

# OPPORTUNITY PROFILE

Director, Professional Practice



COLLEGE OF  
PHYSICAL THERAPISTS  
OF ALBERTA

## OPPORTUNITY PROFILE

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### **About the College of Physical Therapists of Alberta**

The College of Physical Therapists of Alberta (College) is a non-profit agency created by the Alberta Government to regulate the practice of physical therapists in the public interest. In addition to the core business of registration, competence and managing conduct, the College's role recently expanded to include additional member services traditionally offered by the professional association. These services, to be developed in 2010, are expected to include professional development, public awareness, advocacy and additional professional practice support. The Director, Professional Practice will support the development of these new services as well as existing competence and professional practice initiatives.

#### **Vision:**

*Regulating and advancing innovative and quality physical therapy practice for Albertans.*

#### **Mission:**

*To lead the profession by regulating and advancing innovative and quality physical therapy practice for Albertans by:*

- *ensuring safe, effective and ethical physical therapy services;*
- *facilitating practice related research;*
- *guiding and supporting members;*
- *advancing innovative models of quality care to meet Albertan and health system needs;*
- *strategic partnering; and*
- *being the voice of physical therapy and advancing policy positions*

#### **Goal Statements**

*To assist in providing greater direction towards achieving the vision and mission, the following goals have been established.*

1. *To continue to regulate the profession and ensure Albertans' receive competent and ethical physical therapy services.*
2. *To understand member needs and wants and engage members to advance their practice and the profession.*

3. *To provide members with innovative and quality resources through facilitating research and learning to advance physical therapy and meet the needs of Albertans.*
4. *To represent and position the profession as the voice for physical therapy services and as a key stakeholder in health promotion and management.*
5. *To strengthen the College in fulfilling its functions to pursue its Vision and Mission in an innovative, results-based, effective and fiscally responsible manner, with strong governance and management leadership.*

## **THE OPPORTUNITY**

The Director, Professional Practice is a newly established position, intended to work closely with the Registrar on a broad range of issues and initiatives in support of the College's goals and objectives.

This is an ideal opportunity for a Physical Therapist to utilize their knowledge and expertise in physical therapy practice in the development of relevant and strategic policies, advocacy, and external relations initiatives; strategies for addressing member service issues; and providing advice and support to negotiations.

This position is based in Edmonton and will require some travel.

## **RESPONSIBILITIES AND ACTIVITIES**

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This position is intended to offer the selected individual an opportunity to use skills and expertise in areas relating to the business of the College and the delivery of its services to include the following:

- Maintaining an awareness and understanding of emerging and potential trends and issues, and the impact they may have on Alberta physical therapists.
- Establishing and maintaining a strong and direct connection with the College members to capture and understand their needs and concerns.
- Working with the Registrar in drafting and proposing policy and economic positions; preparing clear and meaningful policies on behalf of the College; and providing perspective on the impact of policy changes on physical therapist/customer relationships and professionalism.
- Playing a key role in the development and ongoing refinement of advocacy approaches and strategies that the College employs.
- Conducting research on emerging issues.

- Establishing and maintaining an effective relationship with physical therapists and other relevant organizations, as appropriate, to maximize the effectiveness of advocacy efforts.
- Developing specific issue management plans for approval of the Registrar for the issues that fall within the interests of the College.
- Assisting Communication staff in responding to current issues that are addressed by existing College policies or issues management plans. Communicating to members through the effective use of College communication vehicles – both print and electronic.

## **THE PERSON**

The successful candidate will be a Physical Therapist with significant clinical and administrative experience. This candidate must be licensed or eligible for licensure in Alberta.

## **QUALIFICATIONS**

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The ideal candidate will possess the following combination of experience and skills:

- Graduate education in health administration, health or public policy, research, evaluation or education is highly desirable and candidates possessing these qualifications will be given preference.
- Experience in physical therapy practice and management.
- Experience working with a governing board.
- Knowledge of health policy.
- Experience in or a good understanding of regulatory and association business.
- A service orientation combined with the ability to interact with a variety of audiences from elected officials to staff and the media.
- The ability to develop sound business alliances and provide strategic advice on emerging issues.
- Strong conceptual and analytical skills.
- Well developed communication and relationship management skills. Demonstrates tact and diplomacy.
- Political sensitivity in a public policy environment.
- A focus on results.
- A willingness to learn, to work in a small team environment; and is flexible and adaptable.

## ***KNOWLEDGE, SKILLS & ABILITIES***

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**Personal Management Skills** – Demonstrates self-confidence and interpersonal versatility, self-motivation, self-discipline and a strong work ethic, as well as a high degree of initiative, innovation, perseverance, integrity and political acumen. Lead by example and “pitch in” with the team.

**Relationship and Communications Skills** – Able to proactively influence people and events, ensure effective internal and external communication, effectively articulate the College’s message, and communicate sensitively with individuals and groups in both written and verbal forms. Able to speak confidently in public. Act as a strong team player and fit well with staff.

**Client Service Skills** – Focus on ensuring member needs are identified and addressed, ensuring appropriate consultation with all members and stakeholders, and the delivery of timely and high quality service and advice.

**Analytical and Conceptual Skills** – Able to evaluate information and extract meaning, to demonstrate strategic perspective and to evaluate policy effectiveness.

**Business Planning** – Able to identify priorities, think strategically, and foster effective policy development.

## **COMPENSATION**

A competitive salary and benefits package is available. Specifics will be reviewed in a personal interview.

## ***For further information please contact***

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### **Websites:**

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College of Physical Therapists of Alberta [www.cpta.ab.ca](http://www.cpta.ab.ca)