



## **JOB DESCRIPTION**

### **TITLE: TECHNICAL ADVISOR, WOOD PRODUCTS, 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](http://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.

FII Vietnam is charged with introducing B.C. wood products and promoting their widespread use in Vietnam. The Technical Advisor, Wood Products plays a key role in helping to introduce B.C. species and their various applications to Vietnamese end users, focussing on applications for joinery, remanufacturing, furniture production and/or interior finishing.

The Technical Advisor, Wood Products reports to the Country Director and helps plan and oversee the business development efforts aimed at accelerating the generation of business opportunities for B.C. based wood products manufacturers in the Vietnamese market. Working in close collaboration with a team of business development professionals, the Director ensures the business development efforts in Vietnam are focused and aligned. The incumbent oversees research related to using BC wood products in Vietnam, oversees product trials and product performance testing, and ensures technical support is provided to manufacturers, architects, developers or builders. The incumbent oversees educational seminars; provides technical/commercial support at trade shows; and helps lead visiting trade delegations on market visits.

#### **POSITION PURPOSE:**

With extensive knowledge of B.C. coniferous species and grades the Technical Advisor, Wood Products provides in-market expertise on the technical attributes and appropriate application of B.C. wood products. The Advisor in collaboration with the Country Director and Business Development team works directly with users and potential users of B.C. wood products in Vietnam, to expand the customer base and accelerate the product trials and commercialization programs in Vietnam.

## **ESSENTIAL JOB RESPONSIBILITIES**

### **TECHNICAL INFORMATION AND ADVICE:**

- Manages and assesses the needs of Vietnamese wood-product manufacturers and the suitability of B.C. wood species to meet those needs;
- Acts as the lead technical expert for FII Vietnam's operations, bringing a strong knowledge of B.C. wood products and their potential end-uses in Vietnam;
- Develops and maintains strong business relationships with Vietnamese importers and manufacturers, and with key government agencies / organizations that require technical or species specific information;
- Leads the expansion and development of a network of manufacturers, architects, developers/builders and importers in Vietnam who have used or have potential to use B.C. wood products;
- Supports the Country Director and Business Development Managers in evaluating market segments, prioritizing areas to focus on, and developing effective market development programs;
- Bridges information gaps between B.C. companies (and the species, products and grades they produce) and Vietnamese importers and manufacturers (and their various products and end-use applications);
- Responds to questions from Vietnamese manufacturers on the characteristics of B.C. species;
- Oversees technical testing (such as machining characteristics) of B.C. products to establish Vietnamese based information on B.C.'s key commercial species;
- Produces written summary or web-based technical information / materials tailored to the Vietnam marketplace;
- Assists the Country Director and Business Development Managers to expand their knowledge and understanding of B.C. species and manufacturing.

### **BUSINESS DEVELOPMENT AND PRODUCT TRIALS**

- Develops and maintains a strong network of contacts within the industry and relevant industry bodies and government;
- Leads the expansion and development of a network of manufacturers, architects, developers/builders and importers in Vietnam who have used or would like to use B.C. wood products;
- Collaborating with the Business Development team, oversees the design and delivery of product trials using B.C. wood species, ensuring ongoing monitoring and reporting on outcomes;
- Capitalizes on opportunities introducing BC wood products and pursuing product trials to increase interest and acceptance of B.C. species in Vietnam;
- Monitors the selection of suitable wood Stockists to ensure availability of Canadian wood in all manufacturing centres.

### **EDUCATION AND OUTREACH:**

- Develops materials and delivers educational seminars and workshops to promote B.C. species and their potential and targeted end-uses;
- Supports, edits, and approves technical and commercial content developed by FII Vietnam in the development of advertorials, articles, and collateral for the promotion of B.C. wood species;
- Supports promotional and outreach activities by participating in industry events, trade shows, and other events offering technical and promotional information as well as compiling examples of products made of B.C. species in Vietnam or elsewhere;
- Provides technical and commercial advice on the proper use of B.C. wood species and grades in the Vietnam context;
- Guides and advises key customers to ensure correct and effective use of B.C. wood species in their products or use in projects.

**EDUCATION AND EXPERIENCE:**

- ☑ 7-10 years work experience in the use of B.C. species in various end-use applications;
- ☑ Experience marketing B.C. forest products;
- ☑ Experience doing product trials or special projects to introduce wood products to new markets/new applications;
- ☑ Significant experience in business and market development, project management, protocol, and program delivery;
- ☑ Previous work in Vietnam or in developing markets for wood products would be an asset;
- ☑ Established networks/relationships in Vietnam and/or B.C. in forest products would be an asset;
- ☑ Preference will be given to individuals with relevant technical training or education.

**REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:**

- ☑ Superior knowledge of B.C. wood species, manufacturers, products, their use, applicability and limitations;
- ☑ A self-starter, able to work with limited supervision, demonstrating excellent organizational and time management skills;
- ☑ Ability to plan, prioritize and manage multiple complex projects;
- ☑ Excellent presentation skills in English, both written and oral;
- ☑ Knowledge of Vietnam's wood product markets and developing trends in different regions an asset;
- ☑ Experience interacting with and developing relationships at multiple levels in import/export and manufacturing companies;
- ☑ Excellent interpersonal and communication skills, displaying tact, diplomacy, and professionalism;
- ☑ Experience in contract management and supervision;
- ☑ Problem solving skills and flexibility;
- ☑ Strong computer skills in Microsoft Word, Excel, PowerPoint, Outlook, & web based products;
- ☑ Strong research and analytical skills;
- ☑ Ability to live in Vietnam for a one to two-year period and ability to travel extensively;
- ☑ Knowledge of Vietnamese would be an asset but is not required;
- ☑ Past experience working for an international organization would be an asset.

## **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.

### **CUSTOMER CLIENT DEVELOPMENT**

Involves the ability to foster the learning or development of a diverse clientele for mutual benefit.

### **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.

### **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.

### **STRATEGIC ORIENTATION**

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

### **TEAMWORK**

Ability to work cooperatively, participate fully, involve and encourage others, contributing to a cohesive team environment.