



JOB DESCRIPTION

TITLE: COUNTRY DIRECTOR, VIETNAM

BACKGROUND:

British Columbia, Canada (B.C.) is home to one of the world's most sustainable and globally competitive forest sectors. Forestry Innovation Investment Ltd. (FII) is a Provincial crown agency mandated to work with the forest industry and other government agencies to help create, maintain and diversify markets for B.C.'s world-class, environmentally friendly forest products.

Forestry Innovation Consulting (Vietnam) LTD is a subsidiary of Forestry Innovation Investment (FII), a Crown agency of the British Columbia (B.C.) Government and headquartered in B.C., with a focus on expanding opportunities for B.C. forest products and ensuring the forest sector continues to grow and prosper. Market development activities in Vietnam are managed under the brand Canadian Wood Vietnam (www.canadianwood.com.vn) who operate from a local office in Binh Duong Province.

Canadian Wood Vietnam promotes B.C. and Canada as a global supplier of quality, environmentally responsible wood products from sustainably managed forests. Through market development programs, Canadian Wood works closely to support wood industry professionals including manufacturers, designers and wholesalers to educate, inform and grow the market for B.C. wood species across Vietnam.

POSITION PURPOSE:

The role of Country Director (CD) reports to FII's CEO at Head Office in Canada and FII's VP, International Marketing and is critical to the success of FII's market development strategy in Vietnam. The Country Director will lead the Vietnam team and oversee the strategic and operational engagement in the country. With a high level of business acumen and the ability to self direct the company activities, the Country Director works collaboratively with the B.C. government, Canadian government and the B.C. forest industry to develop and implement FII's strategy, supporting efforts towards B.C. wood exporters increasing product sales in Vietnam.

KEY RESPONSIBILITY AREAS:

STRATEGY, PLANNING AND DELIVERY:

- Build, oversee and help drive the team to deliver strategic market development programming in Vietnam;
- Guide and support the Business Development Managers (BDM) in evaluating market segments, prioritizing focus areas to ensure effective market development programs;
- Work with the BDM's to support development and delivery of commercialization initiatives, project trials, technical and market research and strategic initiatives to support market development efforts;
- Identify market opportunities, assess logistics options and impediments, and prioritize potential applications for B.C./Canadian forest products;
- Work with the Vietnam team to plan and deliver marketing and communications activities, educational seminars, trade shows and networking events;
- Identify and oversee in-market research, market acceptance issues, product or market development opportunities and competitive issues and threats to support market development activities.

OPERATIONAL MANAGEMENT:

- As the lead of Vietnam operations, oversee decision-making on corporate priorities and strategies, policies, work plans and reports, and financial and human resource management;
- Lead the critical business functions of FII's presence in Vietnam and ensures compliance with all Vietnamese laws and corporate requirements;
- Responsible for adherence to FII's Head Office and Vietnam policies, programs and financial directions;
- Accountable for ongoing communications with FII's Head Office and key stakeholders, providing updates on progress and key results achieved;
- Accountable for maintaining a focused and cohesive team of staff in Vietnam that understand FII's strategies and work plans and strive for success in a unified approach;
- Oversee the office administration and financial responsibility; oversee the budget, track and manage each month and annual reporting done by the Manager, Finance and Contracts;
- Manage out-sourced accounting and legal services, ensuring timely and complete services are provided;
- Review monthly financial transactions and financial information for accuracy and ensure that required information is forwarded to Head Office in a timely manner;
- Provide detailed financial transaction records to Head Office for all financial activities/transactions.

GOVERNMENT AND STAKEHOLDER RELATIONS AND MARKET ACCESS:

- Develop and maintain good working relationships and regular communications with all internal and external stakeholders and target audiences, including industry agents, industry associations, government officials, Vietnamese wood importers, key Vietnam manufacturers, developers/interior designers, academic institutions and others;
- Identify and liaise with key stakeholders in Vietnam to gather first-hand knowledge and market information relevant to the use, marketing and sales promotion of B.C. wood products;
- Identify issues related to the restriction of B.C. products to help accelerate market penetration, establishing relationships with the Canada Wood Group, Canadian High Commission, and other agencies or resources as appropriate;
- Develop and maintain close working relationships with the Canadian Embassy and Vietnamese government officials as appropriate;
- Advise and oversee incoming trade missions and political delegations to encourage progress on key files and accelerate market development efforts;

- Work with the Vietnam team to provide on-ground support such as planning, coordinating and facilitating agendas for B.C. trade delegations.

LEADERSHIP/HUMAN RESOURCES:

- Provide strong, effective and visible leadership, enabling Vietnamese employees to capitalize on their full potential within a small organizational structure;
- Provide advice on medium-long term staffing needs; manage staff to ensure rapid, efficient and productive implementation of initiatives; identify and manage outside agencies/consultants;
- Ensure all employees are motivated and guided to contribute cohesively and fully to the realization of FII's mission, values, objectives and strategic plan; empower employees to identify innovative approaches to enhance organizational performance;
- Work with Head Office on employee contracts, salaries, benefits, or other elements of FII's remuneration plan for Vietnam, submitting any revisions for approval from Head Office;
- Foster the development of management practices that demonstrates transparency, accountability and integrity in delivery of all projects.

PERFORMANCE MANAGEMENT:

- In consultation with the VP, International Marketing, establish evaluation criteria for all FII activities and investments in Vietnam;
- Monitor trends and progress towards established goals and objectives ensuring that all staff are accountable for performance management within their job responsibilities;
- Ensure systems are in place and utilized (i.e. CRM) to provide appropriate information for statistical analysis, planning and implementation as it relates to FII's mandate in Vietnam;
- Work with Head Office to ensure effective integration of performance measures within the Market Initiatives Programs.

EDUCATION AND EXPERIENCE:

- A University degree in a related field, (i.e. Business Administration, International Marketing, Communications or Forestry), or related 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 Business Development, International Trade, Marketing, Communications and Public Relations, or Wood Manufacturing, preferably with some of this experience in Vietnam;
- A minimum of 10 years' experience managing and overseeing the performance of others;
- Experience working in a public sector organization would be an asset;
- Experience working with senior level executives and government officials;
- Established networks/relationships in Vietnam within both government and business organizations;
- Significant experience in project management, event coordination, protocol, & program delivery.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

- Demonstrated ability to ensure that operations in Vietnam operate as a division of FII Ltd., to ensure compliance with FII policies, procedures and expectations in all aspects of performance, and to instill FII's corporate culture within a foreign operation;
- Ability to work at a distance from FII's core operations, to maintain strong team linkages with all FII divisions, and to self-direct within established priorities and operational planning frameworks;

- ☑ Understanding of B.C.'s forest industry, wood products and building codes would be an asset;
- ☑ In-depth knowledge of economic indicators and ability to analyze pertinent data;
- ☑ Excellent public speaking and presentation skills;
- ☑ Ability to act in a professional manner as a representative of FII, the Province and the B.C. forest sector;
- ☑ Understanding of market acceptance issues related to forest products, market campaigns and third-party forest certification;
- ☑ Strong strategic planning and management skills including handling of budgets and human resources;
- ☑ Demonstrated ability to set priorities, counsel and effectively influence stakeholders; strong leadership, initiative, conflict resolution and negotiation skills;
- ☑ Ability to manage multiple projects and work teams simultaneously in a fast-paced environment;
- ☑ Ability to plan, organize and effectively present ideas and concepts, along with the ability to assimilate information from a variety of sources, analyze information and make recommendations for appropriate actions as necessary;
- ☑ Ability to direct and implement the development of written, oral and online communications linked to meeting business objectives, responding to industry issues and dealing with critical situations; communications material includes position/policy papers, speeches, news releases, articles, brochures, AV programs, websites, promotional and technical literature, advertising, newsletters, etc.;
- ☑ Ability to understand and communicate complex issues clearly and accurately and an ability to apply tact and diplomacy in difficult situations;
- ☑ Excellent interpersonal, listening and communication skills; ability to work cooperatively and strategically in a team environment with all levels of stakeholders or independently as required;
- ☑ Excellent writing, analytic and presentation skills with superior attention to detail;
- ☑ Good command of computer skills and relevant software applications;
- ☑ Ability to work fluently in English and Vietnamese is preferred;
- ☑ Ability to travel extensively within Vietnam and Canada.

CORE 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.

FUNCTIONAL EXPERTISE

Ability to demonstrate depth of knowledge and skills in a technical area such that he or she is sought out as an expert to provide advice or solutions in his/her technical area.

INITIATIVE

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

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

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 and quantitative 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.

PROJECT MANAGEMENT

Ability to take constraints and opportunities into account when setting goals and making plans for the unit. Organizes people and resources in the unit to make the structure compatible with the strategic plan. Adopts appropriate work methods, systems and processes for achieving business results.

RELATIONSHIP BUILDING

Develops quality relationships with stakeholders 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.

STRATEGIC ORIENTATION

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