



Job Opening

FSC is looking for a Value Chain Development Manager to reinforce its program in China.

Title (m/f/d):	FSC China Value Chain Development Manager
Organizational Unit:	FSC China
About FSC:	<p>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.</p> <p>FSC works by bringing people together to promote responsible forest management through providing standard-setting, trademark assurance, accreditation services and business value for companies and organisations interested in responsible forestry.</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 International has five Regional Offices and is represented through National Offices or Network Partners in more than 40 countries across the world.</p> <p>FSC certification started in China in 1998 and since 2006 has grown rapidly with over 11,000 Chain of Custody certificates and 1.2 million Ha of certified forest. More information is available at http://cn.fsc.org</p>
Mission Statement / Objectives of the Function:	<p>The FSC China Value Chain Development Manager manages the development of priority value chains and market towards FSC certification.</p> <p>The FSC China Value Chain 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.</p>
Main Roles and Responsibilities:	<p>Value chain development</p> <ul style="list-style-type: none"> • To manage the FSC China's market development with value chain approach:



	<ul style="list-style-type: none"> • Leading the development and implementation of value chain strategy in China in line with FSC global and China strategy. • Developing and coordinating projects to foster trade and increase uptake of FSC in the priority value chains. • Monitoring, analyzing and reporting on the trends and developments of key value chains and FSC's performance against key metrics. • Executing special project to support system integrity where needed. • Coordinating and producing value chain specific marketing and communication materials. • Collaborating with the wider FSC Asia Pacific market development team and FSC global team. <p>Key Account Engagement</p> <ul style="list-style-type: none"> • Coordinating engagement with key business partners in China. • Developing projects and materials to provide guidance and support to the private sector, especially the key accounts. • Supporting trademark management and Promotional License Holder Program. • Leading the content development of FSC's communication plans targeting business sector in China. <p>Partnership Development and Support</p> <ul style="list-style-type: none"> • Supporting relationship building with key industry associations. • Coordinating FSC's engagement and presence at selected industry events. • Supporting fundraising amongst key business partners. <p>Support to Other Staff Members</p> <ul style="list-style-type: none"> • Advising communication materials and channels in relation to business sector for communication and other projects. • Managing cooperation with external service providers, consultants and FSC certificate holders related to value chain development. • Other tasks assigned by supervisor or special project related to FSC China's work plan.
Execution of Discretionary Power:	The position does not include any signing authority.



Key Performance Indicators:	<ul style="list-style-type: none"> • An ambitious and relevant value chain development strategy developed and implemented, in alignment with FSC regional priorities, the FSC China strategy and annual plan. • Research into key players and sectors, including business model and the potentials for the engagement with FSC. • Quarterly report on value chain development of FSC in China • Take-ups of FSC certification and increased labeled FSC products in the priority value chains. • Annual forums or events organized as regular platform for dialogues with key business partners. • Special projects developed and implemented in relation to the system integrity of FSC value chains in China. • Important industry events identified and presented to promote FSC. • Compelling value propositions produced to meet the needs of market development that contributes to clear and concise marketing materials. • Contents contributed for FSC China, regional and global website, intranet, and social media. • Timely and professional interactions with internal and external stakeholders. • 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:	<ul style="list-style-type: none"> • Formal reporting: The FSC China Value Chain Development Manager reports to the FSC China Operations Director. • Functional reporting: The FSC China Value Chain Development Manager reports to the FSC China Executive Director. • Formal and functional supervision: The FSC China Value Chain Development Manager supervises no staff.
Cooperation with other Operational Units:	<ul style="list-style-type: none"> • FSC International: Marketing and Communications Unit • FSC Asia Pacific Regional Office • Other FSC Asia Pacific Network Partners • FSC System Integrity Team
Qualification, Experience and Skills:	<ul style="list-style-type: none"> • Education and Training: A 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 8 years relevant professional experience in supply chain management and/or key account marketing



	<p>with proven professional successes, including working with global clients;</p> <ul style="list-style-type: none"> ○ Project management experience, including in working in international project teams; ○ Skilled and experienced in engaging and communicating with business clients in an international environment; ○ Knowledge of international markets and market trends; ○ Strong research and analytical skills; ○ A solution oriented attitude; ○ Ability to work well as a member of a multi-cultural, inter-disciplinary, multi-lingual, global team. <ul style="list-style-type: none"> ● 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 facilitate interactive discussions; ○ Ability to establish and maintain positive interpersonal relations. ● Excellent ability to read and write in English. ● Excellent skills in data processing.
Terms and Conditions:	<ul style="list-style-type: none"> • Location: Beijing, China. • Working Hours: 40 hours per week. • Duration of Employment: 1 year (extension possible). • Travel: frequent domestic and occasional international travels will be required.
How to Apply:	<ol style="list-style-type: none"> 1. Please send your CV, expected pay, and an expression of interest. Application should be sent to info@cn.fsc.org by mid day April 28th. 2. Please cite <u>FSC China Value Chain Development Manager</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 information on FSC. <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>