



JOB DESCRIPTION

PROGRAM AND COMMUNICATION MANAGER

Mission Statement

It is the Western Wood Preservers Institute mission to protect and promote the manufacture and markets for preservative treated wood products produced by the industry in western North America. This shall be accomplished through coordinated industry strategies, utilizing the best scientific information available to:

- I. Increase public and consumer knowledge, appreciation and confidence in preserved wood products and the pressure treated wood industry.
- II. Secure reasonable federal, state, provincial and local environmental regulation regarding our products and processes that are safe and economical.
- III. Promote the development and application of codes, standards and Quality Assurance programs to ensure products best meet the needs of the users.

Scope of Position:

Serve as Manager of Programs and Communications for the Western Wood Preservers Institute reporting directly to the Executive Director. Responsible for assisting the Executive Director in carrying out the successful execution of the Institute's Mission Statement in all program areas. WWPI core program areas are: Regulatory Affairs; Utility Pole; Lumber & Plywood; and Aquatic Applications Committees.

Specific responsibilities include managing the development of communication strategies between WWPI and individuals/organizations within each program area. Such as: managing or coordinating program activities and issues and identifying and allocating needed resources, improving and deploying the WWPI APP, creating documents, videos, website and social media.

Job Responsibilities and Duties:

- ☑ Assure the Executive Director is kept fully informed on all important factors that may affect the operations and achievement of the Institute's goals.
- ☑ Serve as spokesperson for the Institute, ensuring that its positions are properly communicated to the membership, industry and the public.
- ☑ Manage as directed, Utility Pole and Lumber & Plywood Committee program activities and assist in the management of the Regulatory Affairs and Aquatic Applications Committees.
- ☑ Assist the Executive Director in monitoring, responding to technical questions or initiating action, as needed, in response to regulatory or legislative issues that may pose a direct or indirect threat to the production and sale of preserved wood products.
- ☑ Engender new program or project ideas and stimulate interest among members to participate.



- ✓ Coordinate development of agendas for committee meetings including three regularly scheduled Winter, Summer and Fall membership meetings.
- ✓ Foster good working relationships with other related industry associations and groups to assure cooperative effective efforts and minimization of duplication.
- ✓ Jointly act with Executive Director as the Institute's lead representative in the North American Wood Pole Council and assume management responsibility, as directed.
- ✓ Manage the Institute's market outreach presentations, trade shows, Treated Wood News, Retort Report, other documents, videos, website and social media.

Primary Day to Day Responsibilities:

- ✓ Manage the marketing outreach program and the staffing of the Lumber & Plywood and Utility Pole Committees, and NAWPC.
- ✓ Assist the Executive Director in managing the Institute's leg/reg monitoring program, and the California and Washington lobbyists.
- ✓ Develop relationships with members, including periodic plant and office visits to ensure understanding of issues and concerns.
- ✓ Assure timely publication of internal and market publications and maintenance of website.
- ✓ Member Relations – Address issues and concerns raised by members by providing assistance within policy, or directing the concerns to the correct staff or committee for action.
- ✓ Manage the publication of the Institute's periodic newsletter – *The Retort Report*, and participate in maintaining other forms of communication, such as providing content for the Institute's website, social media sites, and email alerts to keep membership up to date on activities and industry issues influencing the Institute and/or its members.
- ✓ Maintain ongoing record of time allocated to specific program activities and provide monthly report to Administrative Office Manager.
- ✓ Meetings – Assist Executive Director and Administrative Office Manager as needed on planning and coordination of membership meetings.

Qualifications:

- ✓ College diploma and/or experience appropriate to position.
- ✓ Preferred experience in the wood products or related field.
- ✓ Excellent communication skills, written and verbal, including public speaking.
- ✓ Regulatory/ Legislative negotiation, conflict resolution and diplomacy skills.
- ✓ Marketing and/or sales program management experience.
- ✓ Willingness to travel throughout North America.
- ✓ Computer, technical and social media working knowledge.

Compensation:

Salary based on experience, Annual performance bonus, 401(k), Medical.