**About FSC:**

As the world’s most trusted sustainable forest management solution, FSC aims to deliver positive impacts for the forests, market and people, today and tomorrow. Today, FSC has over 1,100 international members, 200 million hectares of certified forests, and 39,678 CoC certifications issued in 123 countries.

FSC works by bringing people together to promote responsible forest management and to find solutions to the problems created by bad forestry practices. FSC does so by providing standard setting, trademark assurance, accreditation services and business value for companies and organizations interested in responsible forestry.

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 8800 Chain of Custody certificates and 1 million Ha of certified forest. More information is available at <http://cn.fsc.org>

FSC China is now seeking a **Market Development Manager** to reinforce its program in China.

**Title(m/f): FSC China Market Development Manager**

**Location: Beijing**

**Mission Statement / Objectives of the Function:**

The FSC China Market Development Manager works to establish the reputation among the forestry and certification sector that FSC offers best practices and market models to promote sustainable forest management and consumption.

The FSC China Market Development Manager successfully engages with key business partners in China to strengthen relationships and productive corporate partnerships, and ensures FSC stands for leadership in sustainable forest management within the business community

The FSC China Market Development Manager initiates engagement with general public and establishes the discourse on sustainable forest management.

The FSC China Market Development Manager works to increase consumer demand for FSC products and awareness, to support business partners to overcome certification barriers and grow mutually beneficial relationships with a targeted group of global companies.

**Main Roles and Responsibilities:**

**Key Account Management and Marketing**

* To manage the FSC China’s corporate partnership development:
  + Leading the development and implementation of corporate partnership strategy in China, with a focus on marketing promotions through value chain approach;
  + Developing the FSC China Forum as a regular platform for dialogues with key business partners in China.
  + Leading fundraising amongst key accounts and other donors.
* To manage the market development project of FSC in China:
  + Leading the development and implementation of marketing strategy for FSC in China
  + Monitoring, analyzing and reporting on market developments and how these contribute to FSC China’s strategic development.
  + Expanding the market by developing programs and materials to provide guidance and support to the private sector, especially the key accounts.
  + Coordinating FSC’s engagement and presence at prioritized industry events.
  + Developing marketing materials that target the Chinese business and consumers.
  + Supporting supply and demand matching of FSC certified products.
  + Collaborating with the wider FSC Asia Pacific market development team and FSC global.

**Public Engagement**

* To develop the public engagement plan in line with FSC China targets and marketing strategy.
* To execute marketing campaign in collaboration with FSC China Communication Consultant.
* To develop contents for social media e.g. Weibo, Wechat and interact with relevant posts in coordination with FSC staff and consultants.

**Trademark Support**

* To manage the FSC China Trademark Service Provider Program.
* To develop strategies and deliver services to drive the correct use, visibility and communication of claims using FSC trademarks in China
* To promote Trademark Service Provider program to non-certificate holders promoting FSC and finished and labelled FSC products

**Support to Other Staff Members**

* To advise on communication materials and channels for marketing and other projects.
* To develop and to maintain cooperation with external service providers, consultants and FSC certificate holders related to market development.
* Other tasks related to Market Development and FSC China’s work plan as the needs arise.

**Key Performance Indicators:**

* An ambitious and relevant market development strategy, in alignment with the FSC China strategy and annual plan, is available and implemented as planned.
* Research into key players and sectors, including business model and the benefit from the engagement with FSC.
* Compelling value proposition built for FSC targeting business and the public.
* Effective marketing campaigns designed and executed in collaboration with partners.
* Annual forums or events organized as regular platform for dialogues with key business partners.
* Corporate partners and potentials are mapped out.
* Important industry events identified for FSC engagement.
* Numbers of events presented to promote FSC.
* An annual report on market development of FSC in China is provided as planned.
* Clear and concise marketing materials are produced, to meet the needs of market development.
* Take-ups of FSC branding position and assets amongst partners.
* Take up of trademark Service Provider program meets annual targets set at time of the performance review.
* Timely and professional interaction with internal and external stakeholders.
* Contents designed for FSC China website, and social media accounts.
* 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 the FSC China Market Development Manager.
* Exemplary personal and professional authority and conduct.
* High level of integrity and loyalty.
* Ability to travel frequently domestic and occasionally international.

**Functional Attribution to Organizational Unit:**

* Formal reporting: The FSC China Market Development Manager reports to the FSC China Operations Director.
* Functional reporting: The FSC China Market Development Manager reports to the FSC China Executive Director.
* Formal and functional supervision: The FSC China Market Development Manager supervises no staff.

**Cooperation with other Operational Units:**

* FSC International: Marketing and Communications Unit
* FSC Asia Pacific Regional Office

**Qualification, Experience and Skills:**

* Education and Training: A university degree in a relevant field (e.g. Business Administration, Communication, Marketing and Sales)
* Interest and Enthusiasm:
  + Networking, crowdsourcing, social justice and public governance;
  + Visual presentation.
* Working experience, Style and Skills:
  + At least 5 years relevant professional experience in key account management and/or marketing with proven professional successes, including working with global clients;
  + Project management experience, including in working in international project teams;
  + Knowledge and experiences working with media sector;
  + Strong understanding of trademark and branding issues;
  + Skilled and experienced in engaging and communicating with business clients in an international environment;
  + Knowledge of international markets and market trends;
  + Strong analytical and problem solving skills.
  + A solution oriented attitude;
  + Ability to work well as a member of a multi-cultural, inter-disciplinary, multi-lingual, global team.
* Communication Skills:
  + Exemplary verbal and written communication skills that contribute to cohesive team efforts and decision making;
  + Active-listening skills;
  + Ability to facilitate interactive discussions;
  + Ability to establish and maintain positive interpersonal relations.
* Languages: Excellent ability to read and write in English.
* Computer skills:
  + Good skills in the use of standard software packages (MS Office);
  + Experience in database management platforms;
  + Experience with Content Management Systems.

**Terms and conditions:**

* Remuneration will be commensurate with experiences.
* Length of contract: 1 year fixed-term contract, extension possible
* Working hours: Full time - 40 hours a week
* Starting date: As soon as possible.
* Travel: Sporadic domestic and international travel is required.

How to apply:

1. Please send your CV, expected pay, and an expression of interest. Application should be sent to [info@cn.fsc.org](mailto:info@cn.fsc.org) no later than **mid-day Nov 29th 2019.**
2. Please cite **FSC China Market Development Manager** in the subject line of your email.

* Please do not send photos.
* Please consult cn.fsc.org or www.fsc.org for further information on FSC.

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.