



Job Opening

FSC is looking for a Head of Market Development to reinforce its program in China.

Title (m/f/d):	FSC China Head of Market Development
Organizational Unit:	FSC China
About FSC:	<p>As the world's most trusted sustainable forest management solution, FSC works to take care of our forests and those who rely on them: by protecting plant and animal species, Indigenous Peoples' rights, forest workers' safety, and much more. We achieve this through FSC certification, ensuring forests around the world are responsibly managed. For more information on FSC, visit our website at www.fsc.org.</p> <p>Products carrying the FSC label are independently certified to assure consumers that they come from forests that are managed to meet the social, economic and ecological needs of present and future generations.</p> <p>FSC certification started in China in 1998 and since 2006 has grown rapidly with over 17,000 Chain of Custody certificates and 1.2 million Ha of certified forest. More information is available at cn.fsc.org</p>
Mission Statement / Objectives of the Function:	<p>The FSC China Head of Market Development leads the development and implementation of market transformation strategies in China, to demonstrate the value and benefits of forest stewardship.</p> <p>The Head of Market Development successfully engages with key market actors in China to ensure FSC stands for leadership in sustainable forest management within the business community, and strengthens partnerships that ultimately result in the successful implementation of FSC's strategy for China.</p> <p>The Head of Market Development acts as an advisor to the FSC China, Asia Pacific (APAC) Regional Office and FSC International on market development strategies in China.</p>
Main Roles and Responsibilities:	<p>The FSC China Head of Market Development drives and manages programs to boost the demands for FSC certified forestry materials, and positions FSC as a key partner to facilitate positive market transformation. The main roles are:</p> <ul style="list-style-type: none"> To formulate data-driven market development strategies.



	<ul style="list-style-type: none"> • To formulate and execute implementation plans including monitoring, evaluation and reporting. • To lead the design and staffing of the market development team. • To lead the design and execution of market research and studies. • To develop and coordinate projects to foster trade and increase uptake of FSC in the priority market segments or value chains. • To devise realistic plan for FSC to identify and positively influence business actors in China. • To lead the development and application of key account approach in market development. • To plan and manage FSC’s engagement and presence at selected business events. • To support system integrity team and initiatives where needed. • To serve as international focal point for FSC China’s market development and management. • To support and coordinate with the other functions in relation to <ul style="list-style-type: none"> ○ fundraising amongst key business partners . ○ communication materials and channels targeting business sector. ○ trademark management and Promotional License Holder Program. ○ Managing cooperation with external service providers, consultants and FSC certificate holders related to market development. • Other tasks assigned by supervisor or special project related to FSC China’s work plan.
<p>Execution of Discretionary Power:</p>	<p>The position does not include any signing authority.</p>
<p>Functional Attribution to Organizational Unit:</p>	<ul style="list-style-type: none"> • Formal reporting: The FSC China Head of Market Development reports to the FSC China Operations Director. • Functional reporting: The FSC China Head of Market Development reports to the FSC China Executive Director • Formal and functional supervision: The FSC China Head of Market Development supervises the FSC China Value Chain Development Manager(s).
<p>Cooperation with other Operational Units:</p>	<ul style="list-style-type: none"> • FSC International: Marketing and Communications Unit, System Integrity Unit. • FSC Asia Pacific Regional Office, and in particular the Deputy Regional Director and Head of Market Development Asia Pacific



	<ul style="list-style-type: none"> • Other FSC Asia Pacific team members and Network Partners
<p>Qualification, Experience and Skills:</p>	<ul style="list-style-type: none"> • Education and Training: An university degree in a relevant field (e.g. Business Administration, Communication, Marketing and Sales) • Working experience, Style and Skills: <ul style="list-style-type: none"> ○ At least 10 years relevant professional experience in market development and/or key account marketing with proven professional successes, including working with global clients; ○ Track record of strategy development and market analysis; ○ Proven team management and leadership skills; ○ Project management experience, especially in working in cross-functional or international project teams; ○ Skilled and experienced in relationship building with business clients in an international environment; ○ Knowledge of international markets and market trends, experience in one or more FSC related business sector a plus; ○ Strong analytical and problem-solving skills; ○ A solution oriented attitude; • Communication Skills: <ul style="list-style-type: none"> ○ Exemplary verbal and written communication skills that contribute to cohesive team efforts and decision making; ○ Ability to establish and maintain positive interpersonal relations with internal and external stakeholders. • Computer Skills <ul style="list-style-type: none"> ○ Proficiencies in MS Office packages. ○ Experiences in database management platforms and/or relationship management systems a plus • Language skills <ul style="list-style-type: none"> ○ Fluency in both Mandarin and English.
<p>Terms and Conditions:</p>	<ul style="list-style-type: none"> • Location: Beijing, China. • Working Hours: 40 hours per week. • Duration of Employment: 2 years (extension possible). • Travel: frequent domestic and occasional international travels will be required.
<p>How to Apply:</p>	<ol style="list-style-type: none"> 1. Please send your CV, expected pay, and an expression of interest to info@cn.fsc.org by Feb 15th 2023. 2. Please cite <u>FSC China Head of Market Development</u> in the subject line of your email. <ul style="list-style-type: none"> • Please do not send photos. • Please consult cn.fsc.org or www.fsc.org for further



	<p>information on FSC.</p> <p>Due to resource constraints, only candidates shortlisted for an interview will be further contacted and will receive notice of the final outcome of the selection process.</p>
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