



LUMBER & BUILDING MATERIALS INDUSTRY OCCUPATIONS

FIND OUT WHAT BUILDING SUPPLY INDUSTRY
CAREERS ARE WAITING FOR YOU AT

BUILDINGSUPPLYCAREERS.CA

WRLA.ORG

WELCOME TO THE LUMBER AND BUILDING MATERIALS INDUSTRY

**YOU WILL ALWAYS FIND REWARDING EMPLOYMENT AND A
LONG-LASTING CAREER IF YOU WORK IN FIELDS THAT SUPPORT
THE THREE NECESSITIES FOR LIFE:**

FOOD

SHELTER

WATER

**PEOPLE ALWAYS NEED HOMES, PROJECTS ARE ALWAYS
GETTING STARTED AND BEING BUILT, AND BUILDING
MATERIALS ARE REQUIRED FOR EVERY PROJECT.**

People are continually employed by construction projects whether it be commercial, residential, new builds or renovations and improvements. There is no question that the diversity within these building projects provide an opportunity for creativity, challenge, innovation, and variety in your day-to-day life.

**THE LUMBER AND BUILDING MATERIALS
INDUSTRY (LBM), A \$78+ BILLION
INDUSTRY THAT EMPLOYS OVER 262,000
CANADIANS, HAS A LOT TO OFFER.**

IF A JOB IS WHAT YOU NEED...

THIS INDUSTRY PROVIDES GREAT JOBS!

IF A CAREER IS WHAT YOU ARE AFTER...

THIS INDUSTRY OFFERS GREAT CAREERS!

IF THE OPPORTUNITY TO MAKE A DIFFERENCE IS WHAT YOU ARE LOOKING FOR...

THE LBM INDUSTRY NEEDS YOU!

This document is intended to provide you with an overview of the types of opportunities that exist in the LBM industry and while many of the job descriptions include some traditional titles, there is so much more than meets the eye.

Thank you for your interest and investing time in taking the WRLA Fundamentals of the Lumber and Building Supply Industry Certificate program. We wish you luck in your career journey within the LBM industry.

**WRLA FUNDAMENTALS OF THE LUMBER
AND BUILDING SUPPLY INDUSTRY CERTIFICATE**
WRLA.ORG/EDUCATION/WRLA-MRU

**FIND OUT WHAT BUILDING SUPPLY INDUSTRY CAREERS ARE
WAITING FOR YOU AT BUILDINGSUPPLYCAREERS.CA**



LIZ KOVACH
President
Western Retail Lumber Association
1004 – 213 Notre Dame Avenue
Winnipeg, MB R3B 1N3
1-800-661-0253
LKovach@wrla.org



**BUSINESS &
OPERATIONS SUPPORT**

**DISTRIBUTION
(YARD / WAREHOUSE)**

PROCUREMENT

**PRODUCTION
(MANUFACTURING)**

RETAIL

**SALES (INSIDE / OUTSIDE,
TERRITORY / REGIONAL)**

ADMINISTRATIVE ASSISTANT
BUSINESS / FINANCIAL ANALYST
CONTROLLER
CORPORATE RECRUITER
EMPLOYMENT SPECIALIST
EXECUTIVE ASSISTANT
HUMAN RESOURCES ADVISOR
HUMAN RESOURCES CONSULTANT

HUMAN RESOURCES COORDINATOR
HUMAN RESOURCES MANAGER
MARKETING/PUBLIC RELATIONS
OFFICE ADMINISTRATOR
OFFICE MANAGER
OPERATIONS & PRODUCTION ACCOUNTING PROFESSIONAL
PRODUCTION ACCOUNTANT
TECHNICAL RECRUITER

2-5

FORKLIFT OPERATOR
FREIGHT FORWARDING TECHNICIAN
MATERIAL HANDLER
RECEIVER
SHIPPER

STORAGE WORKER
YARD / WAREHOUSE FOREMAN
YARD / WAREHOUSE SUPERVISOR
YARD / WAREHOUSE TECHNICIAN
YARD / WAREHOUSE WORKER

6-7

BUYER, PURCHASING MANAGER
MATERIAL MANAGER
MERCHANDISE MANAGER
PROCUREMENT MANAGER

8

BUYER, PURCHASING MANAGER
MATERIAL MANAGER
MERCHANDISE MANAGER
PROCUREMENT MANAGER

9

ACCOUNT MANAGER
ESTIMATOR
SALES ASSOCIATE

SALES MANAGER
SALES REPRESENTATIVE

10-12

ACCOUNT MANAGER
SALES MANAGER
SALES REPRESENTATIVE

13

ADMINISTRATIVE ASSISTANT EXECUTIVE ASSISTANT OFFICE ADMINISTRATOR OFFICE MANAGER

**BUSINESS &
OPERATIONS
SUPPORT**

JOB DESCRIPTIONS

Duties support daily organizational activities, supporting the work of management and other staff.

WORKING CONDITIONS

Office based, mild physical activity, standard work week, some overtime required

KEY RESPONSIBILITIES

OFFICE ADMINISTRATION

- Maintain filing / database systems.
- Receive and direct incoming inquiries / guests to appropriate staff.
- Answer incoming general questions, coordinate flow of information internally and across organizational departments.
- Calendar management, coordinate schedules, travel arrangements.
- Prepare correspondences, agendas, presentation slides.
- Coordinate the maintenance of computers and office equipment.
- Back-up electronic files using proper procedures.

ASSIST WITH FINANCIAL MANAGEMENT

- Code and file financial material according to established records management procedures.
- Process accounts payable, ensuring timeliness and accuracy of information.
- Process accounts receivable, ensuring timeliness, accuracy and appropriate backup.
- Prepare accurate bank reconciliations and deposits .

SUPPORT TO LEADERSHIP TEAM

- Prepare meeting agendas and supporting material for distribution.
- Support with meeting, travel and other arrangements.
- Draft meeting minutes for review and distribution, create action list for management staff from board meetings.

CORE COMPETENCIES

- Active listening
- Attention to detail
- Critical thinking
- Customer service oriented
- Effective communication
- Efficient time management

CORPORATE RECRUITER EMPLOYMENT SPECIALIST HUMAN RESOURCES ADVISOR HUMAN RESOURCES CONSULTANT HUMAN RESOURCES COORDINATOR HUMAN RESOURCES MANAGER TECHNICAL RECRUITER

**BUSINESS &
OPERATIONS
SUPPORT**

JOB DESCRIPTIONS	Assist and advise employer with company employment, employee compensation, organizational development, change management, performance management, skills development, and employee relations.	WORKING CONDITIONS	Office based, travel to field/site visits, some overtime required
-------------------------	---	---------------------------	---

KEY RESPONSIBILITIES	<p>RECRUITMENT AND SELECTION</p> <ul style="list-style-type: none"> • Advertise job vacancies • Manage the recruitment and selection process; conduct job interviews and prepare offer letters/negotiate employment terms <p>ORGANIZATIONAL INFORMATION</p> <ul style="list-style-type: none"> • Update and maintain company's HR information system • Advise on the interpretation of HR policies, compensation programs, and agreements • Develop and monitor overall HR strategies, tactics, and procedures across the organization • Ensure legal compliance throughout human resource management 	ORGANIZATIONAL ENVIRONMENT
		<ul style="list-style-type: none"> • Establish a Health and Safety Policy for employees • Nurture a positive working environment • Access training needs to apply and monitor training programs; facilitate professional development • Conflict resolution management • Maintain pay plan and benefits program

CORE COMPETENCIES	<ul style="list-style-type: none"> • Active listening • Attention to detail • Collaboration • Critical thinking 	<ul style="list-style-type: none"> • Effective communication • Judgement and decision-making • Negotiation skills
--------------------------	---	--

BUSINESS / FINANCIAL ANALYST CONTROLLER OPERATIONS & PRODUCTION ACCOUNTING PROFESSIONAL PRODUCTION ACCOUNTANT

**BUSINESS &
OPERATIONS
SUPPORT**

JOB DESCRIPTIONS

Ensure financial information as it relates to the quantities, costs, and revenues associated with production activities are properly accounted for and reported to stakeholders.

WORKING CONDITIONS

Office based,
demanding
deadlines

KEY RESPONSIBILITIES

- Budget Preparation:
 - Analyze data and internal controls
 - Monitor production costs, overhead rates
 - Assist in preparing annual budget and controlling production expenses
- Financial Accounting & Reporting:
 - Perform revenue analysis, ensure accounting activities are completed within deadlines
 - Report financial information in compliance with regulatory guidelines
 - Ensure contracts are accurately represented in financial results
 - Perform account reconciliations on daily, weekly, and monthly basis
 - Generate account related reports to management and other product teams when needed

CORE COMPETENCIES

- Active listening
- Attention to detail
- Collaboration
- Critical thinking
- Effective communication

JOB DESCRIPTIONS

Responsible for daily marketing operational activities and the long-term marketing strategy for the company.

WORKING CONDITIONS

Office based, demanding deadlines

KEY RESPONSIBILITIES**PLANNING**

- Develop an annual promotion budget
- Develop short- and long-term strategic promotion plans including objectives towards demographics, seasonal considerations, product selection, competition, and supplier specials
- Work with all levels of management to select product for promotional consideration
- Develop and arrange all copy, layout, printing, dissemination of all newspaper, flyer, magazine, radio, and TV promotions
- Obtain quotes from communication service providers to ensure the best possible price and quality of all promotional materials
- Coordinate all in-store promotion banners and signs with sales and department managers
- Apply best practices pertaining to e-commerce and social media platforms

MONITOR ACTIVITY

- Monitor and control all promotion expenses
 - Ensure that all promotion is accurate, fair, and projects a positive image of the company
 - Monitor sales activities by sales events to determine the best ROI by advertising method
 - Conduct customer and market surveys to determine consumer trends and target audiences
 - Review competitors' promotions to ensure the company is relatively competitive
-

CORE COMPETENCIES

- Active listening
- Attention to detail
- Collaboration
- Critical thinking
- Customer service oriented
- Data analyzing
- Effective communication
- Efficient time management

FORKLIFT OPERATOR **FREIGHT FORWARDING TECHNICIAN** **MATERIAL HANDLER** **RECEIVER** **SHIPPER** **STORAGE WORKER** **YARD / WAREHOUSE TECHNICIAN** **YARD / WAREHOUSE WORKER**

DISTRIBUTION
(YARD/WAREHOUSE)

JOB DESCRIPTIONS	Receive, store, and issue inventory from the stockroom, warehouse, or storage yards; keeping records and compile stock reports.	WORKING CONDITIONS	heavy lifting, long periods of standing, some overtime required
-------------------------	---	---------------------------	---

KEY RESPONSIBILITIES	<p>OPERATIONAL</p> <ul style="list-style-type: none"> • Unload transport trucks with product for the store and yard. • Verify product identification, quantity, and condition of goods received. • Inspect, sort product and damaged goods. • Operate yard forklifts, saws, other equipment and vehicles. • Picking/assembling customer orders. • Ensure all products leaving the yard have been invoiced. • Be knowledgeable about all products stores in yard; familiar with the grades, dimensions and species of product stocked in yard. 	<p>MAINTENANCE</p> <ul style="list-style-type: none"> • Maintain a clean and safe work environment. • Complete forms, maintain records and inventory of material.
-----------------------------	---	--

CORE COMPETENCIES	<ul style="list-style-type: none"> • Active listening • Attention to detail • Critical thinking 	<ul style="list-style-type: none"> • Customer service oriented • Effective communication
--------------------------	--	--

YARD / WAREHOUSE FOREMAN YARD / WAREHOUSE SUPERVISOR

DISTRIBUTION
(YARD/WAREHOUSE)

JOB DESCRIPTIONS	Oversees all activities of the yard including yard employees, equipment, vehicles, deliveries, receiving and unloading, yard housekeeping and maintenance of all yard equipment and delivery vehicles.	WORKING CONDITIONS	remote locations, variable weather, fast-paced and progressive environment, some overtime required.
-------------------------	--	---------------------------	---

KEY RESPONSIBILITIES	MANAGEMENT <ul style="list-style-type: none">• Manage daily operations and outgoing orders; inventory and overall yard management.• Streamline distribution measures and logistics.• Manage team of yard employees who compile orders for customers.• Evaluate performance of all yard personnel and drivers.• Communicate and adhere to all safety regulations and procedures.• Arrange for training of all yard personnel and drivers including forklift and other equipment, vehicles and ensuring all required certification both voluntary and mandatory are completed and documented.	MAINTENANCE: <ul style="list-style-type: none">• Maintain a weekly schedule and approve any additional overtime hours for yard and delivery personnel.• Keep maintenance records for all equipment including forklifts, saws, lifting devices, delivery vehicles.• Perform minor repairs on all equipment and vehicles such as bulb replacement.• Maintain adequate inventories of all yard products and ensure shortages and low inventory are reported to the buying department.• Maintain security and watch for pilferage and theft of product from the yard.• Keep yard clean and well-organized.
-----------------------------	---	--

CORE COMPETENCIES	<ul style="list-style-type: none">• Active listening• Attention to detail• Collaboration• Critical thinking	<ul style="list-style-type: none">• Data analyzing• Effective communication• Leadership• Negotiation skills
--------------------------	--	--

BUYER, PURCHASING MANAGER MATERIAL MANAGER MERCHANDISE MANAGER PROCUREMENT MANAGER

PROCUREMENT

JOB DESCRIPTIONS	Establish vendor networks to meet distribution needs, optimize lead time, pricing, quality, safety performance, and on-time delivery.	WORKING CONDITIONS	travel to field/site visits/remote locations, some overtime required
KEY RESPONSIBILITIES	<ul style="list-style-type: none"> • Supplier/Vendor Relations: • Develop and maintain strong working relationship with suppliers • Maintain all supplier product catalogues with current pricing and information • Maintain database of various freight carriers for rates, routes, and schedules • Negotiate with all suppliers to obtain the best possible prices and terms • Perform risk management regarding supply contracts and agreements • Monitor & Maintenance of Inventory: • Analyze and monitor forecasts and quotas to determine their effect on supply chain activities 	<ul style="list-style-type: none"> • Authorize and issue Purchase Orders for all purchases • Monitor all back-orders to ensure product is shipped/cancelled from the Purchase Orders • Work with the Receiver to ensure all claims for defective/short/wrongly priced product have been satisfied with suppliers • Notify all management personnel within the company of product discontinuation and/or changes 	
CORE COMPETENCIES	<ul style="list-style-type: none"> • Active listening • Attention to detail • Collaboration • Critical thinking 	<ul style="list-style-type: none"> • Customer service oriented • Data analyzing • Effective communication • Negotiation skills 	

BUYER, PURCHASING MANAGER MATERIAL MANAGER MERCHANDISE MANAGER PROCUREMENT MANAGER

PRODUCTION
(MANUFACTURING)

JOB DESCRIPTIONS

Oversee employees while ensuring production, quality environmental and safety deliverables are met on-time and on budget. Increase production, assets capacity and flexibility while minimizing unnecessary costs and maintaining current quality standards.

WORKING CONDITIONS

Shift work, active machinery, travel to field/site visits/

remote locations, variable weather, some overtime required

KEY RESPONSIBILITIES

MANAGEMENT

- Develop strategies and best practices for production and manufacturing with company's executive leadership team.
- Involvement in employee management, health and safety supervision, and management of daily production activities.
- Standardize and optimize raw materials in coordination with procurement management.

BUDGET PREPARATION

- Collect and analyze data to find places of waste or overtime.
- Monitor operations and trigger corrective actions.
- Develop and manage budgets for operating expenditure and capital investments for the plant.

CORE COMPETENCIES

- Active listening
- Attention to detail
- Collaboration
- Critical thinking
- Data analyzing
- Effective communication
- Leadership

JOB DESCRIPTIONS	<p>Taking material lists off blueprints and making estimates of materials required for construction projects submitted by contractors, customers, and company salespersons.</p> <p>This role is typically integrated within other job profiles in the industry. WRLA offers an online Manual Estimating Course for Decks & Garages.</p>	WORKING CONDITIONS	<p>Some travel to field / site visits / remote locations.</p>
KEY RESPONSIBILITIES	<ul style="list-style-type: none">• Estimate product requirement and take-offs from blueprint.• Keep abreast of Ministry of Housing building code updates.	<ul style="list-style-type: none">• Use of design software applications for decks, houses, garages, and kitchens.• Conduct occasional visits to job sites with the company salesperson.	
CORE COMPETENCIES	<ul style="list-style-type: none">• Active listening• Attention to detail• Critical thinking• Customer service oriented• Effective communication		

ACCOUNT MANAGER SALES MANAGER SALES REPRESENTATIVE

RETAIL

JOB DESCRIPTIONS

Responsible for directing the overall operation of the company in respect to the proper management of the company assets, employees and profitability.

WORKING CONDITIONS

Shift work, travel to field/site visits/ remote locations, some overtime required.

KEY RESPONSIBILITIES

MANAGEMENT

- Establish and/or carry out company policy.
- Review company policies and update as required on an annual basis.
- Develop and implement a business plan annually, including profit/loss projections, capital expenditure projections.
- Establish and maintain positive relationship with all suppliers as well as monitor purchasing activity to ensure the best possible terms and pricing for the company.
- Establish, monitor, and control budget for inventory, sales, advertising, personnel and expenses.
- Supervise merchandise displays, in-store promotions, and other means to build store traffic.
- Offer demonstrations and presentations to clients to showcase company products.

- Conflict resolution.

CORE COMPETENCIES

- Active listening
- Attention to detail
- Collaboration
- Critical thinking
- Customer service oriented
- Data analyzing
- Effective communication
- Leadership

JOB DESCRIPTIONS

Responsible for working directly with customers, answering product inquiries, general housekeeping in their respective departments, maintaining products and merchandising displays in their department.

WORKING CONDITIONS

Shift work, long periods of standing, some overtime required.

KEY RESPONSIBILITIES**CUSTOMER SERVICE**

- Draft customer special orders in compliance with store policy and procedures.
- Handle customer complaints in a positive and constructive manner.
- Approve returns and issuing credit memos for return goods.
- Loss Prevention; be observant of customers who appear to be acting in a manner suspicious in relation to store theft.

STORE MAINTENANCE

- Maintain product price point and identify tickets on shelf displays and hooks.
- Identify defective products with return goods tag.
- Maintain all price and catalogue books relevant to their departments.
- Keep merchandise displays fresh and attractive in appearance.
- Be familiar with all the products sold in their departments.

CORE COMPETENCIES

- Active listening
- Attention to detail
- Critical thinking
- Customer service oriented
- Effective communication
- Negotiation skills

ACCOUNT MANAGER SALES MANAGER SALES REPRESENTATIVE

SALES
(INSIDE/OUTSIDE)
(TERRITORY/REGIONAL)

JOB DESCRIPTIONS	Responsible for an assigned territory/region and customer accounts on behalf of the company. Responsible for maintaining and developing existing accounts.	WORKING CONDITIONS	remote locations, some overtime required. Office based, travel to field/site visits/
KEY RESPONSIBILITIES	CUSTOMER RELATIONS <ul style="list-style-type: none"> • Visit customers at their businesses or on job sites • Develop professional relationship with customers to build trust and loyalty towards the company • Responsible for business relations and the attainment of sales and revenue objectives • Advise customers on various possibilities associated with business solutions and equipment to satisfy customer's current needs and foresee their future needs • Handling customer complaints and settling customer disputes in regards to selling policies • Manage existing account relationships while continually sourcing opportunities to increase sales • Develop list of leads and future projects for follow-up 	INDUSTRY KNOWLEDGE	<ul style="list-style-type: none"> • Keep current with products' technological evolution and business needs • Awareness of developments and best practices pertaining to e-commerce • Awareness of all changes to the local, provincial, and federal regulations as it pertains to the business • Knowledgeable of all company's policies and procedures
CORE COMPETENCIES	<ul style="list-style-type: none"> • Active listening • Attention to detail • Critical thinking • Customer service oriented • Data analyzing 	<ul style="list-style-type: none"> • Effective communication • Efficient time management • Negotiation skills • Highly self-motivate 	

A black and white photograph of a workbench. In the foreground, there are several hand tools, including a large plane, a chisel, and a mallet, all resting on a wooden surface. The tools are surrounded by numerous wood shavings and chips, suggesting recent use. The background is slightly blurred, showing more tools and the texture of the workbench. The overall lighting is dramatic, with strong highlights and deep shadows.

FIND OUT MORE ABOUT WRLA FUNDAMENTALS OF THE LUMBER AND
BUILDING SUPPLY INDUSTRY CERTIFICATE PROGRAM, COURSE DETAILS,
AND HOW TO REGISTER AT

WRLA.ORG/EDUCATION/WRLA-MRU