



Forestry Innovation Investment Ltd. (FII) is a B.C. Crown agency with a mandate to develop and diversify markets for B.C. forest products around the world as well as promote provincial forest practices and the environmental merits of wood products.

Director, Market Strategy

FII is excited to offer a permanent full-time position for a Director, Market Strategy to manage marketing and branding activities and investments in the growing North American mid-rise housing and non-residential construction sectors aimed at creating a new demand for wood products.

Working in close collaboration with our partners, the Director supports branding initiatives such as the ThinkWood program in the United States, and Tall Wood demonstration campaigns to expand North American demand for softwood lumber products. We are looking for a self-starter with experience in 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.

This position requires significant prior experience in marketing, communications, public relations, international trade and/or business development. The ideal candidate will have demonstrated knowledge of 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 certifications.

Interested candidates are invited to view the job description and qualifications at www.bcfii.ca and to submit a resume and cover letter electronically by August 6, 2018 along with salary expectations, to HR@bcfii.ca.