



Grand River Community Health Centre

POSITION: Program Manager, Primary Care Recruitment and Retention

DEPARTMENT: Brantford Brant Norfolk Ontario Health Team (BBNOHT)

STATUS: Full-Time, Contract (24 months)

SITE: Hybrid: Brantford. This position requires working on-site and at partner locations, with opportunities to work remotely.

WAGE RANGE: \$42.59/hr - \$51.10/hr

EXISTING VACANCY: No

IS ARTIFICIAL INTELLIGENCE USED FOR SCREENING OR ASSESSMENT OF CANDIDATES: No

About the BBNOHT:

Ontario Health Teams (OHTs) have been introduced by the Ministry of Health to improve the delivery of integrated and patient-centred care. At maturity, OHTs will offer seamless, coordinated services across the healthcare continuum including acute care, primary care, home care, and community care. The mission of the BBNOHT is “together we deliver and advance integrated, equitable, and person-centred healthcare”. The BBNOHT strategy is grounded in population health with the aim to advance health equity and access, improve care coordination and excellence, strengthen collaboration and engagement, support priority populations and enhance operational effectiveness.

About the Employer:

Grand River Community Health Centre (GRCHC) is a dynamic, client-centred organization committed to delivering high-quality primary health care services to the diverse community of Brantford Brant and Norfolk. We are proud to have achieved the Canadian Centre for Accreditation (CCA) standards for quality in governance and management of Community-Based Primary Health Care - for the fourth consecutive time. This recognition reflects our unwavering commitment to excellence, accountability, and delivering high-quality care to our communities.

Position Summary:

The Program Manager, Primary Care Recruitment and Retention, will support the implementation, coordination, and evaluation of the City of Brantford's Primary Care Access Program (2026–2027), which is aligned with the recruitment and retention objectives with the BBNOHT. This role is central to the community's efforts to improve access to team-based primary care through advocacy, recruitment, and infrastructure support and **presents a unique opportunity to build an innovative recruitment and retention program to support an important provincial priority of ensuring all Ontarians have access to primary care.**

This individual will be responsible for:

- Leading the recruitment and retention of family physicians and nurse practitioners in Brantford.
- Conducting needs assessment with local clinics and community physicians to understand current and future recruitment needs.
- Working with key partners to launch 'Destination of Choice' marketing campaign.

- Developing a database of recruitment leads.
- Managing the program's relocation budget.
- Collaborating closely with the physician recruitment team at the local hospital site to align strategies, share insights, and ensure coordinated recruitment and retention efforts across the BBNOHT.
- Working with local high schools, universities and community practitioners to support medical and clinical education as well as transitions to practice.
- Monitoring availability of clinical space.
- Monitoring and evaluating progress toward program objectives.

Primary Responsibilities:

Program Implementation & Oversight

- Coordinate the implementation of the 2026–2027 Primary Care Access Program.
- Track progress of program milestones and deliverables.
- Provide regular (quarterly) updates and reports.

Recruitment

- Develop and implement targeted recruitment strategies for Canadian and internationally trained health professionals.
- Build and maintain databases to track recruitment opportunities and leads.
- Support development and implementation of a marketing program that establishes Brantford as a destination of choice for healthcare professionals.
- Work with stakeholders to enhance pathways for local medical students and nurse practitioner students.
- Support onboarding and integration of new health professionals via the “Community Connections” Program.

Relocation Budget Management

- Oversee and manage the budget allocated for relocation support for new family physicians and nurse practitioners.
- Ensure appropriate disbursement of financial incentives and relocation support in accordance with the funding guidelines.
- Monitor return-on-investment of incentives and track retention outcomes.

Research Support

- Facilitate information-sharing among community stakeholders regarding vacant or under-utilized community space that could be adapted for clinical space.
- Survey existing practices to develop a list of clinical space that could be optimized.
- Monitor opportunities for clinical placements for residents and allied health professional students.
- Research initiatives that increase capacity of local healthcare providers.

Advocacy & Stakeholder Engagement

- Work directly with Brantford Brant Norfolk Ontario Health Team, municipal partners, local healthcare institutions, Chamber of Commerce Brantford-Brant, and other stakeholders to identify and support opportunities to advocate for adequate and sustainable primary care team resources.
- Build and maintain relationships with primary care providers, medical schools, training institutions, and professional associations.

- Collaborate with the County of Brant and Norfolk County to explore unified recruitment and advocacy opportunities.

Evaluation & Reporting

- Implement evaluation framework to measure program impact and effectiveness.
- Collect and analyze data related to care access, advocacy, recruitment, and clinical space utilization.
- Develop a final program evaluation report with recommendations for future action.
- Prepare presentations for City Council and senior leadership as requested.

Skills and Experience:

- Bachelor's degree in Public Health, Human Resources, Health Administration, Public Policy, Business, Human Resources, Marketing, or a related field.
- Minimum 5 years in healthcare-related field; experience in healthcare recruitment, medical affairs, marketing, and/or human resources.
- Strong project management and organizational skills.
- Strong leadership and innovative, strategic thinking skills.
- Excellent stakeholder engagement and relationship-building skills.
- Confident presenter with ability to engage diverse audiences.
- Analytical and data-driven, with strong report-writing ability.
- Budget management and financial accountability skills.
- Familiarity with Ontario's health system and primary care models.

Work Environment:

- Standard office hours with some early mornings and evening/weekend meetings.
- Occasional local, national, and/or international travel required.

To pursue this opportunity, please send your resume and cover letter to Human Resources, at resumes@grchc.ca. All applications must be submitted no later than 4:30 pm February 12, 2026. We appreciate your interest; however, only those invited for an interview will be contacted.

The Grand River Community Health Centre is an equal opportunity employer, committed to employment equity and diversity in the workplace. We welcome applications from women, members of racialized groups, visible minorities, Indigenous persons, persons with disabilities, persons of all sexual orientations, and persons of any gender identity or gender expression.

To ensure there is an equal opportunity during the recruitment and selection process, Grand River Community Health Centre provides accommodation for applicants with disabilities upon request.