



Forestry Innovation Investment®

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, MARKETING AND COMMUNICATIONS

FII is pleased to offer an exciting career opportunity for a dynamic marketing and communications or public relations professional. Leading a small team of marketing and communication specialists, the Director, Marketing and Communications is responsible for marketing strategies and initiatives to build awareness 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 while meeting industry and government objectives as well as responding to forest-industry opportunities and issues.

We are looking for an innovative and strategic thinker to lead FII's Market Outreach program. The incumbent develops and manages marketing and communications strategies and campaigns designed to influence domestic and international customers and built-environment professionals. Your experience includes marketing and communications, public relations, market research and audience outreach, using digital and traditional tools and channels. The ideal candidate will have several years of related experience working in the forest and/or building sector(s). The successful candidate will have an excellent track record of working with varied stakeholder groups, developing consensus and building effective working relationships that have led to demonstrated achievements. Experience effectively managing a team, vendors, and projects are essential. We offer a hybrid work environment, competitive salary and comprehensive benefits package. Before applying, please go to www.bcfii.ca to view the full job description. Please send your resume and covering letter outlining your salary expectations to Jessica Miles at Goldbeck Recruiting: JessicaMiles@Goldbeck.com.

FII is committed to providing a healthy, safe and inclusive workplace where respect and diversity are recognized assets. FII encourages and welcomes applications from qualified; women, visible minorities, Indigenous Peoples, individuals with disabilities, persons of any sexual orientation or gender identity, and all people committed to meaningful work that makes a difference.