

JOB DESCRIPTION

TITLE: DIRECTOR, MARKETING AND COMMUNICATIONS

SCOPE:

The mandate of Forestry Innovation Investment (FII) includes working with the forest industry, government agencies, and others to raise awareness of, and demand for, B.C. forest products at home and abroad. Through FII's Market Outreach program, the incumbent develops and manages marketing strategies and initiatives to make people aware of B.C.'s world-class forest practices, the technical and environmental attributes of B.C. forest products and the merits of wood construction technologies. Key strategies and tactics include coordinated and comprehensive marketing and communications strategies and campaigns designed to influence domestic and international customers and built-environment professionals.

Reporting to the Vice-President, Market Development, the Director, Marketing and Communications is responsible for strategies and tactics to support B.C. forest product information and wood construction technologies, and wood as an environmentally superior, preferred building material. The incumbent manages and directs two staff, as well as multiple vendors, in the design and delivery of marketing and communications activities including digital and print content, paid, earned and social media, tradeshow and events. The Director supports advocacy initiatives related to forest management and green building, creating communication activities, and business intelligence research to inform market-place procurement and international trade policies.

The Director works closely with other FII Directors to ensure alignment and efficient resourcing and processes.

The incumbent requires a high level of strategic thinking, awareness and sensitivity in providing fact-based programming amid a complex social and political environment. The incumbent requires skill in developing stakeholder relationships and leading collaborative development and delivery of creative, but sound communication materials to a range of audiences, including domestic and international government regulators, architects and engineers, building-material specifiers and the forest industry. Extensive experience is required in marketing communications and promotion, public relations and market research, using both traditional and digital tools and channels.

POSITION PURPOSE:

To direct marketing and communication strategies and tactics to make audiences, in B.C. and abroad, aware of B.C.'s forest practices, products and wood building systems, ensuring that B.C. products have international market acceptance.

KEY JOB RESPONSIBILITIES:

MARKETING AND COMMUNICATIONS: (45%)

- Develops, owns and drives a comprehensive market communications strategy to increase market acceptance and proactively position B.C.'s sustainable forest practices and products in domestic and global markets;
- Directs and manages domestic and international marketing projects and communication tools to promote B.C. forest management practices, products and building systems, ensuring alignment with industry initiatives, including but not limited to digital (web, video, e-newsletters) and print content; paid, earned and social media; tradeshow and events;
- Ensures appropriate advocacy on behalf of government and the forest sector in the face of anti-forestry or anti-forest product campaigns, providing factual information to international governments, customers and other key influencers;
- Contributes to a strategic, coordinated, and consistent approach to marketing and communication activities across FII's program areas.

STAKEHOLDER AND CUSTOMER RELATIONS: (20%)

- Develops and advances working relationships with industry and government stakeholders, associations and other partners; assists in guiding communications initiatives and addressing environmental or forestry issues, including but not limited to sustainable forest management, third-party forest certification, deforestation, and illegal logging;
- Ensures FII's strategies, plans, and initiatives are closely linked to the needs and activities of forest sector agencies, companies and associations, B.C. and federal government ministries and agencies, and others by developing close working relationships partnerships and integrating projects and initiatives wherever appropriate;
- Coordinates with B.C.'s Government Communications and Public Engagement and Office of Mass Timber Implementation staff, media and others on policy and communications issues—monitoring and tracking issues and their resolution;
- Coordinates semi-annual meetings of the Market Acceptance Advisory Committee (MAAC) to solicit input into FII priorities and programming and to provide ongoing updates to MAAC members.

STRATEGIC PLANNING AND RESEARCH COORDINATION: (10%)

- Develops and manages market research projects to understand customer impressions, key market trends and dynamics, forest sector needs and how best to target influencers', and end use consumers' perceptions of B.C. forest products and their use;
- Directs research of market acceptance issues, opportunities and communications needs as required;
- Develops an annual Market Outreach program strategy and work plan to guide efforts and program staff.

PERFORMANCE MANAGEMENT (10%)

- Participates in the development and implementation of FII's overall performance management framework and metrics program;
- Develops and leads all planning and reporting requirements, both internally and externally for all market outreach activities;
- Establishes evaluation criteria and monitors trends and progress towards established goals and objectives.

MANAGEMENT OF STAFF AND PROGRAMS (15%)

- Supports the development of work plans and management of budget(s) for the Market Outreach program;
- Ensures directly reporting staff are motivated and accountable to address workload requirements, to contribute to FII's and industry stakeholder objectives, and to proactively collaborate with other FII programs, finance, and administration teams;
- Empowers employees to identify innovative approaches to enhance organizational performance and personal development while ensuring high standards of performance are achieved;
- Manages and enables staff to ensure timely deliverables of marketing and communication projects;
- Supports the Vice-President, Market Development with expertise as required;
- Manages multiple outside agencies/consultants as required;
- Other duties as required.

EDUCATION AND EXPERIENCE:

- Masters' Degree in Business Administration or equivalent combination of knowledge, work experience and education in areas of business administration, marketing, communications, public relations, or international trade and/or business development;
- At least 7 years' experience in a mid- to senior-level in marketing, communications, public relations, international trade and/or business development role;
- Experience in undertaking research projects, based upon both qualitative and quantitative research methods;
- Experience in in people management by developing, engaging, directing, and retaining employees to optimize their workplace potential and promoting personal as well as professional growth ;
- Experience in program management and evaluation.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

- Demonstrated knowledge of the principles of marketing, effective communications and mass media (print and digital), publicity, advertising and government relations;
- Ability to direct and implement the development of written, oral and online communications linked to meeting business objectives, addressing industry opportunities and issues; communications materials include position/policy papers, speeches, news

releases, articles, brochures, video, websites, promotional and technical literature, advertising, newsletters, etc.;

- ☑ Flexibility and a positive approach to problem solving and conflict resolution;
- ☑ Ability to plan, prioritize and manage multiple complex projects;
- ☑ Ability to work in a team environment and assess priorities in a fast-paced work setting;
- ☑ Excellent interpersonal communication skills, written and verbal demonstrating a high level of tact, diplomacy and judgment;
- ☑ Excellent organizational and time management skills;
- ☑ Strong research and analytical skills;
- ☑ Strong computer skills in Microsoft Word, Excel, PowerPoint, Outlook, MSTeams, SharePoint and project management and collaboration platforms such as Wrike;
- ☑ Preferred: familiarity with B.C./Canadian forest and/or building sector(s), forest management practices, building/or manufacturing with wood;
- ☑ Preferred: familiarity with B.C./Canadian export 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 forest certification;
- ☑ Ability to travel domestically and internationally if required.

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.

BUSINESS ACUMEN

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.

CONFLICT MANAGEMENT

Ability to develop working relationships that facilitate the prevention and/or resolution of conflicts within 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.

IMPROVING OPERATIONS

Ability and motivation to apply one's knowledge and past experience for improving upon current modes of operation within the organization. This behaviour ranges from adapting widely used approaches to developing entirely new value-added solutions.

INITIATIVE

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

MANAGING ORGANIZATIONAL RESOURCES

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.

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 CO-OPERATION

The ability to work co-operatively with diverse teams, work groups and across the organization to achieve group and organizational goals. This includes communicating effectively and collaboratively with others.