northern healthcare environment.
- Knowledge of national and international recruitment techniques and practices.
- Knowledge of different social media platforms and sources for recruitment and marketing.
- Knowledge of the current and future physician workforce supply and demands.
- Sound knowledge and ability to create and implement marketing campaigns directed towards the recruitment of physicians.
- Ability to design well-thought-out programs directed towards the recruitment of physicians.
- Excellent interpersonal skills, with the ability to interact comfortably, professionally, and with enthusiasm with physician candidates and others.
- Ability to record and report detailed employment information and statistics accurately and consistently.
- Ability to work independently and communicate effectively, both verbal and written.
- Strong analytical and problem-solving skills.
- Proven ability to work in a team atmosphere.
- Proven understanding of the GNWT organizations and Health and Social Services environment, and culture.

## **Typically, the above qualifications would be attained by:**

A bachelor's degree in a health care administration, human resources, business administration or marketing with three (3) years of progressive experience in a coordinating or program development role.

## **ADDITIONAL REQUIREMENTS**

### **Position Security (check one)**

No criminal records check required  
 Position of Trust – criminal records check required  
 Highly sensitive position – requires verification of identity and a criminal records check

### **French language (check one if applicable)**

French required (must identify required level below)  
Level required for this Designated Position is:

ORAL EXPRESSION AND COMPREHENSION

Basic (B)  Intermediate (I)  Advanced (A)

READING COMPREHENSION:

Basic (B)  Intermediate (I)  Advanced (A)

WRITING SKILLS:

Basic (B)  Intermediate (I)  Advanced (A)

French preferred

**Indigenous language:** Select language

Required

Preferred