

JOB DESCRIPTION

TITLE: MANAGER, CONTENT MARKETING

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 customers and built environment professionals. 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 directly supports and executes digital marketing initiatives and activities for naturally:wood and other Market Outreach and Wood First projects. This position will be responsible for content and digital management from planning, scheduling, proofing, targeting, monitoring, and reporting.

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 audiences 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 implement content strategy, marketing and communications digital campaigns to meet FII's objectives, including influencing domestic and international customers and built environment professionals.

KEY JOB RESPONSIBILITIES:

CREATIVE & CONTENT MANAGEMENT (25%)

- Manages design, research and editorial direction of tools and materials including websites, e-newsletters, social media, video, advertisements, presentations and brochures; working collaboratively with the cross-functional FII team and outside suppliers to ensure consistency, accuracy and timeliness of content, key messaging and brand standards across all communications media, supervising each project from start to finish;
- Implements content strategy: research content ideas and maintains editorial calendar; ideates, plans, writes, edits, and produces high impact, engaging content across channels, including refining technical content into plain language;
- 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).
- Conducts media monitoring on a rotational basis.

DIGITAL MARKETING & MANAGEMENT (25%)

- Develops and implements target audience journey and content plans and materials to help build their awareness and interest;
- Serves content to different audiences across channels;
- Supports on monitoring campaign performance on an ongoing basis;
- Ensures recording, tracking and using relevant data using naturally:wood's CRM to enable audience segmentation to support re-targeting and progressive profiling of audiences;
- Maintains FII's image and video library including: organizing the library, keeping images up to date, and coordinating with photographers and other stakeholders;
- Leads and coordinates on database such as B.C. wood champion and building projects and supports in the maintenance of FII's online Supplier Directory.

PLANNING, DEVELOPMENT & ANALYSIS (20%)

- Contributes expertise to the development of the Market Outreach Program's marketing and communications plans;
- 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.

EVENT COORDINATION (15%)

- Coordinates planning and logistics associated with tradeshow or other events, including managing budgets and outside contractors who schedule, design, ship and install display and signage assets;
- Prepares follow-up for leads generated at events;



- Manages or supports incoming tours, creating custom-built itineraries to meet the requirements of the individuals or groups;
- As required, participates in tradeshow, incoming tours and events.

CONTRACT MANAGEMENT (15%)

- Updates Market Outreach work plans 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, international trade, or public relations;
- Minimum 5 years relevant experience;
- Experience in the development and production of digital and print materials;
- Experience in project management, contract management and supplier supervision.

REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:

- Strong understanding of marketing and communications principles;
- Strong editing and writing skills appropriate for a variety of communication channels;
- Experience in paid media (SEM, YouTube, Facebook & LinkedIn Ads), ROI & goal tracking, SEO, site performance optimization, Google Tag Manager, UTMs, conversion optimization, and A/B testing;
- Strong strategic, metrics-driven mindset and a natural curiosity to measure, test, learn and iterate as needed;
- Excellent interpersonal communication skills, written and verbal, demonstrating a high level of tact, diplomacy, judgment and collaborative spirit;
- Self-starter with the ability to work in a team environment, take initiative, assess priorities and multi-task, competently perform a variety of activities with a high level of accuracy and attention to detail, within a fast-paced work setting;
- Excellent organizational and time management skills, including proven ability to manage multiple projects;
- 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, MSTeams, SharePoint), Adobe Creative Suite (InDesign and Photoshop); and content management systems (WordPress); digital asset

management systems (Brandfolder); project management and collaboration platforms such as Wrike;

- ☑ Preferred: Experience in paid media (SEM, YouTube, Facebook & LinkedIn Ads), ROI & goal tracking, SEO, site performance optimization, Google Tag Manager, UTMs, conversion optimization, and A/B testing;
- ☑ 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:

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.

CONCEPTUAL THINKING

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.

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.

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.

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.