



Ontario  
Chiropractic  
Association

We are building our team to advance the chiropractic profession in Ontario. We are recruiting for a full-time **Program Director, EHR Software Solutions**, full-time permanent

**Location:** 70 University Ave. Suite 201, Toronto ON M5J 2M4

**Close: November 30, 2021**

The role of the Program **Director, EHR Software Solutions** is to promote the continuous product development and commercialization of our software solutions. A key for success is the Directors role in leading and developing the team.

Reporting to the Vice President, Member Programs and CIO, you will:

### **Product Development**

- Develop and execute product strategies consistent with company vision
- Collect and analyze feedback from customers, stakeholders, and other teams to shape requirements, features and end products
- Work with senior management to create product plans and roadmap
- Produce and review product requirement documents
- Ensure products and releases are launched correctly and on schedule
- Evaluate and manage external partnerships and services that may be required for building the product
- Suggest ways to track product use and impact on end users

### **Marketing**

- Develop the overarching commercialization strategy for the product
- Use the voice of the customer research techniques to determine and translate product stakeholder needs into optimized product development, positioning, pricing, bundling, customer segmentation, and related marketing intelligence
- Work with marketing and communications team to establish tactical frameworks relating to branding, positioning, pricing, and targeting
- Develop competitive product analysis and sales forecast in support of business case
- Research and develop new opportunities to expand product and marketing distribution

### **Customer Onboarding**

- Lead the team in the training and onboarding process to ensure customers receive white glove service and are prepared to be successful with go-live. This includes the preparation of collateral to support the success

- Develop a feedback tool to gather useful information from users to continuously improve our process and procedures
- Act as subject matter expert and sales educator
- Develop and maintain educational programs and initiatives to enhance sales force effectiveness and deliver product line growth
- Support the creation of content such as feature sheets, help files and other informational documents for sales, marketing, training and support teams

## **Required Skills and Experience**

### **Essential**

The preferred candidate will have a bachelor's degree/diploma or equivalent with the following skills, experience, and abilities:

- Five years experience as a Product or Program Manager
- Significant experience in product lifecycle management and working in an Agile environment
- Proven ability to manage and develop a high performing team
- Understands concepts of customer care to ensure exceptional service to improve customer experience
- Demonstrated ability to develop and meet targeted KPI's
- Excellent strategic thinking and strategy development skills
- Exceptional senior-level written and verbal communication skills with ability to work in a fast-paced, high profile, deadline-oriented environment
- Ability to work collaboratively and take accountability for initiatives
- Solutions focused and results-driven
- Demonstrated practice of leading with integrity

### **Ideal:**

- MBA
- Interested in health care and providing digital solutions
- Thrive in a small, collaborative work environment, recognizing your actions impact the organization and the profession

### **Are you excited by this opportunity?**

Consider this outstanding opportunity to help expand chiropractic care for Ontarians. If you want to make a difference in your career, submit your résumé and cover letter to Deborah Gibson, Office Manager at [dgibson@chiropractic.on.ca](mailto:dgibson@chiropractic.on.ca) by **November 30, 2021**. Qualified candidates will be contacted by December 6, 2021 to schedule an interview.

## **About the OCA**

The Ontario Chiropractic Association (OCA) is the definitive, trusted voice for the chiropractic profession in Ontario. Representing 80 per cent of chiropractors in Ontario, the OCA is the fourth largest jurisdiction in the world. Chiropractors are one of the fastest growing segments of registered health professionals chosen by Ontarians.

Conveniently located in downtown Toronto, near Union Station, the OCA offers a supportive and collaborative team environment in a new, modern office, complete with sit/stand desks.

Employees enjoy discounts to the largest health club in Canada, competitive compensation, on-site leadership development and benefits, including a health spending account.

## **OCA Mission and Vision**

*Our Vision* - Thriving Chiropractors, Healthy Ontarians

*Our Mission* - Inspiring leadership to help chiropractors proudly serve Ontarians