



## JOB DESCRIPTION

**TITLE: VICE-PRESIDENT, INTERNATIONAL MARKETING**

**INCUMBENT: VACANT**

### **SCOPE:**

Reporting to the CEO, the Vice President, International Marketing (VP, IM) develops and leads Forestry Innovation Investment (FII) programs to develop and diversify international markets for BC forest products. Key to the incumbent's and ultimately the company's success, the Vice President will have broad knowledge of key export markets and competitive supply regions. The incumbent demonstrates the ability to maintain a delicate balance of support within a diverse array of stakeholders, including forest-sector firms, trade associations, research institutes, government agencies, academia and elected officials.

The position requires a high level of awareness and sensitivity in leading the BC forest sector through a complex and changing social, political and competitive environment. The incumbent requires skill in the formulation and development of market and sector specific strategies, market research and program implementation. The incumbent provides a strong background in program metrics, evaluation, and setting and evaluating targets and results.

A clear understanding of B.C.'s lumber manufacturing industry (Coast and Interior), the species and lumber grades available, and the ability to analyze the economics of strategies under consideration, are highly valuable attributes for this position.

As a leader in market and business development, the VP, IM helps position the B.C. forest sector in the global marketplace. The VP assesses risks and potential business opportunities, influences decisions and provides effective counsel in global marketplace activities. The position interacts with senior-level provincial, federal and international government representatives and key forest industry stakeholders to achieve corporate and sector objectives. When in international markets, the incumbent represents the company and the Province of British Columbia as it relates to FII programming and forest sector activities.

The VP, IM is responsible for providing FII funding to trade associations, research institutes and other organizations, facilitating and promoting cooperative marketing initiatives. The incumbent works to make the use of FII funding as efficient and effective as possible, leveraging funding from other sources whenever possible. The VP facilitates consultation with forest-sector companies, associations, industry representatives as well as government officials and others to identify key issues and priorities, develop or provide advice on program strategies, funding criteria, cost-sharing and other policies.

While direct responsibility for FII's two foreign subsidiary companies falls with FII's CEO, the VP, IM plays an important role in supporting the operational and information needs of the subsidiary companies, helping them advance strategies, and facilitating communication and liaison with forest industry stakeholders and other funders.

Working closely with the Executive team, the VP ensures all FII operations are in alignment with the company strategies, values and mission. The position requires a high level of strategic thinking, market

and business development expertise and experience in operational management. Experience working in a complex social and political environment, maintaining and developing stakeholder relationships and leading collaborative market initiatives is a key success factor for this position.

## **POSITION PURPOSE:**

The VP, International Marketing forms the strategy to position the BC forest sector in the global marketplace, identifying and mitigating risks, assessing supply/demand and competitive supply regions, and assesses emerging market and business development opportunities to expand export markets for BC forest products and building solutions. Acting as a key resource for sector strategies, market research, stakeholder relations and market development the incumbent oversees program funding and delivery, leading staff and program initiatives.

## **KEY RESPONSIBILITIES:**

### **EXECUTIVE MANAGEMENT TEAM:**

- As an integral member of the executive management team, contributes to the collective decision making on corporate priorities and strategies, objectives, plans and reports, and fiscal and human resource management;
- Supports the critical business functions of the company and the forest sector of BC;
- Identifies and mitigates corporate risk within areas of responsibility;
- Participates in internationally focused functions, events, and activities on behalf of the company.

### **STRATEGIC PROGRAM PLANNING AND DELIVERY:**

- Responsible for forming the development and implementation of a strategy and supporting programming to proactively position B.C.'s forest products and building solutions in the global marketplace;
- Responsible for the development and delivery of market initiatives and funding programs, product development, technical and market research and strategic initiatives;
- Identifies market opportunities and potential new applications for existing forest products;
- Through funding activities, encourages the development of new forest products and manufacturing process improvements;
- Ensures programs encourage innovative approaches, technologies and skills in order to enhance a globally competitive forest industry;
- Ensures FII policies regarding market initiatives are harmonized with those of federal funding agencies;
- Creates innovative opportunities for the diversification of forest products and markets;
- Oversees research of product/market development opportunities & competitive issues and threats;
- Identifies and mitigates risks to FII's success;
- Intervenes to prevent unfair constraints to trade in BC forest products.

### **PERFORMANCE MANAGEMENT:**

- Establishes evaluation criteria for FII programs and investments, including those delivered by funded organizations;
- Monitors trends and progress towards established goals and objectives ensuring that all staff are accountable for performance management within their job responsibilities;
- Ensures systems are in place to provide appropriate information for statistical analysis, planning and implementation as it relates to FII's mandate and the overall performance of the B.C. forest industry.

**STAKEHOLDER RELATIONS:**

- Establishes partnerships and improves the coordination with key forest-sector stakeholders in the private and public sectors;
- Ensures that FII services, functions and funding can be efficiently delivered to address priority issues and needs of government and the forest sector;
- Balances the short-term needs and objectives of stakeholders against the best long-term interests of the province, coordinating priorities and messaging activities;
- Exercises influence and persuasion in a climate of divergent stakeholder expectations and objectives in order to meet the sometimes conflicting objectives of industry and government;
- Prepares presentations of complex information to staff, senior management, government representatives, the Board of Directors, elected officials, and external stakeholders;
- Works directly with foreign government officials and business interests to introduce BC products and technology;
- Ensures effective communication networks and working relationships within and external to the organization to ensure a seamless interface of systems and customers;
- Develops good working relationships and regular communications with all internal and external stakeholders.

**HUMAN RESOURCES & LEADERSHIP:**

- Provides strong, effective and highly visible leadership, enabling FII employees to capitalize on their full potential;
- Determines departmental staffing needs; manages staff to ensure rapid, efficient and productive implementation of programs; manages outside agencies and consultants as required;
- Ensures that all employees are motivated and guided to contribute fully to the realization of FII's mission, values, objectives and strategic plan; empowers employees to identify innovative approaches to enhance organizational performance;
- Acts as a champion of change management within the company related to human resources, systems and operational revisions, shifting business goals and behaviors to enhance program administration and production efficiencies;
- Fosters the development of management practices that focus on clear accountabilities and continuous organizational development.

**FINANCE & ADMINISTRATION:**

- Responsible for administration of program 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:**

- A Master's Degree in Business Administration, International Business, Marketing, Communications or Forestry, or an undergraduate degree and equivalent experience;
- A minimum of 10 years related experience in a senior position leading a department with significant strategic, leadership and financial accountability in the areas of Market and Business Development, International Trade, Marketing, and/or International Program Management;
- Considerable experience with forest products and their marketing/sales, and/or another product line, with experience in Asian markets;
- Experience in the formulation and development of market and sector specific strategies, market research and program implementation;
- Experience aligning company operations with organization strategies, values and mission.

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

- ☑ Excellent interpersonal, listening and communication skill; ability to work collaboratively and strategically with a diverse group of stakeholders often within a climate of competing interests;
- ☑ Strong strategic planning and management skills including handling of budgets and human resources;
- ☑ Excellent writing, analytic and presentation skills with superior attention to detail;
- ☑ Broad knowledge of export markets for forest products and competitive supply regions;
- ☑ Understanding of forest management, environmental or product issues and opportunities associated with key markets;
- ☑ Understanding of market access issues related to forest products, forest management and third-party forest certification;
- ☑ Demonstrated background in program metrics, evaluation, and setting and evaluating targets and results;
- ☑ Ability to economically analyze proposed product initiatives to ensure long-term feasibility;
- ☑ Leadership abilities within a team environment, establishing collaborative working relationships while maintaining a high level of independent action;
- ☑ Demonstrated ability to set priorities in advancing strategy, counsel and effectively influence stakeholders; initiative, conflict resolution and negotiation skills;
- ☑ Ability to manage multiple high-visibility projects and work teams simultaneously in a fast-paced environment;
- ☑ Ability to plan, organize and effectively present ideas and concepts to groups, along with the ability to assimilate information from a variety of sources, analyze information and make recommendations for appropriate actions as necessary;
- ☑ Ability to understand and communicate complex issues clearly and accurately;
- ☑ Good command of computer skills and relevant software applications;
- ☑ Familiarity with forest management practices, building/or manufacturing with wood an asset;
- ☑ Ability to travel extensively within Canada and internationally as required.

## **COMPETENCIES:**

### **BUSINESS ACUMEN**

The 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.

### **DECISIVE INSIGHT**

The ability to make decisions based on analysis of the information presented in the face of ambiguous or conflicting situations, or when there is an associated risk.

### **ENGAGING EXTERNAL PARTNERS**

Identifies and involves external stakeholders in order to foster long-term partnerships.

### **HOLDING PEOPLE ACCOUNTABLE**

Involves setting high standards of performance and holding team members, other government jurisdictions, outside contractors, industry agencies, etc., accountable for results and actions.

### **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.

**INNOVATION**

Striving to improve performance through new or creative solutions.

**LEADERSHIP**

The ability to provide the vision, direction, inspiration and motivation in a way that generates excitement, enthusiasm and commitment necessary to ensure the organization's success.

**MANAGING ORGANIZATIONAL RESOURCES**

The 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.

**RELATIONSHIP BUILDING**

Develops quality relationships with stakeholders, the province, and other organizations, which are direct, candid and open in all contexts. Demonstrates an ability to deal with sensitive issues in a transparent and assertive manner.

**RESULTS ORIENTATION**

The concern for surpassing an established standard of excellence.

**STRATEGIC ORIENTATION**

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