



## **JOB DESCRIPTION**

**TITLE: DIRECTOR, MARKET STRATEGY**

**INCUMBENT: VACANT**

### **SCOPE:**

The mandate of Forestry Innovation Investment (FII) includes working with the forest industry and other government agencies to raise awareness of, and demand for, B.C. forest products at home and abroad. Through FII's Market Outreach program and working closely with the Canadian and US funding partners, the Director, Market Strategy develops and manages marketing and communications strategies focused on architect, engineer and developer communities in the U.S. market.

Reporting to the Vice-President, Market Development, the Director, Market Strategy is responsible for developing and implementing marketing and branding initiatives and projects through advertising, print and electronic media, earned and social media, tradeshow and events, as well as directs market intelligence research related to FII objectives for North American markets.

Working closely with the Director, Brand Strategy and the Market Outreach program, the position requires a high level of strategic thinking, marketing experience and awareness and sensitivity in a complex social and political environment. The incumbent is always developing and maintaining stakeholder relationships and leading collaborative development and delivery of sound communication materials. The position requires extensive experience in communications and promotion, issues management and media relations, market research and customer outreach, using both traditional and online tools and channels.

### **POSITION PURPOSE:**

To direct marketing and branding activities and investments that will create new demand for wood products in the growing North American mid-rise housing and non-residential construction sectors.

## **KEY JOB RESPONSIBILITIES:**

### **MARKETING AND COMMUNICATIONS: (40%)**

- Ensures a strategic, coordinated and consistent approach to marketing and communication activities between program areas and specifically for Think Wood initiatives in the U.S., addressing identified challenges, perceptions and strategies to increase market acceptance;
- Develops and implements comprehensive marketing and communications strategies to increase market acceptance, influence issues and policy, and proactively position wood and building solutions, ensuring alignment with industry initiatives;
- Directs FII's delivery of the Think Wood program, including print and electronic (Web, video) content, paid, earned and social media, tradeshow and events for the U.S. market;
- Negotiates media buy plans and major vendor contracts.

### **STRATEGIC PLANNING AND RESEARCH COORDINATION: (20%)**

- Monitors market trends and communications issues and works with key North American stakeholders on major policy and communications issues;
- Develops and manages market research projects to understand market trends, opportunities, issues and dynamics and assists in setting the strategic direction of the Think Wood program.

### **STAKEHOLDER RELATIONS: (20%)**

- Develops and maintains working relationships with industry stakeholders, associations and other parties;
- Assists in guiding industry extension communications initiatives, including those of the Softwood Lumber Board, Bi-National Softwood Lumber Council, American Wood Council and US Woodworks. Wherever possible, ensures coordination and alignment with key industry groups and associations in Canada;
- Supports Corporate Relations by contributing to briefing notes or background documentation and prepares content for stakeholder reporting such as the Strategic Plan, Service Plan, Annual Report and Report to Stakeholders, as required.

### **PERFORMANCE MANAGEMENT: (10%)**

- Develops and leads all planning and reporting requirements, both internally and externally for Think Wood in the U.S. market and other activities as appropriate;
- Establishes evaluation criteria and monitors trends and progress towards achieving established goals and objectives.

### **MANAGEMENT OF STAFF AND PROGRAMS: (10%)**

- Supports the development of work plans and management of budget(s) for programs within the position's area of responsibility;
- Ensures any supervised employees are motivated and manages outside agencies/consultants as required, to enable timely deliverables of projects and to encourage employees and vendors to identify innovative approaches to enhance organizational performance and continual improvement;
- Supports the Vice-President, Market Development with expertise as required;
- Other duties as required.

## **EDUCATION AND EXPERIENCE:**

- ☑ Masters' Degree in Business Administration or equivalent combination of knowledge, work experience and education in areas of Marketing, Communications, Public Relations or International Business Development;
- ☑ At least 7 years' experience in a mid to senior level position in Marketing, Communications, Public Relations, International Trade and/or Business Development;
- ☑ Experience in the forest and/or building sector(s) and knowledge of key industry stakeholders;
- ☑ Experience in undertaking research projects, based upon both qualitative and quantitative research methods;
- ☑ Experience supervising others;
- ☑ Experience in program management and evaluation.

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

- ☑ Demonstrated knowledge of the principles of marketing, effective communications and mass media (print and digital), publicity, advertising and government relations as they relate to the forest industry;
- ☑ Demonstrated knowledge of Canada's and/or North America's markets for forest products and key forest management, environmental or product issues and opportunities including market acceptance issues related to forest products, market campaigns and third-party forest certification;
- ☑ 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, AV programs, websites, promotional and technical literature, advertising, newsletters, etc.;
- ☑ Knowledge of North American export markets for forest products, and key environmental or product issues and opportunities associated with key markets;
- ☑ Flexibility and a positive approach to problem solving and conflict resolution;
- ☑ Ability to plan, prioritize and manage multiple complex projects;
- ☑ Ability to work in a team environment and assess priorities in a fast-paced work setting;
- ☑ Excellent interpersonal communication skills, written and verbal demonstrating a high level of tact, diplomacy and judgment;
- ☑ Excellent organizational and time management skills;
- ☑ Strong research and analytical skills;
- ☑ Strong computer skills in Microsoft Word, Excel, PowerPoint, Outlook, MS Project and Desktop Publishing program such as Adobe InDesign;
- ☑ Preferred: familiarity with forest management practices, building/or manufacturing with wood;
- ☑ Requires ability to travel on a regular basis as required.

## **CORE COMPETENCIES:**

### **BUSINESS ACUMEN**

Ability to understand the business implications of decisions and the ability to strive to improve organizational performance. It requires an awareness of business issues, processes and outcomes as they impact the customer's and the organization's business needs.

### **CONFLICT MANAGEMENT**

Ability to develop working relationships that facilitate the prevention and/or resolution of conflicts within and outside the organization.

### **IMPACT / INFLUENCE**

Ability to influence, persuade or convince others to adopt a specific course of action. It involves the use of persuasive techniques, presentations or negotiation skills to achieve desired results.

### **IMPROVING OPERATIONS**

Ability and motivation to apply one's knowledge and past experience for improving upon current modes of operation within the organization. This behaviour ranges from adapting widely used approaches to developing entirely new value-added solutions.

### **INITIATIVE**

Identifying a problem, obstacle or opportunity and taking appropriate action.

### **MANAGING ORGANIZATIONAL RESOURCES**

Ability to understand and effectively manage organizational resources (e.g., people, materials, assets, budgets). This is demonstrated through measurement, planning and control of resources to maximize results. It requires an evaluation of qualitative (e.g., client satisfaction) and quantitative (e.g., service costs) needs.

### **PLANNING, ORGANIZING, COORDINATING**

Proactively planning, establishing priorities and allocating resources appropriately. It is expressed by developing and implementing increasingly complex plans and involves monitoring and adjusting work to accomplish goals and deliver to the organization's mandate.

### **PROBLEM SOLVING/JUDGMENT**

Ability to analyze problems systematically, organize information, identify key factors and underlying causes and generate solutions.

### **RESULTS ORIENTATION**

The concern for surpassing an established standard of excellence.

### **STRATEGIC ORIENTATION**

Ability to link long term vision and concepts to daily work and awareness of impacts on strategies or other business choices.

### **TEAMWORK AND COOPERATION**

Ability to work co-operatively within diverse teams, work groups and across the organization to achieve group and organizational goals.