



JOB DESCRIPTION

TITLE: MANAGER, MARKETING AND COMMUNICATIONS **INCUMBENT:** TBD

SCOPE:

The mandate of Forestry Innovation Investment (FII) includes working with the forest industry and other government agencies to raise awareness of, and demand for, B.C. forest products at home and abroad. Key strategies and tactics include coordinated and comprehensive marketing and communications strategies and campaigns designed to influence domestic and international customer and design professional audiences and communities. This involves developing consistent messaging and cross-promotion of initiatives, bringing focus to key messages, target audiences and strategic outreach activities. The objective is to ensure that users and potential users of B.C. forest products, both domestically and internationally, have access to factual, consistent and credible information about the environmental benefits of using wood products, the range of wood products, suppliers and wood construction technologies available from B.C., and the facts on B.C.'s sustainable forest management practices. This may include working with domestic and international stakeholders such as FII's overseas subsidiary offices, the B.C. forest industry, international customers and other stakeholders.

Reporting to the Director, Marketing and Communications and working as part of the Market Outreach team, as well as coordinating with the Wood First team, the incumbent implements marketing and communications initiatives for naturally:wood and other Market Outreach and Wood First projects. The incumbent manages the development and implementation of content and channels as it relates to print and digital media, including but not limited to website, video, e-newsletters, publications and paid, earned and social media. The incumbent also monitors and tracks performance of these activities.

This includes engaging and supervising suppliers, managing contracts, including research, content, writing and design services. The position often works under tight deadlines, negotiating with and coordinating suppliers to ensure the final product reaches the stakeholders in a timely fashion. Exercising tact, diplomacy and strategic positioning, the incumbent may represent FII, as a B.C. Crown Corporation, and/or the forest sector as directed. The incumbent may also act for the Director in their absence.

POSITION PURPOSE:

To develop and implement marketing and communications initiatives, with particular emphasis on content and digital strategies to influence domestic and international customer and built environment professional audiences and communities.

KEY JOB RESPONSIBILITIES:**CREATIVE AND CONTENT DEVELOPMENT & MANAGEMENT (45%)**

- Develops and implements comprehensive marketing and communications tactics to increase market acceptance, influence issues and policy, and proactively position B.C. wood and building solutions, including digital (web, video, e-newsletters) and print marketing campaigns, paid, earned and social media, tradeshow and events;
- Drives a content strategy, editorial plan and content calendar that supports a digital strategy and marketing campaigns;
- Writes and edits content for a variety of communications channels including digital platforms, paid and earned media, feature stories, and print publications, ensuring that materials are designed, written, produced to meet the objectives of the Market Outreach program and its stakeholders;
- Leads implementation of FII's domestic and international media monitoring program (print and electronic), analyzing media to identify current or potential trends, opportunities and risks to the B.C. or Canadian forest industry; and provides support on message and content development;
- Manages, supports and/or participates in tradeshow, events and tours involving custom-built itineraries to meet the requirements of the individuals or visiting groups;
- Works with key industry stakeholders, cross-functional FII teams and outside suppliers to ensure alignment with industry initiatives, as well as consistency, accuracy and timeliness of content, key messaging and brand standards across all communications media, particularly digital formats and channels (website, social media, e-communications and digital marketing automation).

DIGITAL MARKETING DEVELOPMENT & MANAGEMENT (20%)

- Develops and negotiates media buy plans, including search engine marketing campaigns;
- Manages search engine optimization and site performance optimization for naturallywood.com;
- Monitors campaign performance on an ongoing basis, conducts A/B testing, to iterate strategies to optimize owned and paid media performance with the goal of driving quality traffic, engagement, and leads;
- Leads and coordinates ongoing maintenance and development to optimize FII's online Supplier Directory.

PLANNING, DEVELOPMENT & ANALYSIS (20%)

- Contributes expertise and creative input into the development of marketing and communications strategies and workplans;
- Reviews data and research reports and makes recommendations for story ideas for inclusion in marketing materials and communication tools for engagement with specified audiences;
- Conducts performance-measure evaluations; develops processes and metrics and works collaboratively with the Market Outreach team to leverage digital analytic tools, and support data-driven decision making and performance reporting on results and impacts of investments.

PROJECT & CONTRACT MANAGEMENT (15%)

- Updates program workplans and prepares and manages budgets, obtaining quotes for individual projects and schedules for projects;
- Where appropriate, initiates competitive Requests for Proposals or Requests for Qualifications processes;
- Receives and analyzes proposals and negotiates where necessary; selects suppliers and drafts contracts for approval;
- Monitors progress to ensure timely delivery of products or services and may evaluate supplier performance.

EDUCATION AND EXPERIENCE:

- Post-secondary education or equivalent combination of knowledge, work experience and education in communications, marketing, or public relations;
- Minimum 7 years relevant experience;
- Experience developing and managing brand programs;
- Strong experience in the development and production of digital, broadcast and print materials;
- Experience in project management, contract management and supplier supervision.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

- Excellent understanding of marketing and communications principles;
- Strong editing and writing skills appropriate for a variety of communications channels;
- Self-starter with the ability to work in a team environment, take initiative, assess priorities and multi-task within a fast-paced work setting, competently performing a variety of activities with a high level of accuracy and attention to detail;
- Experience in paid media (SEM, YouTube, Facebook & LinkedIn Ads), ROI & goal tracking, SEO, site performance optimization, Google Tag Manager, UTM's, conversion optimization, and A/B testing;
- Excellent organizational and time management skills;
- Excellent interpersonal communication skills, written and verbal, demonstrating a high level of tact, diplomacy and judgment;
- Flexibility and a positive approach to problem solving and conflict resolution, demonstrating a high degree of judgment and professionalism;
- Ability to work with stakeholders and government/industry representatives—building consensus and supporting collaborative working relationships;
- Computer literacy with good typing, formatting, and experience in MS Office Suite of products (Word, Excel, PowerPoint, Outlook, MStTeams, SharePoint), Adobe Creative Suite (InDesign and Photoshop); and content management systems (WordPress); digital asset management systems (Brandfolder); project management systems and collaboration platforms such as Wrike;
- Preferred: knowledge of public relations and issues management principles;
- Preferred: familiarity with Canada's markets for forest products, and key forest management, environmental or product issues and opportunities, as well as building and/or manufacturing with wood;
- Ability to travel as required.

CORE COMPETENCIES:

CONCEPTUAL THINKING

The ability to identify patterns or connections between situations that are not obviously related, and to identify key or underlying issues in complex situations. It includes using creative, conceptual or inductive reasoning or thought processes that are not necessarily categorized by linear thinking.

BUILDING PARTNERSHIPS WITH CLIENTS OR 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.

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.

INITIATIVE

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

INNOVATION

Striving to improve performance through new or creative solutions.

PROBLEM SOLVING / JUDGMENT

Ability to analyze problems systematically, organize information, identify key factors and underlying causes and generate solutions.

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.

RESULTS ORIENTATION

The concern for surpassing an established standard of excellence.

SERVICE ORIENTATION

Implies a desire to identify and serve customers, focusing one's efforts on discovering and meeting their needs.

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.