

JOB DESCRIPTION

TITLE: MANAGER, CORPORATE COMMUNICATIONS

INCUMBENT: VACANT

SCOPE:

Reporting to the Director, Corporate Relations, the incumbent is responsible for a wide range of communication activities in support of corporate and program initiatives. The incumbent manages the corporate communications and engagement plan involving events, digital and print channels and materials, briefing notes and a variety of publications and presentations addressing B.C., Canadian and international government and industry audiences. The incumbent works with the Director, Market Research & Analysis to determine what data is needed or appropriate for internal and external distribution and then packages materials in an engaging and visually appealing manner.

Working collaboratively with staff across the organization, other core corporate communications responsibilities include: supporting the preparation of the Company's suite of corporate reports and publications, ensuring currency of corporate materials including company websites and social media posts, some media relations, and project and vendor contract management. While there are annual corporate communications calendars, the nature of corporate communications involving FII stakeholders in government and industry requires the individual to possess strong skills in planning and process orientation, and to be flexible and open to quick turnarounds and ad hoc requests.

The Manager, Corporate Communications works closely with the Director, Corporate Relations to support Board and governance requirements. Exercising tact, diplomacy and strategic positioning, the incumbent may represent FII, as a B.C. Crown Corporation, as directed. The incumbent may also act for the Director, Corporate Relations in his or her absence.

POSITION PURPOSE:

The incumbent is responsible for delivering effective messages and reports related to FII's corporate successes and outcomes for distribution to applicable stakeholders.

KEY JOB RESPONSIBILITIES:

WRITING AND EDITING: (50%)

- Make recommendations and prepare content for communications materials, including corporate publications, websites, social media posts, news releases, PowerPoint presentations, etc. for FII, government and industry where necessary;
- Manage digital communications channels including form and functionality of FII's corporate website and FII's LinkedIn account including developing new business processes, writing content and scheduling content from other program areas, overseeing updates and posts,

monitoring performance metrics for reporting purposes, and making recommendations for improvements as required;

- Responsible for the publication of the annual Year in Review, ensuring that the information provided by the program areas tells the story of market trends, FII and its partners' accomplishments;
- Support Market Initiatives Program staff, to enhance stakeholder communications from the overseas offices (FII and Canada Wood) – ensuring an effective and efficient reporting out/information sharing process is in place and is being followed- this includes gathering relevant information from overseas teams and writing stories for the Canada Wood monthly newsletter;
- Work with the Director, Market Research & Analysis to design and prepare tables, charts and graphs to best represent and share data and communicate trends effectively;
- Compile and disseminate data in the most appropriate manner to update external and internal stakeholder groups;
- Prepare other ad hoc reports for program operations, government and industry.

PLANNING & PROJECT MANAGEMENT: (25%)

- Manage the corporate communications engagement plan and calendar keeping all staff apprised of communication projects and current status;
- Work closely with program staff to create and deliver reports for distribution to internal and external stakeholders such as market trends, program plans and accomplishments by FII and its funding recipients;
- Coordinate with the Director, Market Research & Analysis and appropriate program staff for the circulation of market research reports, summaries and other materials;
- Assist in the rotation of FII's media monitoring program (print and electronic). Analyze all media clips received and identify current or potential future risks to the B.C. or Canadian forest industry;
- Update program work plans and prepare and manage budgets, obtaining quotes and developing schedules for projects;
- Where appropriate, initiate competitive Requests for Proposals or Requests for Qualifications processes;
- Receive and analyze proposals, negotiate, select suppliers, and draft deliverables for contract approval;
- Work with external contractors (graphic designers, web developers, writers, etc.) to develop and enhance FII's corporate communications materials;
- Monitor contracts and ensure quality of deliverables for various annual corporate projects;
- Administer other contract requirements as necessary.

GOVERNANCE SUPPORT: (15%)

- Provide writing and editing support and coordination to the Director, Corporate Relations with respect to Board meetings, reporting and stakeholder engagement as required;

- Support in the development of briefing notes and submissions for the executive staff, the Board of Directors, deputy ministers, ministers and other senior government officials as required;
- Prepare content for the company's mandated corporate reporting documents as requested;
- Provide support to the Director, Corporate Relations on corporate priorities or corporate reporting;
- Represent the Director, Corporate Relations and fill-in during absences.

EVENT COORDINATION: (10%)

- Develop program agendas as assigned;
- Provide support in the preparation of briefing materials and event plans, for major outgoing missions, including the annual fall forest sector mission to Asia;
- Manage and/or provide support to FII's participation in corporate sponsored events, including logistics, communications, planning and execution;
- Working with program staff, organize events to make stakeholders aware of FII programs;
- Other duties as required.

EDUCATION AND EXPERIENCE:

- An Undergraduate Degree in Communications, Journalism, Public Relations, Business Administration, Public Administration, or equivalent combination of knowledge and education and a minimum of seven years' experience in a similar role;
- Experience in working with economic/financial data based upon qualitative and quantitative research methods;
- Experience in preparing written materials in a business or government setting;
- Experience in managing projects and contracts and delivering outcomes within a fast-paced environment;
- Experience in a corporate communications role that required teamwork, planning and cooperation,
- Experience related to international market development/business development or forestry management would be an asset;
- Experience understanding the communication needs of a Board of Directors, advisory body or executive team would be an asset.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

- Self-starter with the ability to work individually as well as within a team environment, taking initiative, assessing priorities and multi-tasking; competently performing a variety of activities with a high level of accuracy and consistency;

- ☑ Ability to work with stakeholders and government/industry representatives – building consensus and supporting collaborative working relationships;
- ☑ Excellent interpersonal communication skills both written and oral;
- ☑ Excellent organizational and time management skills;
- ☑ Ability to think strategically, plan, assess priorities and manage multiple complex projects under tight timelines;
- ☑ Ability to synthesize and summarize large amounts of information and data into compelling, concise and consistent summary materials or reports;
- ☑ Ability to work collaboratively in a team environment demonstrating flexibility and a positive approach to problem solving and conflict resolution;
- ☑ Experience working with graphic designers to display complex information and reports in a visually appealing manner;
- ☑ Strong computer skills in Word, Excel, PowerPoint, and Outlook (previous experience with MS Project, Adobe InDesign and Photoshop would be an asset) and content management systems (WordPress);
- ☑ An understanding of marketing, issues management and public relations communications principles would be an asset.

CORE COMPETENCIES:

ANALYTICAL THINKING

Ability to comprehend a situation by breaking it down into components and identifying the underlying complex issues. Implies the ability to systematically organize and compare the various aspects of a problem or situation and determine cause-and-effect relationships to resolve problems in a sound, decisive manner.

BUILDING PARTNERSHIPS WITH STAKEHOLDERS

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, often within a climate of competing interests.

COMMUNICATING EFFECTIVELY

Ability to understand the meaning of what is being said, determining the best method of communicating this back in a meaningful and respectful way. Asks open-ended questions that create greater clarity and is clear, articulate and direct in sharing and providing either oral or written communications.

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.

INITIATIVE

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

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.

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 cooperatively within diverse teams, work groups and across the organization to achieve group and organizational goals.

TECHNICAL AND BUSINESS WRITING

Conveys ideas and facts in writing using language the reader will best understand. Uses correct vocabulary, spelling, grammar and punctuation, adapting the content, tone, style and form to suit the needs of the reader, the subject and the purpose of the communication.