



**FOREST  
STEWARDSHIP  
COUNCIL  
AUSTRALIA**

*Providing services to NZ as a National Office with  
Sub-Regional Responsibilities*

**BECAUSE  
FORESTS  
MATTER**

## Position Description – Business Development Manager NZ

*FSC Australia is embarking on a new role on behalf of FSC International in providing FSC services to New Zealand. We are seeking an innovative and talented individual with the ability to build the profile of the Forest Stewardship Council in New Zealand while developing a strong and sustainable financial base for the organisation. You will be keen to drive growth, manage key campaigns and not be afraid to fundraise. You can solution sell, get on top of complex topics quickly and seek creative solutions to deliver FSC's Mission and grow the financial base of the organisation. You will be a self-starter and able to work ostensibly alone, demonstrating wisdom as to when to ask questions and refer issues back to FSC Australia for guidance and direction, and you will be motivated to lead the start up of the operation in NZ. In return for your hard work you will be offered a salary and car allowance, plus bonuses for hitting your performance targets. You will have the ability to advance as there is nothing but blue-sky above you, and where you go is entirely dependent on your performance. Most importantly though, you will take pride in knowing you are doing something that really matters.*

### **Background**

FSC Australia is a National Office of an international non-government, non profit organisation that promotes responsible forest management practices through multi-stakeholder standard setting and an internationally-recognised certification labelling program. In 2014 FSC Australia will be extending its service offering to New Zealand by arrangement with FSC International. The Standards Development Group in New Zealand will remain responsible for all things Policy, and thus management of the standards development process sits outside the scope of this role.

Since its incorporation as a company limited by guarantee in 2006, Responsible Forest Management Australia Limited (trading as FSC Australia) has grown to over 150 members who include individuals, environmental organisations, companies and community organisations. The number of certified companies in the FSC System has grown to more than 300 companies. This rapid growth is now sought in the NZ Market.

FSC generates revenue from membership, key accounts, sponsorship, donations, events, training and trademark assurance services. A key objective for the coming year is to build that revenue base so as to improve services to existing members, and promote FSC in NZ.

This role will work together with the Key Accounts & Membership Services Officer in Melbourne, Australia to drive connected key accounts, membership engagement, growth and retention across all three chambers of membership and will have a significant marketing focus.

### **The opportunity**

FSC's profile is growing rapidly in the Australasian community, providing the organisation with an exciting opportunity to consolidate and grow our support base. Visibility in the market place of the FSC logo is pivotal to creating supply and allowing consumers choice. We seek a Business Development Manager who will seize this opportunity, enabling FSC to move to the next level in its development. The position will be responsible for building the profile of FSC and consolidating and growing our financial base through developing relationships with the media, retailers, Chain of Custody Certificate holders, key stakeholders and members.

This is a challenging role, but one that will provide the successful applicant with the opportunity and flexibility to make their mark, and potentially expand their responsibilities within the organisation.



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## **Responsibilities**

Ultimately, this role is responsible for delivering on the approved business plan and budget for the development of the FSC presence in NZ. This will be achieved through the following:

### Membership Attraction, Retention and Engagement

- Be the point of contact for NZ enquiries in relation to FSC and ensure development of relationships and of the scheme in NZ.
- Connect with current members, seeking an understanding of their needs and refer appropriate solutions.
- Explain membership services and how they provide a return on investment for the member, acknowledging there is a different offering for members of the environment, social and economic chambers.
- Sell FSC – explain the system and why it is important in the global context.
- Retain membership, following through on needs and always ensuring members know services are possible as a result of their support for FSC.
- Adopt a targeted approach across all three chambers to attract new members to the organisation, ensuring the development of campaigns and services to suit different member segments.

### Key Account Management

- Provide services to key accounts to grow the recognition of FSC in the marketplace, and deepen the engagement in all three chambers of membership and the geographic reach of members across NZ.
- Seek to develop campaigns such as the Love Your Forests Campaign to gain traction in the NZ marketplace.
- Manage Consumer Awareness Campaigns, delivering engagement by Key Accounts.
- Map out the needs of different customer segments, make connections between demand for and supply of FSC Certified products.
- Identify and build relationships with key Ministers and senior officials in government. Drive the FSC Mission and ensure opportunities are obtained for engagement by the FSC Australia CEO.

### Marketing & Events

- Provide instruction to administrative personnel in relation to articles for newsletters, structure of social media posts and campaigns.
- Provide administrative personnel with direction as to appropriate set up of a sub-website for NZ
- Ensure the NZ sections of the FSC Australia website is clear and engaging with instructions to administrative personnel to make amendments where required, working closely with the Key Accounts and Membership Services Officer in Australia.
- Identify keynote-speaking opportunities for the FSC Australia CEO and liaise to enable attendance to grow the profile of FSC in NZ.

### Training Delivery & Implementation of FSC International initiatives

- After a period of learning, lead the organisation and drive attendance at the Knowledge Tree Training Series (instructing administrative personnel) in the following areas:
  - Introduction to FSC
  - FSC and Green Building



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- Chain of Custody Certification Workshop
- Keep abreast of developments in the FSC Online Claims Platform and FSC Marketplace. Ensure appropriate support for key accounts, certificate holders and members are put in place to enable implementation within New Zealand.

#### Database, Income Streams, Budgets and Reporting

- Maintain and update Salesforce reporting activity and contacts
- Ensure listings are correct and accounts personnel prepare invoices for FSC International membership fees that are due and owing to the organisation.
- Report on activities for the CEO, FSC International and the Board of FSC Australia (and provide updates to the Chair of the Standards Development Group NZ) in a regular and consistent format
- Ensure activities are conducted as efficiently as possible utilising technology such as GoToMeeting wherever possible to connect with members, key accounts, deliver training and fall within budget.

#### Internal Liaison

- Identify trends, risks and policy issues and ensure relevant personnel in FSC Australia are made aware of those and assist in resolution of issues so as to aid in membership/key accounts attraction, engagement and retention.
- Instruct Administrative personnel in relation to website and social media management.
- Refer Policy questions to the Standards Development Group for information and FSC International for resolution. On some identified issues, refer Policy questions to relevant personnel at FSC Australia.
- Refer trademarks issues to Trademarks Officer for resolution.

#### **Reporting Line**

The position will report to the CEO of FSC Australia and will require adherence to performance targets.

#### **Selection Criteria**

##### Essential

- Ability to take initiative, work autonomously and manage a work plan, prioritise (including excellent time-management skills)
- Creativity, problem-solving and decision-making abilities
- Attention to detail
- Highly developed interpersonal skills and an ability to establish & maintain effective personal relationships
- Proven success in a similar role.
- Excellent verbal & written communication skills
- A broad understanding of environmental sustainability issues
- Degree educated in a Business or Marketing function.

##### Desirable

- On-line content management skills
- An understanding of certification systems

#### **Employment Conditions**



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This is a full time position attracting a base, car allowance plus commission for achieving growth targets and KPIs. This position is offered on an initial 1 year contract, with the potential for ongoing employment to be offered dependant on performance. Domestic and some International travel to Australia will be required in this role. International travel beyond Australia may be required as the position develops. Thus you must hold a valid passport.

**Applications**

Applicants are to submit a CV and a cover letter addressing the selection criteria, and having reviewed the approved Business Plan & Budget and KPIs & reporting framework.

Email applications (or inquiries) to: [info@fscaustralia.org](mailto:info@fscaustralia.org)