



Forest Stewardship Council

FSC Canada

Job Description: **Director of Marketing**

Position Type:	Full-time, permanent
Salary Range:	\$90,000- \$100,000 / year (depending on experience)
Location:	Anywhere in Canada (remote, with travel as required). Nearby an airport will be an asset.
Years Experience:	10+ years
Reports to:	FSC Canada President
Direct reports:	2
Application Deadline:	April 7, 2025

About the Forest Stewardship Council (FSC) Canada

The Forest Stewardship Council® (FSC®) Canada is a not-for-profit organization dedicated to promoting environmentally sound, socially beneficial and economically prosperous management of Canada's forests. FSC was created in 1993 to help consumers and businesses identify products from well-managed forests and sets standards by which forests are certified, offering credible verification to people who are buying wood and wood products. For more information visit www.ca.fsc.org.

About the role

The **Director of Marketing** at FSC Canada is a pivotal leadership role responsible for shaping and executing strategic marketing initiatives that enhance brand visibility, drive certification growth, and foster engagement with key stakeholders. This position oversees B2B and B2C marketing efforts, digital campaigns, content development, and stakeholder partnerships, ensuring alignment with FSC Canada's broader objectives. The Director will lead a team to develop compelling marketing strategies that promote FSC certification, support business partners, and reinforce FSC's commitment to sustainability and responsible forest management.

What we offer

FSC Canada offers a dynamic and purpose-driven work environment where employees can contribute to meaningful change in sustainable forest management. As an employer, FSC Canada fosters a collaborative and inclusive culture that values diversity, innovation, and professional growth. Team members benefit from opportunities to work on impactful projects that align with environmental and social values while developing their skills through training and networking. FSC Canada also provides competitive compensation, a comprehensive benefits package, flexible work arrangements, and a commitment to work-life balance, ensuring employees feel supported both personally and professionally. Joining FSC Canada means being part of a global movement dedicated to creating a better future for forests, communities, and businesses.

Responsibilities:

Strategic Leadership/ Marketing Strategy & Brand Leadership

- Develop and execute FSC Canada's marketing and communications strategy aligned with organizational objectives and the national strategic plan.
- Define and strengthen FSC Canada's brand positioning, ensuring consistency across campaigns and materials.

- Ensure alignment with FSC International's priorities and campaigns while localizing strategies for the Canadian market.
- Lead marketing initiatives that increase awareness, market uptake, and certification growth.
- Manage an effective marketing and communications budget
- Analyse marketing effectiveness by monitoring and analysing campaign and other marketing metrics, when available, to ensure activities are meeting goals.
- Establish KPIs to measure the effectiveness of marketing and communications initiatives and report back on a regular basis.
- Provide regular updates to the CEO and Board of Directors on progress toward strategic objectives.
- Maintain & develop relationships with FSC US and FSC International, including strategizing on marketing and communications. – Serve as FSC Canada's marketing representative within the FSC Network and broader industry forums.

Campaign & Content Development

- Oversee the creation and implementation of high-impact marketing campaigns targeting businesses, consumers, and stakeholders.
- Manage digital marketing efforts, including website content, social media, and email campaigns.
- Develop marketing materials and messaging that effectively communicate FSC's value proposition.

Stakeholder & Market Engagement

- Foster relationships with brands, retailers, and supply chain partners to promote FSC certification.
- Work closely with FSC's Promotional License Holder (PLH) program to support businesses in marketing FSC-certified products.
- Engage with Indigenous communities, environmental NGOs, and industry groups to advance FSC's mission and impact.

Leadership & Team Management

- Supervise and support marketing team members, providing strategic direction and professional development.
- Work collaboratively across FSC Canada teams to align marketing efforts with organizational goals.
- Represent FSC Canada at key industry events, conferences, and partner meetings.

Brand and Market Awareness

- Develop and implement campaigns to increase awareness of FSC certification among brands, retailers, and consumers.
- Oversee FSC Canada's participation in key events, including FSC Week and industry trade shows.
- Build brand recognition through innovative marketing initiatives and partnerships.
- To identify, develop, maintain, and disseminate tools to promote professional marketing for use by FSC's Canada staff.
- Oversee the production of marketing assets, including videos, brochures, and promotional materials.

Communications and Media Relations

- Manage external communications, including press releases, media outreach, annual reports, and stakeholder inquiries.
- Oversee maintenance and updates of FSC Canada's website, social media, newsletters, and email updates, ensuring consistency with FSC's mission and messaging.
- Provide communications support to FSC Canada's staff when needed.
- Assist in the preparation of communication materials for events, meetings, and stakeholder engagements.
- Curate content and increase audience engagement on FSC Canada's social media channels.
- Exercise judgement to prioritize media opportunities, and prepare talking points, speeches, presentations and other supporting materials as needed.
- Crisis management and preemptive planning.

Stakeholder and Corporate Engagement

- Build and maintain relationships with brands and retailers to amplify FSC's mission and value.
- Cultivate partnerships with companies to adopt FSC certification and labelling.
- Oversee the management of FSC Canada's Trademark Service Providers program with the Business Development manager including.

Qualifications

Education and Experience

- Degree in Marketing, Communications, or a related field.
- Minimum of 10 years of experience in marketing, business development, or related fields, with at least 3 years in a leadership role, and ideally with client facing experience.
- At least 3 years experience within the sustainable development space. Experience in the forestry, sustainability, or environmental sectors is a strong asset.

Skills and Competencies

- Proven success in developing marketing plans, strategies, budgets and forecasts that support business needs and objectives.
- Excellent knowledge of marketing discipline including B2B campaigns, retail and in-store promotions, web and social media.
- Experience in developing go-to-market strategies while ensuring adoption and execution.
- Thorough understanding of executing demand generation, prepositioning strategies, and acting on insights from performance metrics.
- Strong relationship and account management skills coupled with a customer service orientation.
- Excellent strategy execution, communication, and presentation skills.
- Exceptional time management and organizational skills; ability to work efficiently under multiple deadlines, projects, and teams.
- Strong leadership and team management experience, including mentoring and performance management.
- Familiarity with supply chain management, sustainability certification, and consumer engagement strategies.

- Ability to occasionally work hours that accommodate colleagues in different time zones around the world.
- Exceptional written and verbal communication skills.
- Proficiency with project management and collaboration tools such as SharePoint, OneDrive and Microsoft Teams is an asset.
- Good time management and project management skills. Ability to drive results within agreed timelines and perform well while handling a number of functions simultaneously.
- Strong interpersonal and relationship management skills in a multi-stakeholder environment;
- Strong organizational and management skills;
- Ability to supervise others and to work in an unsupervised remote environment;
- Fluent in oral and written English. To be bilingual (English & French) will be an asset.

Benefits

- We value a learning mindset and individuals who are invested in our mission.
- We are a fully remote organization.
- Our salaries are competitive with similar nonprofits.
- We cover medical and dental insurance or an employer-matched retirement account,

Commitment to Diversity and Inclusion

FSC Canada is an equal opportunity employer committed to diversity and inclusion. We believe in equality and diversity of race, gender, sexual orientation, religion, ethnicity, national origin and disability. FSC Canada encourages and welcomes applications from members of racialized communities, Indigenous peoples, persons with disabilities, persons of diverse sexual orientations and gender identities, and with the skills/knowledge to productively engage with diverse communities. You don't meet every single requirement? Studies have shown that women and people of colour are less likely to apply to jobs unless they meet every single qualification. If you're excited about this role but your experience doesn't align perfectly with every qualification in the job description, we encourage you to apply anyways. You may be just the right candidate for this or other roles at FSC!

We sincerely thank all those who express interest and apply, but only short-listed candidates will be contacted.

How to Apply:

Please submit your resume to jobs@ca.fsc.org. Applications will be reviewed on a rolling basis. The application deadline is 11:59 ET on April 7, 2025.