



FSC China Marketing and Communication Assistant (male / female)
FSC China

Background about FSC:

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. We are the most trusted sustainable forest management solution to deliver positive impacts for forests, market and people.

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.

FSC certification started in China in 1998 and since 2006 has grown rapidly with over 6000 Chain of Custody certificates and close to 1 million Ha of certified forest. For more information on FSC in China please visit cn.fsc.org, and ic.fsc.org for FSC global.

FSC China is now seeking a **Marketing and Communication Assistant** to reinforce its programme in China.

Mission Statement / Objectives of the Function:

The FSC China Marketing and Communication Assistant supports Market Development Manager and Country Director to establish the reputation and relationship with targeted Key Accounts among the forestry and certification sector that FSC is known, visible and the preferred forest certification scheme to offer best practices and market models to promote responsible forest management and consumption, increase FSC market value, and drive growth and visibility in key value chains in China.

The FSC China Marketing and Communication Assistant supports the engagement with growing middleclass market and general public for "Clean and Green" forest-based products and the discourse on sustainable forest management. S/he works with FSC China Communication consultant to keep up to date on communications related to FSC in China.

Main Roles and Responsibilities:

Marketing and Business Development

- To support the implementation of strategic market and value chain development plan, projects and activities of FSC in China:
 - Researching on key accounts commitment to FSC and labelled products in China.



- Researching and assisting on FSC's engagement and presence at industry relevant events.
- Proofreading marketing materials that target the Chinese business and consumers.
- Translating marketing materials from English to Chinese or vice versa.
- Entering targeted Value Chain Key Accounts and business stakeholders contact information in shareable format for CRM purpose.
- Responding/Answering to queries from business clients.
- Collaborating with FSC China Market Development Manager to follow up on FSC promotional license holders
- Preparing materials for information session, seminars, workshops, events and activities for market and value chain development.

Public Engagement

- To support the execution of marketing and communication campaigns in collaboration with FSC China Market Development Manager and Communication Consultant.
 - Liaising with contractors for design and implementation of public education activities;
 - Assisting on-site activities for FSC public events.

Communication

- To support the development of communication collaterals
 - Contributing to the development of the contents and design;
 - Collecting feedbacks where needed for design and contents;
 - Contacting contractors and vendors on FSC instructions and requirements;
 - Editing and posting FSC China news on internal & external platforms e.g. Slacks, Wechat, Website, LinkedIn, Branching out, OneFSC etc. in collaboration with FSC China communication consultant

Support to Other Staff Members

- To answer telephone inquiries when the Administration and Finance Officer is unavailable.
- Other tasks related to marketing and communication work as the needs arise.

Execution of Discretionary Power:

The position does not include any signing authority.

Key Performance Indicators:

- Work plan in line with FSC China strategies and annual plan;
- Up-to-date list of committed key accounts and labelled products in China;
- Up-to-date list of important industrial events that may require FSC China's presence;
- Up-to-date list of FSC labelled products in the Chinese market;
- Marketing materials translated to good quality;
- Effective and efficient on-site support for industrial events;
- Articles on FSC around the world collected, translated and edited for review of FSC China Communication Consultant;
- Timely and professional interaction with internal and external stakeholders.
- Professional interaction with colleagues at FSC international.
- Demonstrated commitment to the values and mission of FSC.
- Well familiarized with FSC programs and activities relevant for marketing and OCP.
- Excellent personal and professional conduct.
- High level of integrity and loyalty.



Functional Attribution to Organizational Unit:

- Formal reporting: The FSC China Marketing and Communication Assistant reports to the FSC China Operations Director with disciplinary supervision.
- Functional reporting: The FSC China Marketing and Communication Assistant reports to the FSC China Market Development Manager with functional supervision.
- Formal and functional supervision: The FSC China Marketing and Communication Assistant supervises no staff.
- Cooperation: The FSC China Marketing and Communication Assistant cooperates with FSC China Communication Consultant, FSC Asia and Pacific Office.

Qualification, Experience and Skills:

The successful candidate demonstrates the following key competencies and qualities:

- Education and Training: A university degree in a relevant field (e.g. marketing, communication, business management, or forestry.)
- Working experience, Style and Skills:
 - At least 1 year relevant experience in market research and information analysis;
 - Experiences in working in international project teams;
 - Strong analytical and problem solving skills.
 - Good time management skills: ability to multitask and deliver within deadlines.
 - Ability to work well as a member of a multi-cultural, inter-disciplinary, multi-lingual, global team.
 - A strong sense of diligence and accuracy.
 - Service oriented.
 - A solution oriented attitude;
 - Knowledge and experience in FSC certification or forest management a plus
- Communication Skills:
 - Good verbal and written communication skills that contribute to cohesive team efforts and decision making;
 - Active-listening skills;
 - Ability to establish and maintain positive interpersonal relations.
- Languages: Fluency in English and Chinese (spoken and written).
- Computer skills:
 - Good skills in the use of standard software packages (MS Office);
 - Experience with Content Management Systems.
 - Experience with graphics design a plus.

Terms and Conditions:

Location: Beijing, China.

Working Hours: Full time - 40 hours per week, with flexible work hours possible

Duration of Employment: 1 year (extension possible)



Travel: Sporadic domestic travel maybe required.

Start Date: ASAP.

How to apply:

1. Please send **your CV, expected pay, and an expression of interest**, with **FSC China Marketing and Communication Assistant** in the subject line of your email, to info@cn.fsc.org
2. Due to limited resources, only shortlisted candidates will be contacted for interview. Please consider your application unsuccessful if you have not heard from us in two weeks after application sent.