

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

Manage China Enterprise overall communication with Canadian Stakeholders ensuring materials delivered meet their requirements.

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

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

CORPORATE COMMUNICATIONS AND REPORTING:

- Lead the preparation of various corporate reports, proposals and plans based on information extracted from Customer Relationship Management (“CRM”) System-and inputs provided by respective project managers;
- Process raw information provided by the China Enterprise’s staff into communication materials for Canadian Stakeholders in desirable formats, including but not limited to PPT, blog stories, newsletters, etc.;
- 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;
- Work with senior management and program staff to integrate program planning with corporate communication strategies;

- Develop and advance working relationships with industry stakeholders, associations and other partners; assist in guiding industry extension communications initiatives as directed;
- 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;
- Support all communications and marketing activities to ensure interaction with Canadian audiences remains ongoing, relevant and appropriate;
- 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. ;
- Perform English translation for meetings between Canadian and Chinese stakeholders.

INTERNAL COMMUNICATIONS:

- Collect, draft and disseminate information about company activities. Ensure timely and consistent communications within the China Enterprise;
- Write, edit and deliver program communications including monthly internal newsletter and presentations;
- Proofread and edit all English communications materials;
- Design templates for the China Enterprise's to use for various communication purposes;
- Provide communications advice to leadership team.

EDUCATION AND EXPERIENCE:

- Graduate Degree or equivalent combination of knowledge, work experience and education in areas of, Communications, Marketing, or Public Relations;
- At least 3 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:

- Excellent verbal and written communication skills in English with ability to develop the information provided into good stories that will interest their audience;
- Excellent organizational and time management skills with ability to plan, prioritize and manage multiple projects and meet deadlines;
- Ability to think strategically with strong analytical skills;
- Ability to be a self-starter, displaying initiative and passionate about communication related work;
- Ability to make additional research to enrich the communication materials;
- With great team spirit and able to achieve results through team collaboration;
- Ability to pick up and understand specific task requirements and deliver accordingly;
- Ability to plan and structure different form of reports in a logical and coherent manner;
- Excellent computer skills in Microsoft PowerPoint and proficient in using graphic design tools or illustrations in communication materials;
- Familiarity with B.C./Canadian forest and/or building sector(s), forest management practices, building/or manufacturing with wood and/or ability to communicate in Mandarin would be an added asset.

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