

 <p>Forestry Innovation Investment China Government of British Columbia, Canada</p>	JOB DESCRIPTION
	Position: Manager, Government Relations (Shanghai)
	Reports to: Senior Director, Government Relations
	INCUMBENT: VACANT

BACKGROUND SCOPE:

Representing the Canadian forest industry in China, Canada Wood China in cooperation with FII China (also known collectively as the China Enterprise) has been instrumental in the successful first phase of the 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 (“CE”), to implement a strategic plan that aligns Canada’s forest industry objectives, targets, and strengths with Chinese government policy and commercial activity.

POSITION PURPOSE:

The Manager, Government Relations (Shanghai) provides business expertise and advice on doing business in Yangtze River Delta. Through in-depth business experience and working in close collaboration with the CE management team, the Manager is responsible for promoting expanded use of BC wood products in accordance with the strategic plan, pursuing opportunities, identifying barriers and recommending solutions.

KEY RESPONSIBILITIES:

As a representative of the CE in Shanghai and subject to direction from the Senior Director, Government Relations, the Manager collaborates with other colleagues in Shanghai through participation in outreach planning, research coordination and opportunity evaluation and event organization, and develops relationships with government agencies, developers, architects, engineers, design institutes and builders. The Manager assists in identifying and fostering good working relationships and strategic business partnerships with key government organizations, critical partners, stakeholders and client groups, ensuring open communication and collaboration between all CE departments and staff.

GOVERNMENT RELATIONS:

- Monitor Chinese government political and economic policy direction at all levels, especially with respect to the afore-mentioned regions of Yangtze River Delta. Report and give recommendations to the Senior Director, regarding the implications of Chinese government policy as it applies to the CE business strategy;
- Maintain current government relationships and expand to new Provinces and cities, identifying government organizations/institutions and decision makers in Yangtze River Delta ;
- Actively participating in and managing the on-going cooperation programs with government institutions in the targeted regions; acts as the day-to-day contact for the CE in continuing to foster strong working relationships with government stakeholders in those regions in order to achieve CE’s strategic objectives;

- Organize and manage government in-China and to-Canada trade missions originating in Yangtze River Delta;
- Update and expand current government maps, highlighting relevant linkages among organizations and strategies for relationship building as they apply to specific initiatives and the overall goals of the organization;
- Leverage and capitalize on the impact/results of the completed demonstration projects, working with the relevant government agencies and state-owned developers for large-scale wood frame commercialization projects;
- Draft MOU's, cooperation proposals and other official correspondence to be exchanged with government contacts in Yangtze River Delta , for potential approval or adoption by the Senior Director;
- Contribute to the planning for major events coinciding with project launches, government missions to China and their integration with the Communications strategy;
- Other projects as directed.

MARKETING:

- Take a lead role in securing support for commercialization projects aimed at introducing new wood products and technology, building and fire code & other regulatory initiatives and large-scale events/missions involving the CE and representatives of the British Columbia government;
- Work collaboratively with the team of Business Development to research and locate appropriate contacts with developers and government organizations, establish contacts and investigate the potential for cooperation leading to commercial project opportunities for using B.C. wood products and building systems in Yangtze River Delta;
- Contribute to the direction and strategy established by the CE management team, analyzing options for commercialization, evaluating locations, business models and government relations strategy;
- Promote wood frame construction technologies in Chinese government-funded and administered projects/initiatives including reroofing, affordable housing, public buildings and landscaping;
- Leverage and capitalize the impact/results of the completed demonstration projects, working with the relevant government agencies and state-owned developers for large scale wood frame commercialization projects;
- Work closely with the CE management team, relevant partners and government organizations to manage key events and initiatives such as trade missions, trade shows and other local events;
- Participate in the use of the Customer Relationship Management System (CRMS) so as to maintain a current and effective client database for the CE;

STAKEHOLDER RELATIONS:

- Develop and maintain a strong network of contacts at the highest possible levels within relevant industries and influential semi-government and non-government bodies including industry associations, developers, builders, suppliers, architectural design institutes, research institutes and academic bodies;
- Develop a strong working relationship with the CE staff, contractors and officials of the Canadian regional trade offices to secure government contacts and support for CE projects and initiatives, working collaboratively as required;
- Manage contracts, relationships and day-to-day communications with partners on projects located in Yangtze River Delta;
- Assist the Senior Director and Project Manager as “on-the-ground representative” for Government Cooperation projects in Yangtze River Delta, supporting decision making and business needs for the project management;
- Receive interested parties and arrange visits to project sites, tradeshow and other events.

PERFORMANCE MANAGEMENT:

- Participate in the development and implementation of the CE performance management framework and reporting requirements, taking the lead on identifying performance management measures and targets for business development in assigned regions;

- Monitor trends and progress towards established goals and objectives;
- Prepare annual summary information of progress against performance targets and results achieved, to be incorporated into CE's overall corporate reporting.

EDUCATION AND EXPERIENCE:

- Post secondary education in communications, marketing, or business management;
- Minimum 3 to 5 years' experience in interacting with and developing relationships at multiple levels in government, state-owned enterprises and private corporations;
- Familiarity with China's construction and real estate market and developing trends in different regions;
- Experience working for a foreign owned organization would be an asset;
- Established contacts and business relationships in Shanghai and Yangtze River Delta;
- Strong project, financial and operational management experience.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

- Excellent language skills in English and Mandarin, both written and oral;
- Strategic mindset when dealing with day-to-day issues;
- Excellent interpersonal and communication skills, displaying tact, diplomacy, leadership and professionalism;
- Problem solving skills and flexibility;
- Good word processing and computer skills;
- Good working knowledge of policy, regulations and laws relating to business activities in China;
- Ability to prioritize own workload and take initiative;
- Ability to work and contribute as a valuable team member;
- Ability to work with and maintain confidential information or information of a sensitive nature;
- Ability and willingness to travel extensively in China and occasionally to Canada.

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
Building Partnerships	➤ The desire to work co-operatively with all stakeholders to meet mutual goals based on a relationship of respect, trust and success in delivering results.
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 in forming partnerships with the external stakeholders; this includes setting priorities regarding which partnerships should be formed
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
Innovation	➤ Striving to improve performance through new or creative solutions
Personal Conduct	➤ Conducts self and work with uncompromising integrity and loyalty appropriate to the position
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
Strategic Orientation	➤ Ability to link long term vision and concepts to daily work and awareness of impacts on strategies or other business choices