



## Job Description

Post: Senior Fisheries Outreach Manager		Department/Region: Outreach/France		Location: Paris
<b>Purpose of post:</b> This role is the local representative for the MSC in France. The post holder will help to maintain and increase support for, and engagement with, the program across a broad range of stakeholders. A key area is ensuring the growth and retention of certified fisheries in France.				
Line Relationships		Key Work Relationships		Authority Limits
<b>Responsible to:</b>  Program Director, France  <b>Responsible for:</b>  Fisheries Manager, France		<b>Internal:</b> <ul style="list-style-type: none"><li>French team</li><li>Fisheries Outreach colleagues in Europe</li><li>Program Development team</li><li>Science &amp; Standards department</li></ul> <b>External:</b> <ul style="list-style-type: none"><li>Fisheries partners (fishers, fisheries companies, fisheries producer organizations, fishing committees)</li><li>French stakeholders (NGOs, scientific institutes, etc)</li></ul>		<ul style="list-style-type: none"><li>Level 5 post</li><li>Financial delegations by Financial Handbook</li></ul>
Contractual Terms (France)		Benefits (France)		
Contract type:	Permanent	Annual leave:	25 days in the first year (progressively increasing after 5 years of service following the Collective Bargaining Agreement)	
Probation:	3 months (possible extend once for the same period)	Pension:	Statutory	
Notice:	3 months	Other benefits:	Medical insurance (the MSC contributes half of the annual cost) 4x Death in Service insurance benefit.	
Working hours:	35 hours per week	Working days	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 post holder will manage the MSC's Fisheries Outreach Program in France.

### **Increase accessibility of the MSC program to French fisheries through effective fisheries outreach, retention, and engagement activities**

- Promote and explain the MSC Program and actions to the fishing industry, seafood supply chain, governments, research organisations and scientists, NGOs, and other relevant organisations.
- Have oversight of, and work with, fisheries in and considering entering the MSC program and support fishery clients through the assessment and certification cycle, ensuring high levels of retention once certified within the MSC program.
- Provide updates to fishery clients and other stakeholders on latest MSC policy developments, consultations, and other matters of interest.
- Engage in a continual mapping exercise of French fisheries to identify suitable fisheries to enter the MSC program aligning with MSC priority areas and species where relevant.
- Work with pre MSC fisheries so they understand how to use the MSC tools and pre-assessment process to work towards implementing improvements and achieving certification.
- Work closely with the Communications team to develop a coordinated communications strategy that helps profile French MSC-certified fisheries.

### **Management of Fisheries Portfolio**

- Collaborate with the MSC regional and global outreach teams in a strategic and global effort to increase support of, and value for, the MSC Program.
- Ensure Key Account Management (KAM) responsibilities are allocated across the fisheries team appropriately and impart a culture of high quality, regular and attentive account management across the fisheries outreach team.
- Ensure internal reporting on French fisheries is taken forward through semester reports, MSC Customer Relationship Management (CRM), heatmap and other tools such as Catch App.

### **Contribute to the policy development process of the MSC**

- Ensure any policy changes are considered in relation to French fisheries and feed in examples from French fisheries to inform and influence MSC's policy development process.
- Attend and input into internal Fisheries Outreach calls to exchange best practices, share information on French fisheries in the program and fully understand current and future policy development.
- Ensure emerging fisheries issues at the national/regional level are tracked and escalated, as appropriate, to feed into overarching MSC strategy and policy development. This requires working with the MSC globally, including Science and Standards department, Program Development team, and the Research team, to help shape the development of the MSC Program.
- Take on co-reading coordination responsibilities, if required.

### **Maintain and strengthen strategic relationships with a diversity of MSC stakeholders across the French seafood sector**

- Support the Program Director in promoting the role and value of the MSC's fishery certification system and improvements action to French and other European stakeholders as appropriate, including governments, research organisations, environment groups and other relevant agencies.
- Promote the work of In Transition to MSC Program (ITM), pathways projects or Medfish, as powerful tools to identify sustainability improvements and work towards environmentally sustainable fisheries.
- Work closely to support relevant commercial and marketing communications colleagues, providing technical input into partner meetings and developing briefing, communications and PR materials.

- Represent MSC in public forums and events, such as conferences, exhibitions, and any other relevant national or international seafood events, and convey the MSC program to a range of audiences from scientists to government to fishing groups.
- Represent MSC in the media on technical topics, as required.
- Collaborate with the MSC regional and global outreach teams in a strategic and global effort to increase acceptance and value of the MSC program.
- Carry out any other tasks as allocated by the Program Director, France.

#### Note

No job description can be entirely comprehensive, and the job holder 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.

#### Person Specification

#### Required Attributes

##### Technical Skills, Qualifications & Experience

- Degree or equivalent experience, preferably in fisheries science, marine biology or fisheries management.
- Relevant experience in fisheries management, assessment, research or consultancy.
- Extensive knowledge of the French fishing industry and practices, fisheries management, fisheries science, conservation issues, and the seafood industry with existing contacts and networks highly desirable.
- Knowledge of the MSC Fishery standard and the MSC fishery assessment process would be an advantage, including a good understanding of the role of eco-labelling and the seafood supply chain.
- Well-developed IT skills, including confident use of MS Office products (SharePoint, Word, Excel, Outlook and PowerPoint).

##### Stakeholder Oriented

- Evidence of an ability to successfully manage relationships with stakeholders, collaborators, and colleagues with a people-centred approach to business and work essential.
- An understanding of issues of relevance to a varied set of stakeholders, with particular focus on NGO and fishing and supply chain industry stakeholders.

##### Organisational and Management

- Excellent project/program management experience, with exceptional personal organisation and time management skills and the ability to exercise sound judgement and demonstrate initiative.
- Ability to grasp complex and technical concepts and detail, while remaining aware of the overall mission and vision of the organisation and your contribution to it
- Previous experience managing a small team and ensuring their professional growth and development.

	<ul style="list-style-type: none"> <li>• Ability to lead teams (both internal and external).</li> <li>• Ability to manage multiple projects simultaneously whilst making use of internal and external resources.</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Excellent verbal and written communication skills in French and English – other relevant languages are desirable but not essential.</li> <li>• Ability to communicate complex issues and distil technical information in a clear and confident manner through written work and compelling presentations.</li> <li>• Previous experience speaking to the media is desirable but not essential.</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Strategic thinker, able to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures.</li> <li>• Versatility to combine self-management and self-support when working alone with productive team membership.</li> <li>• Well-developed analytical and systematic problem-solving skills, demonstrating sound reasoning abilities and logical decision making.</li> <li>• Excellent interpersonal skills with an ability to work with people at all levels, motivate others, and change people's attitudes when necessary.</li> <li>• High level of integrity, accountability and credibility.</li> <li>• Articulate, creative, passionate, flexible and tenacious: ability to get results and to be persistent and enthusiastic in achieving these.</li> <li>• 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.</li> <li>• Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC's mission and vision.</li> </ul>
<b>Circumstances</b>	<ul style="list-style-type: none"> <li>• Weekend work, regular domestic and occasional international travel may be required.</li> </ul>

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