



Position brief for the position of President Forest Stewardship Council (FSC) US

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Opportunity Overview

Forest Stewardship Council U.S. (FSC US) is seeking an inspiring, thoughtful, growth-oriented President to lead the organization's mission for environmentally sound, socially responsible, and economically viable forest management.

FSC US is supported by a large and diverse set of environmental, economic, and social stakeholders. These stakeholders recognize the benefit to nature, society, and climate that FSC represents. The organization seeks a dynamic individual who can establish a strategic vision for the future of this organization and lead a staff committed to the sustainability of our forests. Passion for the mission of FSC will be the driving force behind implementing the strategic vision, growth initiatives and resource development opportunities created by the President.

The President will be responsible for maintaining and enhancing the strong position of the FSC US organization. This person will work closely with the Board of Directors and staff leadership (Chief Marketing Officer, Director of Science and Certification, Director of Communications, Director of Finance) to support the financial growth of the organization, strengthen its market position, and develop a culturally diverse, positive, and community-driven workplace.

The President will be a partner in problem-solving the major work of the organization with the staff leadership team. An integral member of FSC International's leadership cohort, the President of FSC US must be dynamic in his/her presentation as s/he will represent FSC US as its external face in both a domestic and international capacity. Finally, the President will secure resource development opportunities by engaging and fostering relationships with strategic partners whose involvement will benefit the entire global effort.



About FSC and FSC US

Forest Stewardship Council (FSC) is a member-led, international, non-profit, multistakeholder organization that promotes the responsible management of the world's forests. FSC US is a chapter of the Forest Stewardship Council. As the original pioneers of forest certification, FSC has over 20 years of experience in sustainable forest management and is the world's most trusted certification system. Bringing together experts from the environmental, economic, and social spheres, FSC uses its expertise to promote environmentally sound, socially beneficial, and economically prosperous forest management.

Humanity has always depended on forests as a source of wealth, food, water, climate, medicine, and recreation. Unfortunately, since the Industrial Age, it has been steadily destroying forests, even at the expense of our own health and well-being. To combat this, FSC was created to set standards by which forests are certified, enabling consumers and companies to make informed choices to identify and purchase products from responsibly managed forests. As the global and national leader in the independent certification of forests, FSC understands the profound impact of forest management and holds its certificate holders to exemplary standards covering environmental, social, and economic issues. FSC thoroughly evaluates and accredits certifiers and educates the public about the importance of independent, third-party certification and what it means. FSC promotes this certification as a tool for ensuring the world's forests are protected for future generations. As a result of the passion for responsible forest management, more than 5,500 companies and nearly 160 million acres of forestland are certified under FSC in the United States and Canada, and more than 500 million acres worldwide.

FSC has developed a set of Principles and Criteria for forest management that are applicable to all FSC-certified forests throughout the world. There are 10 Principles and 70 Criteria that address legal issues, indigenous rights, labor rights, multiple benefits, and environmental impacts surrounding forest management.

Mission: "FSC will promote environmentally appropriate, socially beneficial, and economically viable management of the world's forests".

Vision: "The true value of forests is recognized and fully incorporated into society worldwide. FSC is the leading catalyst and defining force for improved forest management and market transformation, shifting the global forest trend toward sustainable use, conservation, restoration, and respect for all".

To learn more about the organization, visit www.us.fsc.org



The Position

The President is the primary representative and spokesperson for the organization in the United States. S/he is responsible for advancing the interests of FSC domestically and internationally among a range of stakeholders and ensuring the financial viability of the organization. This is a role that requires equal parts leadership, fundraising, and vision to take the organization in the United States to the next level.

The role will also require outstanding diplomatic skills, a collaborative nature, and the ability to stay focused on the big picture while ensuring the details are always handled well. There are countless opportunities for impact. FSC US needs someone who can develop a vision and implement and execute a strategy to take advantage of them. Internally, the President should be a thoughtful leader who can establish clear priorities and expectations for staff, create a culturally inclusive environment and professionally develop his/her team.

The President must embody the mission of FSC and be a living representation of the values, high standards, and passion for the sustainable management of forests and the local communities that they support. The President must also be a nurturing leader who will ensure that strategic plans and initiatives are both fully resourced and supported with clarity of expectations and metrics.

Specific Priorities

- With the support of the FSC US Board of Directors, create the vision, set the strategy, and position the organization for growth.
- Identify and pursue additional sources of funding, whether they are from donors, novel services, or value-added, non-dues revenue sources.
- Grow FSC US membership and certificate holder base and enhance relationships with existing ones.
- Develop and foster a collaborative relationship grounded in mutual respect and accountability with the US Board of Directors, FSC International, and with and among other member country offices.
- Build, lead, and ensure the effectiveness of the senior management team to promote and integrate best practices across the organization.
- Ensure the organizational culture of FSC US and the “tone from the top” are reflective of a productive, respectful, innovative, inclusive, client-focused, effective, and efficient organization.
- Manage, invest in, and support an internal team that will foster a collaborative and engaging work culture.



The Candidate

Essential Qualifications & Characteristics

- Bachelor's Degree (graduate degree preferred) with at least 10 years of experience as a leader or senior-level manager, preferably in a not-for-profit setting and a track record of effective, thoughtful people and relationship management. If coming from a commercial environment, significant, demonstrable experience serving not-for-profit organizations as a volunteer or board member is highly desired.
- Strong administrative, organizational, and oversight skills and abilities.
- Demonstrated experience managing, leading, mentoring, and developing talent.
- Experience in fostering an inclusive workplace culture.
- Leadership in expanding and diversifying business development/revenue growth/funding.
- Experience bringing and managing positive change to an organization while continuously evaluating and balancing the alignment of mission, value proposition, business model, and market needs.
- A management and communication style that ensures consistent messaging throughout the organization.
- Open-minded, forward-looking approach, with an appreciation for creativity and innovation, all balanced with a high degree of practicality.
- Ability to communicate with all relevant audiences, including membership, staff, board, media, industry and civil society partners, policymakers, and other external stakeholders.
- Commanding public speaker with the ability to speak and write persuasively and as an authority on relevant subject matter.
- Deep knowledge of FSC systems including standards, policies, and governance structure, or complementary experience and exposure that would lend itself to grasping the arena quickly and well.
- Impeccable personal integrity and an appreciation for transparency.
- A balance of confidence, humility, self-awareness, and empathy.
- An anticipatory customer service approach and an apparent desire to help an organization succeed.
- Comfort being the public face of the organization and ensuring the prominence of the organization in its sector.
- Has the capacity for frequent travel as this is critical to building and maintaining relations with stakeholders. Once deemed safe by the organization, regular domestic, as well as some international travel will be required.



Location & Remuneration

The offices of FSC US are in Minneapolis, Minnesota, but residence in Minneapolis is not required, though travel and time there with the staff in that location will be required. A competitive, attractive compensation package will be offered to the candidate of choice.

How to Apply

To apply, please submit a comprehensive CV along with a cover letter which sets out your interest in the role and encapsulates the aspects of your experience relevant to the required criteria. Please include the names and addresses of three references. References will not be approached until the final stages and not without prior permission from candidates.

The preferred method of application is by email at:
FSCUS.President@odgersberndtson.com

Contact Details

For a conversation in confidence, please contact:

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