



## **JOB DESCRIPTION**

### **TITLE: MARKETING & ADMINISTRATION COORDINATOR (ONE YEAR CONTRACT)**

#### **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 diversity 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.

As part of FII Vietnam's local team and reporting to the Country Director, the Marketing and Administration Coordinator will provide support to FII Vietnam's market development activities in the key responsibility areas of Marketing and Promotions, Wood Product Trial Coordination, and Office Administration.

#### **POSITION PURPOSE:**

To lead and manage local marketing activities, including coordination of the media buy plan, developing and updating marketing materials (print and digital), website content, tradeshow participation, coordination of educational seminars and special events; and to manage administrative tasks associated with FII's activities in Vietnam, including, inputting data and maintaining FII's CRM, working with the Vietnam team and Head office on initiating contracts with vendors, coordination and writing of reports and PowerPoint presentations with Head Office, translation support, and tracking and dispatching wood inventory used in product trials.

#### **KEY JOB RESPONSIBILITIES**

##### **MARKETING/COMMUNICATIONS**

- Provides direction in ensuring local marketing and communication activities support and are aligned with FII's market development strategy;
- Works collaboratively with Vietnam staff and Head Office to project manage and deliver Canadian Wood's marketing and communications activities;
- Coordinates with Head Office and the Vietnam team to prioritize and implement the marketing and communications plan in Vietnam;

- Works with the Vietnam team to manage the planning and organization of seminars, workshops, networking events and exhibitions, etc.;
- Works with the Vietnam team and Head Office to plan and implement Canadian Wood's tradeshow presence from start to finish ensuring high professional business standards are met;
- Implements Canadian Wood's media buy plan including advising the team on existing and new opportunities, communication with publishers, coordinating with Head Office and relevant vendors and help with negotiating final contracts;
- Coordinates the printing of all marketing collateral such as information kits, wood samples, factsheets, brochures, case studies, training materials, pricing guides etc., ensuring quality, budget and deadlines are met;
- Manages development of marketing materials (digital and print), including creative design, written content, fact checking etc.;
- Undertakes and coordinates translation of materials from English to Vietnamese and Vietnamese to English as needed;
- Responsible for reviewing and redirecting inquiries through the Canadian Wood website including monitoring [info@canadianwood.con.vn](mailto:info@canadianwood.con.vn) and the Live Chat app.
- Working with Head Office and the Vietnam team on planning and development of itineraries for government mission programs, trade shows, workshops, seminars, etc. with regards to logistics and bookings;
- Assists with researching and developing contracts with hotels, transportation companies and wood manufacturers to support incoming delegations and visits.

#### **ADMINISTRATIVE SUPPORT, REPORTING AND OFFICE MANAGEMENT:**

- Composes, edits and prepares letters, emails, corporate documents, presentations, etc.;
- Acts as the gathering point for information required by the FII Vietnam team, analyzes requests, determines priorities and ensures follow-up and appropriate documentation, coordinating schedules and calendars as appropriate;
- Working closely with the Vietnam Team, maintains the customer relationship database (CRM) including inputting data on a timely bases and generating reports as required;
- Manages and tracks inventory of furniture and other display/tradeshow assets including storage and condition of the items;
- Organizes meetings including facility bookings, catering, distribution of agendas and materials, minute taking and distribution, etc. as required;
- Provides translation and interpretation support at meeting and events as required;
- Ensures policies & procedures and standardized templates and procedures are followed;
- Responsible for the overall organization of the office ensuring all office equipment is well maintained and office supplies are stocked and easily accessible;
- Sources and negotiates for various office products and supplies (furniture, office supplies, gifts, etc.) and monitors to ensure appropriate use and maintain the inventory of such items;
- Maintains a gift registry to track and inventory protocol gifts;
- Oversees file and records management for the company, ensuring all filing is done and that all files are well organized, consistent and complete. Organizes year-end filing and archiving of files as appropriate;
- Works with Head Office and Vietnam team to supports contract administration and the flow of information as required.

#### **COORDINATION OF PRODUCT INVENTORY AND PRODUCT TRIAL MATERIALS:**

- Works with Head Office and Vietnam staff to coordinate incoming shipments of wood from Canada, working with local agents/importers, custom brokers, etc.;
- Working with relevant databases, maintains an updated inventory of wood stored at FII's two contract facilities, accounting for new shipments of wood, and tracking regular outgoing shipments for use in product trials;
- Monitors volumes of wood inventory, and recommends re-order schedules to replenish supply;

- Coordinates shipping of small volumes of wood from storage facilities to companies completing product trials, working with shipping companies and warehousing facilities to ensure prompt and accurate shipments;
- Other related duties as required.

**GENERAL BUSINESS SUPPORT:**

- Provides assistance and support to the Country Director in implementing various tasks to support the day-to-day operation of the company, as well as its long-term growth.

**EDUCATION AND EXPERIENCE:**

- A post graduate degree preferably with a specialization in Marketing Communications with 5 to 7 years of experience in similar role;
- Previous project management experience in marketing and communications required;
- Experience in managing and working with contractors, service providers and various related agencies;
- Experience working for an international firm and multilingual marketing materials would be an asset;
- Experience working with content management systems (e.g. WordPress) would be an asset;
- Familiarity and experience working with a CRM and generating reports would be an asset.

**REQUIRED SKILLS, KNOWLEDGE AND ABILITIES:**

- Excellent written and oral communication skills in Vietnamese and English with copywriting experience;
- Excellent interpersonal skills and customer service attitude;
- Excellent communications and presentation skills required;
- Strong computer skills in Microsoft Word, Excel, PowerPoint, Photoshop, and Outlook;
- Knowledge of print production is desirable;
- Ability to plan ahead and identify possible problems in time so as not to affect the scheduled event;
- Ability to generate and show creativity when producing promotional materials;
- Ability to meet deadlines and to pay constant attention to detail;
- Superior organizational skills, problem solving skills and flexibility;
- Ability to prioritize own workload and take initiative;
- Ability to work effectively in a team environment;
- Effective negotiation skills to leverage the best out of a proposal.

**CORE COMPETENCIES:**

**BUILDING PARTNERSHIPS WITH CLIENTS AND STAKEHOLDERS**

- Identify and willingly serve staff and clients, focusing efforts on discovering and meeting their needs.

**INITIATIVE**

- Identify a problem, obstacle or opportunity and take appropriate action.

**ORGANIZATIONAL AWARENESS**

- Understand the relationship of organizational structures and the cause/effect between your job and others.

**PLANNING, ORGANIZING, COORDINATING**

- Proactively plan, establish priorities and allocate resources appropriately.

**PROBLEM SOLVING/JUDGMENT**

- Demonstrate the ability to analyze problems systematically, organize information, identify key factors and underlying causes and generate solutions.

**TEAMWORK**

- Work cooperatively, participate fully, involve and encourage others, contribute to a cohesive team environment.