



Job Description

Post: Fisheries Outreach Manager

Department/Region: Outreach/Australia & New Zealand

Location: Sydney, Australia

Purpose of post:

Responsible for the development and implementation of an outreach strategy for the fisheries sector in Australia & New Zealand with the aim of increasing awareness and understanding of the MSC program and the part the MSC plays in delivering solutions to the environmental challenges of over-fishing. The Fisheries Outreach Manager will help to maintain and increase support for the program across a broad range of interest groups including fisheries and primary processors, fisheries management agencies, government representatives and partners in the NGO community.

Line Relationships

Responsible to:

Program Director, MSC Oceania & Singapore
Dotted line to Senior Fisheries Program Manager, Asia Pacific

Responsible for:

N/A

Key Work Relationships

Internal:

- Fisheries, Commercial, and Communications Outreach teams
- Science and Standards department
- Global Communications department,
- Corporate Services

External:

- Fisheries and fishery representatives, Fishery stakeholders; Government, Research, Universities, NGOs, Fishery experts, etc.

Authority Limits

- Level 4 post
- Financial delegations in accordance with Financial Handbook

Contractual Terms (Australia)

Benefits (Australia)

Contract type:

Permanent

Annual leave:

25 days per annum

Probation:

6 months

Pension:

Statutory

Notice:

3 months

Other benefits:

Working hours:

40 hours a week

Working time

Monday – Friday

The MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs. The MSC works across different time zones so evening or weekend work and/or some international travel and overnight stays may be required occasionally. No overtime is payable, however under certain circumstances time off in lieu may be granted.

Key Responsibilities

The work of the Fisheries Outreach Manager is linked to MSC's overarching objectives of:

- Ensuring the credibility of the MSC.
- Working towards program growth and the ongoing retention of MSC-engaged fisheries in Australia and NZ.
- Supporting certified product getting to market and defining other value streams for certified fisheries.
- Maintaining and building strategic relationships with the MSC's stakeholders.
- Increasing awareness of the MSC across diverse stakeholder groups.
- Maintaining quality internal systems, communication channels and policy development processes.
- Ensuring financial security and sustainability of the MSC.

To achieve these objectives, the post holder will perform the following functions either directly or through coordination of internal teams:

- Promote the role and value of the MSC's fishery certification system to regional stakeholders, including those in the fisheries sector, fisheries management agencies, governments, research organisations, environment groups and other relevant agencies.
- Be responsible for outreach and providing support to fisheries. This will include working with each fishery from initial discussions through each stage of involvement in the MSC's fisheries program. The Fisheries Outreach Manager will be the primary point of contact and assistance to encourage each fishery to engage in the MSC program.
- Liaise with certified fisheries and fisheries in full assessment as the key MSC contact in conjunction with MSC's policy team and the Senior Fisheries Program Manager.
- Respond to "fishing sector" enquiries, both internal and external.
- Gather stakeholder feedback from fisheries on the MSC process and analyse and communicate the results through internal policy development workstreams.
- Implement a communications strategy through the network of fishery stakeholders, to disseminate best practice, e.g. through events, workshops, training materials, case studies, and then monitor progress against these.
- Assure the implementation of regional 'Pathways to Sustainability' projects and others where the MSC capacity and stakeholders may be involved.
- Understand relevant commercial details within MSC engaged fisheries, such as: product forms, supply chains, markets, key commercial supporters, and be able to use that understanding to inform priorities and create leverage to move fisheries to either become certified or make improvements.
- Provide MSC's commercial team with accurate commercial and marketing information about each fishery in the program. Work with the commercial team to understand key buyer interest and use that interest to drive certification and improvements.
- Contribute to MSC's commercial global strategy development by mapping product flows from target region fisheries.
- Liaise with other sections of the MSC to ensure an integrated approach to certification, marketing, and communication.
- Provide oral and written advice through briefings, submissions, and reports to MSC staff.
- Provide annual and quarterly reports against agreed work plans, additional reporting may be required for MSC funders.
- Participate in internal working groups and with additional initiatives as needed.
- Support the Fundraising team and/or regional MSC teams in the fundraising activities related to fisheries in the region.

- Carry out any other responsibilities as outlined by the Program Director, Oceania or the Regional Director, Asia Pacific.

Note

No job description can be entirely comprehensive, and the jobholder will be expected to carry out such other duties as may be required from time to time and are broadly consistent with the job description and status of the post within the organisation.

You will be expected to carry out all duties in the context of and in compliance with the MSC's Equality & Diversity and Health & Safety policies.

Personal Specification

Required Attributes

Technical Skills, Qualifications & Experience

- Post-graduate degree or equivalent experience in fisheries, marine conservation, biology, natural resources or environmental management.
- Experience working in fisheries management, research, policy, and/or wild catch fisheries in Australia & New Zealand.
- Prior fisheries / seafood business or marketing experience would be an advantage, especially sales experience and sales training, or experience managing fishery focused community development programs.
- Understanding of:
 - the role of eco-labelling in fisheries.
 - resource sustainability issues, particularly the fisheries and seafood industry in Australia & New Zealand.
- Previous experience supporting wild capture fisheries in Australia & New Zealand is essential as is being able to demonstrate an understanding of marine resource sustainability issues, particularly as they relate to the Australian and New Zealand seafood sectors.
- Well-developed IT skills, including use of standard software packages (MS SharePoint, Word, Excel, PowerPoint, Teams, Outlook, and Adobe Acrobat).

Stakeholder Oriented

- Experience working with and proven ability to manage relationships with diverse stakeholders and other external parties, preferably in the fishery, conservation, and commercial sectors.
- Evidence of ability to successfully manage relationships with colleagues, stakeholders, suppliers, and consultants, with a people-centred approach to business and work essential.
- Ability to facilitate workshops and foster engagement from participants.

Organisational and Management

- Excellent project development and planning, work planning, personal organization, and time management skills.
- Ability to travel on a regular basis, up to 40% of your time, work irregular hours, and work effectively while traveling.

Communications	<ul style="list-style-type: none"> • Strong and effective written and oral communications skills in a variety of scenarios including at a group and individual level. • Excellent verbal and written communication skills in English. • Demonstrated excellence in: <ul style="list-style-type: none"> • selling an idea or concept and winning support • preparing and delivering presentations. • Ability to work with, and convey complex ideas clearly and simply to, a diverse range of audiences. • Ability to work with people from diverse backgrounds and cultures in a professional, respectful, and effective manner.
Personal attributes	<ul style="list-style-type: none"> • Ability to take initiative when appropriate with excellent attention to detail. • Versatility to combine self-management and self-support when working alone with productive team membership. • Well-developed analytical and systematic problem-solving skills, demonstrating sound reasoning abilities and logical decision making. • Confidence, and ability to gain credibility with, and the respect of, staff at all levels of the MSC. • Able to develop effective professional relationships with people at all levels within, and outside, the MSC. • Excellent influencing, negotiating and problem-solving skills. • Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC program by stakeholders around the world. • Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, when appropriate, in pursuit of the MSC's mission and vision.
Circumstances	<ul style="list-style-type: none"> • Weekend work and regular domestic and international travel may be required. • Must have a valid passport and be able to travel freely.

Job Description Agreement	
Chief Operating Officer's Signature	Date:
Job Holders Signature:	Date: