



## Job Opening

FSC is looking for a Marketing and Communications Manager to reinforce its program in China.

<b>Title (male/female):</b>	<b>FSC China Marketing and Communications Manager</b>
<b>Organizational Unit:</b>	FSC China
<b>About FSC:</b>	<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 <a href="http://cn.fsc.org">http://cn.fsc.org</a></p>
<b>Mission Statement / Objectives of the Function:</b>	<p>The FSC China Marketing and Communications Manager works to establish the reputation among the forestry and the certification sectors that FSC offers best practices and market models to promote sustainable forest management and consumption.</p> <p>The FSC China Marketing and Communications Manager works with partners and stakeholders to increase consumer awareness and demand for FSC products, and to establish the discourse on sustainable forest management.</p>
<b>Main Roles and Responsibilities:</b>	<p><b>Brand Marketing</b></p> <ul style="list-style-type: none"> <li>• Leading the development and implementation of branding strategy for FSC in China.</li> <li>• Developing brand marketing materials that target Chinese business and consumers.</li> </ul>



	<ul style="list-style-type: none"> <li>• Developing tools to collect feedback from stakeholders so as to feed into organizational learning and action planning.</li> <li>• Supporting the management of promotional license holders.</li> </ul> <p><b>Public Engagement</b></p> <ul style="list-style-type: none"> <li>• Developing and executing the public engagement plan in line with FSC China targets and marketing strategy</li> <li>• Planning and executing public communication campaigns in collaboration with FSC China Value Chain Development Manager.</li> <li>• Supporting partnership development with key brand owners and retailers.</li> <li>• Writing, developing and editing contents for digital communication e.g. Wechat, Weibo, and regular updates for FSC organizational channels nationally, regionally and globally.</li> <li>• Developing tools and channels to maximize reach of FSC communications, in coordination with FSC staff and key partners.</li> </ul> <p><b>Media Engagement</b></p> <ul style="list-style-type: none"> <li>• Developing and managing a media engagement strategy.</li> <li>• Identifying story angles about FSC and facilitating the gathering of the story and communication materials.</li> <li>• Coordinating media reports on FSC events and stories, and developing and maintaining relationships with journalists</li> <li>• Drafting public statements and press releases.</li> <li>• Providing professional support to the senior management team on issues communication and crisis management.</li> <li>• Monitoring and analyzing media coverage on pre-identified topics.</li> <li>• Coordinating technical inputs from the wider FSC group for media communication.</li> </ul> <p><b>Support to Other Staff Members</b></p> <ul style="list-style-type: none"> <li>• Advising on communication materials and channels for value chain development and other projects.</li> <li>• Developing and maintaining cooperation with external service providers, consultants and FSC certificate holders related to marketing and communication.</li> <li>• Collaborating with the wider FSC Asia Pacific market development team and FSC global team.</li> <li>• Providing advice and support to the FSC China Public Affairs Director and Executive Director, the FSC Asia Pacific Regional Director and the global management team on all media and communications matters that impact the work and reputation of FSC in China.</li> </ul>
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<b>Execution of Discretionary Power:</b>	The position does not include any signing authority.
<b>Key Performance Indicators:</b>	<ul style="list-style-type: none"> <li>• An ambitious and relevant branding and communications strategy, in alignment with the FSC China strategy and annual plan, is available and implemented as planned.</li> <li>• Communication campaigns developed and executed in collaboration with partners.</li> <li>• Corporate partners and potentials are mapped out for public engagement.</li> <li>• Clear and concise brand marketing materials are produced</li> <li>• Contents timely created and updated for FSC China, regional and global websites, and social media accounts.</li> <li>• Media and journalist database are properly set up and managed.</li> <li>• Take-ups of FSC branding position and assets amongst partners.</li> <li>• Timely and professional interaction with internal and external stakeholders.</li> <li>• Demonstrate commitment to the values and mission of FSC.</li> <li>• Well familiarized with FSC programs and activities relevant for the FSC China Marketing and Communications Manager.</li> <li>• Exemplary personal and professional authority and conduct.</li> <li>• High level of integrity and loyalty.</li> <li>• Able to travel frequently on a domestic level, and on occasion internationally.</li> </ul>
<b>Functional Attribution to Organizational Unit:</b>	<ul style="list-style-type: none"> <li>• Formal reporting: The FSC China Marketing and Communications Manager reports to the FSC China Operations Director.</li> <li>• Functional reporting: The FSC China Marketing and Communications Manager reports to the FSC China Executive Director.</li> <li>• Formal and functional supervision: The FSC China Marketing and Communications Manager supervises no staff.</li> </ul>
<b>Cooperation with other Operational Units:</b>	<ul style="list-style-type: none"> <li>• FSC International: Marketing and Communications Unit</li> <li>• FSC Asia Pacific Regional Office</li> </ul>



<p><b>Qualification, Experience and Skills:</b></p>	<ul style="list-style-type: none"> <li>• Education and Training: A university degree in a relevant field (e.g. Business Administration, Communication, Marketing and Sales)</li> <li>• Working experience, Style and Skills: <ul style="list-style-type: none"> <li>○ At least 8 years relevant professional experience in marketing and communications with proven professional successes.</li> <li>○ Strong understanding of brand marketing.</li> <li>○ Proven track records in producing and managing digital communications materials and channels.</li> <li>○ Demonstrated success in managing social media campaigns.</li> <li>○ Project management experience, including in working in international project teams;</li> <li>○ Skilled and experienced in engaging and communicating with business clients in an international environment;</li> <li>○ Knowledge and experiences working with media sector;</li> <li>○ Strong analytical and problem solving skills.</li> <li>○ A solution oriented attitude;</li> <li>○ Ability to work well as a member of a multi-cultural, inter-disciplinary, multi-lingual, global team.</li> </ul> </li> <li>• Communication Skills: <ul style="list-style-type: none"> <li>○ Exemplary verbal and written communication skills that contribute to cohesive team efforts and decision making;</li> <li>○ Active-listening skills;</li> <li>○ Ability to facilitate interactive discussions;</li> <li>○ Ability to establish and maintain positive interpersonal relations.</li> </ul> </li> <li>• Languages: Fluency in English and Chinese (spoken and written).</li> <li>• Computer skills: <ul style="list-style-type: none"> <li>○ Good skills in the use of standard software packages (MS Office);</li> <li>○ Strong experience with Content Management Systems;</li> <li>○ Ability to use certain graphic, audio and video editing software.</li> </ul> </li> </ul>
<p><b>How to Apply:</b></p>	<ol style="list-style-type: none"> <li>1. Please send your CV, expected pay, and an expression of interest. Application should be sent to <a href="mailto:info@cn.fsc.org">info@cn.fsc.org</a> no later than <b><u>mid-day 28 April 2021.</u></b></li> <li>2. Please cite <b><u>FSC China Marketing and Communications Manager</u></b> in the subject line of your email. <ul style="list-style-type: none"> <li>• Please do not send photos.</li> <li>• Please consult <a href="http://cn.fsc.org">cn.fsc.org</a> or <a href="http://www.fsc.org">www.fsc.org</a> for further information on FSC.</li> </ul> </li> </ol> <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>