

Position description – Corporate Sustainability & Membership Lead

FSC Australia is seeking an innovative and talented individual with the ability to build the profile of the Forest Stewardship Council in Australia 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. In return for your hard work you will be offered a salary and access to a Green Share Car for work kms, plus commission for hitting your performance targets. Most importantly, 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.

Since its incorporation as a company limited by guarantee in 2006, Responsible Forest Management Australia Limited (trading as FSC Australia) has grown to over 120 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.

FSC Australia 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, develop a stakeholder endorsed national forest management standard and promote FSC in Australia and the surrounding Oceania region.

This role will work together with the Business Development Manager in New Zealand to drive connected key accounts, membership engagement, growth and retention across all three chambers and will have a significant marketing focus.

The opportunity

FSC's profile is growing rapidly in the Australian 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 Corporate Sustainability & Membership Lead who will seize this opportunity, enabling FSC Australia to move to the next level in its development. The position will be responsible for building the profile of FSC Australia and consolidating and growing our financial base through developing relationships with the media, retailers, Chain of Custody holders 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.

Responsibilities

Membership Attraction, Retention and Engagement

- Connect with current members, seeking an understanding of their needs and refer for 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 ensure members know services are a result of their support for FSC Australia.
- 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.
- Where relevant, sell Joint membership and membership of FSC International.

Key Account Management

- Sell 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 Australia.
- Manage the Love Your Forests Campaign together with WWF and seek engagement with key accounts.
- 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.

Marketing

- Provide instruction to administrative personnel in relation to articles for newsletters, structure of social media posts and campaigns.
- Ensure FSC Australia website is clear and engaging with instructions to administrative personnel to make amendments where required, working closely with the Business Development Manager in New Zealand.

Training Delivery & Implementation of FSC International initiatives

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

Database, Income Streams, Budgets and Reporting

- Maintain and update SalesForce and membership listings
- Ensure listings are correct and accounts personnel prepare invoices for Joint Membership and FSC International membership fees that are due and owing to FSC Australia.
- Report on activities for the CEO and Board of FSC Australia 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 and 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 Deputy CEO-Policy for resolution.

Reporting Line

The position will report to the CEO and will demand clear demonstration of ROI for time spent and adherence to performance targets.

Selection CriteriaEssential

- 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 Business or Marketing disciplines

Desirable

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

Employment Conditions

This is a full time position attracting a base, plus commission for achieving growth targets and KPIs. Access to a Green Share Car will be provided to service accounts. The position will be offered on a 1 year contract initially with the potential to become an ongoing role depending on performance. Domestic and some International travel to New Zealand and Bonn, Germany will be required in this role. 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 KPIs and reporting framework.

Email applications to: nreynolds@fscaustralia.org