

 <p><b>Forestry Innovation Investment China</b> Government of British Columbia, Canada</p>	<b>JOB DESCRIPTION</b>
	<b>POSITION:</b> Director – Corporate Communications - Shanghai
	<b>REPORTS TO:</b> Managing Director
	<b>INCUMBENT:</b> Vacant

**BACKGROUND SCOPE:**

Representing the Canadian forest industry in China, Canada Wood China in cooperation with Forestry Innovation Investment (also known collectively as the China Enterprise) has been instrumental in the successful first phase of a strategy to introduce wood frame construction to the Chinese market and significantly increase the volume of Canadian lumber consumption in China. The China Enterprise is entering the next phase of the China strategy to build on opportunities that advance Canadian wood use in China’s construction sector to increase the export of high value wood products to China.

Key to the success of CW China and FII China going forward will be their collective ability to collaborate and work in unison as the China Enterprise, to implement a strategic plan that aligns Canada’s forest industry objectives, targets, and strengths with Chinese government policy and commercial activity.

**PURPOSE OF POSITION:**

Working collaboratively with staff across the organization, the incumbent is responsible for ensuring the development and delivery of a comprehensive corporate communications function.

**KEY RESPONSIBILITIES:**

Foster and maintain strong professional working relationships with Canadian stakeholders to understand and meet their communication requirements and manage their expectations.

Develop and manage the internal communication activities to build workforce unity, promote information sharing and facilitate the achievement of the China Enterprise’s strategic goals and priorities.

Provide strategic and operational advice to the Country Director and other function heads within the China Enterprise on internal and external strategic communication issues.

**CORPORATE COMMUNICATIONS:**

- Develop and advance working relationships with industry stakeholders, associations and other partners; assist in guiding industry extension communications initiatives as directed;
- Contribute to the development and implementation of a comprehensive corporate communications strategy to increase the awareness and understanding of the China Enterprise’s activities and organizational priorities with key industry and government stakeholders in Canada;
- Ensure operational plans and initiatives are closely linked to the needs and activities of forest sector agencies, companies and associations, B.C. and federal government ministries and agencies, and others by developing working relationships, partnerships and integrating projects and initiatives wherever appropriate;
- Work with senior management and program staff to integrate program planning with corporate communication strategies;
- Work with Canada Wood and FII (Vancouver) in order to provide advice and input into how to inform Canadian stakeholders about strategy and program development for the commercialization of wood building systems in China;
- Host Canadian delegations and attend events as required;

- Support all communications and marketing activities to ensure interaction with Canadian audiences remains ongoing, relevant and appropriate;
- Contribute to a strategic, coordinated and consistent approach to branding, marketing and communication activities across all China Enterprise's program areas;
- Prepare PowerPoint presentations for various events;
- Manage outside agencies and consultants as required;
- Lead and manage planning of incoming government and industry trade missions as well as related preparation of communications materials such as briefing packages, notes, presentations, templates, etc.

#### **INTERNAL COMMUNICATIONS:**

- Collect, draft and disseminate information about company activities. Ensure timely and consistent communications within the China Enterprise;
- Develop and implement a communications plan to connect people, build shared understanding of company goals, and to promote team work;
- Write, edit and deliver program communications including monthly internal newsletter and presentations;
- Proofread and edit all English communications materials;
- Conduct staff survey to identify actions to improve employee engagement and job satisfaction throughout the company and follow-up on actions identified;
- Identify training needs for China Enterprise staff and organises training where necessary;
- Provide communications advice to the leadership team.

#### **REPORTING:**

- Lead the preparation (consulting, collecting information, attachments, compiling and proofreading) of various Canada Wood China and FII China corporate reports, proposals and plans;
- Participate in the development and implementation of the China Enterprise performance management framework and reporting requirements as it relates to communications to Canadian stakeholders;
- Monitor trends and progress towards established goals and objectives and prepare reports as required, prepare annual summary information of progress against performance targets and results achieved, to be incorporated into China Enterprise's or FII China's overall corporate reporting;
- Support the development of the government relations strategy and oversee the infrastructure report;
- Participate in the use of the Customer Relationship Management System (CRMS) so as to maintain a current and effective client database for the China Enterprise.

#### **FINANCE & ADMINISTRATION:**

- Responsible for administration of corporate communications staff and procedures, budgeting and contract administration, ensuring accountability for establishing structures, processes, setting performance-based standards and measures and implementing compliance monitoring, auditing and reporting.

#### **EDUCATION AND EXPERIENCE:**

- Graduate Degree or equivalent combination of knowledge, work experience and education in areas of, Communications, Marketing, or Public Relations;
- At least 5 years' experience in a mid- to senior-level in a related field;
- Experience writing professionally in English;
- Experience working collaboratively as part of a team.

#### **REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:**

- Demonstrated knowledge of the principles of effective communications, marketing and mass media (print and digital), publicity, advertising and government relations;

- Ability to direct and implement the development of written, oral and online communications linked to meeting business objectives, responding to industry issues and dealing with critical situations; communications materials include position/policy papers, speeches, news releases, articles, brochures, video, websites, promotional and technical literature, advertising, newsletters, etc.;
- Ability to think strategically with strong analytical skills;
- Excellent organizational and time management skills with ability to plan, prioritize and manage multiple projects;
- Ability to work in a team environment and assess priorities in a fast-paced work setting;
- Ability to be a self-starter, displaying initiative and strong work ethics;
- Flexibility and a positive approach to problem solving and conflict resolution;
- Excellent interpersonal communication skills, written and verbal demonstrating a high level of tact, diplomacy and judgment;
- Strong computer skills in Microsoft Word, Excel, PowerPoint, Outlook, Desktop Publishing and MS Project;
- Familiarity with B.C./Canadian forest and/or building sector(s), forest management practices, building/or manufacturing with wood would be an asset;
- Excellent language skills in English both written and oral. Mandarin skills would be an added asset;
- Requires ability to travel as and when required.

### **CORE COMPETENCIES:**

Business Acumen	➤ Understands the business implications of decisions and the ability to strive to improve organizational performance. Requires an awareness of business issues, processes and outcomes as they impact the client decision-making and the organization's business needs
Effective Communications	➤ Communicates well while possessing active-listening skills, being able to facilitate interactive discussion and maintain positive interpersonal relations
Engaging External Partners	➤ Determines what overall direction the organization should take informing external clients/stakeholders
Impact and Influence	➤ Ability to influence, persuade or convince others to adopt a specific course of action. Involves the use of persuasive techniques, presentations or negotiation skills to achieve desired results
Initiative	➤ Identifying a problem, obstacle or opportunity and taking timely and appropriate action
Leadership	➤ Ability to motivate team members, to set achievable objectives, to maintain a positive outlook, to take responsibility, be accountable and to provide constructive feedback as required in a change environment
Personal Conduct	➤ Conducts self and work with uncompromising integrity and loyalty appropriate to the position
Planning, Organizing, Coordinating	➤ Proactively plans at a high level, establishes priorities and allocates resources appropriately, monitors and adjusts work to accomplish goals
Problem Solving and Decision-Making	➤ Ability to analyze and define a problem, evaluate alternatives, find a solution, understand how and when to make a choice
Results Focus	➤ Knows what outcomes are required and focuses self and those being managed on delivering the results
Teamwork Skills	➤ Works well as a member of a multicultural, inter-disciplinary team as well as being able to develop a high performance business unit team
Time Management	➤ Ability to manage competing priorities effectively, to be resourceful and to use time as a resource to make up or extend