



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.

MANAGER, CONTENT MARKETING

FII is pleased to offer an exciting career opportunity for a dynamic content marketing professional within our Market Outreach team based in Vancouver. The Manager, Content Marketing is responsible for implementing content strategy, marketing and communications digital campaigns to meet FII's objectives, including influencing domestic and international customers and built environment professionals. The Manager 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.

We are looking for someone with a background in content marketing, preferably with some building and/or wood manufacturing sector experience. The incumbent will be accountable for projects that support FII's marketing and communication activities ensuring the timely delivery of quality products and services. The successful candidate will work with suppliers and stakeholders and manage the development and implementation of content and channels. This position requires five plus years experience in marketing and communications with an emphasis on digital/content marketing, event management and advertising. Excellent organization, time, and project management skills are required along with the ability to negotiate requirements and successfully manage suppliers and contractors. Some domestic travel required. If you have relevant experience, are committed to a collaborative team approach, have the demonstrated skills and experience along with initiative and great interpersonal communication skills, we would like to hear from you.

We offer a hybrid work environment, competitive salary, and comprehensive benefits package. Please view the job description and qualifications at www.bcfii.ca, prior to submitting your resume and cover letter electronically, in confidence, along with salary expectations, to careers@bcfii.ca.

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.