



Job Description

Post: Fisheries Outreach Manager, US West

Department/Region: Americas / USA

Location: Seattle, WA

Purpose of post:

Be responsible for the development and implementation of an outreach strategy for the fisheries sector in the Western US with the aim of increasing awareness and understanding of the MSC program. To help 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. The position has a strong focus on outreach and education to existing fishery partners while working to expand the reach of the MSC program in line with global and regional strategic goals.

Line Relationships

Key Work Relationships

Authority Limits

Responsible to:

Senior Manager, Fishery Partnerships, US

Responsible for:

None

Internal:

- US fisheries team
- Other US teams (Markets, Marketing, Communications)
- Other regional and global fisheries team members
- Global Teams (Marketing, Communications, PDT)

External:

- Fishery partners and seafood businesses
- Commercial fishing industry representatives
- Federal and state fishery managers
- Other fishery specific stakeholders (e.g. NGOs)

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

Contractual Terms

Benefits

Contract type:

At Will / Exempt

Annual leave:

25 days plus 11 US Federal holidays

Probation:

6 months

Pension:

Matching Contributions and Employer Discretionary contributions in MSC's 403b retirement plan

Notice:

At Will

Other benefits:

Medical, dental, long-term disability

Working hours:

40 per week

Working time

Monday – Friday; 8:00 – 17:00

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. Regular travel to fisheries and/or fishery stakeholders is required. No overtime is payable, however under certain circumstances time off in lieu may be granted.

Key Responsibilities

The post holder will contribute to the objectives of the US Fisheries team by performing the following functions either directly or collaboratively:

Develop stronger relationships with existing fishery partners and stakeholders (Retention Strategy)

- Collaborate with existing MSC certified fishery clients and member companies to deliver value through the following mechanisms:
 - a. Support fishery clients during the MSC fishery assessment process and after fishery certification
 - b. Work with relevant MSC staff to make connections between supply chain partners and MSC certified fisheries, both in the US and globally
 - c. Partner with the US marketing and communications team to promote fisheries in the program and add value to their partnership through fishery storytelling, access to assets, and fishery events
 - d. Develop new or more efficient ideas to support fisheries and the MSC program.
- Represent the MSC as the key contact in the region for fishery stakeholders engaged with the MSC program.
- Develop and maintain a high level of understanding of the MSC Standard and associated processes and clearly articulate the complexities of the MSC program to a variety of audiences.
- Work with a variety of stakeholders engaged in west coast fisheries including fishery partners, the fishing industry, other NGOs, federal and state management agencies, scientists, and others.
- Develop and deliver presentations for multiple audiences and in coordination with the MSC team.

Build awareness and facilitate new partnerships for the MSC program (Growth Strategy)

- Increase support for the MSC program across a broad range of interest groups including fisheries and primary processors, fisheries management agencies, government representatives, and partners in the NGO community.
- Represent the MSC as the key contact in the region for new fisheries interested in the MSC program.
- Identify and foster new opportunities to collaborate with stakeholders in the western US around the MSC program - its values and missions, challenges, and successes.

Strategic internal alignment and support within the US, Americas, and global teams

- Work with other fisheries team members to understand shared challenges and support problem-solving as issues arise.
- Develop and foster a relationship with the Science and Standards department both in the US and globally to support fisheries as they work to improve against the standard and to support the above Retention Strategy.
- Work with the broader team to ensure a consistent MSC voice and value with fisheries, companies, and stakeholders.
- Provide oral and written reports or proposals to MSC staff on topics relevant to West Coast fisheries, as needed.

Organizational

- Provide annual and quarterly reports against agreed work plans, and additional reporting as required.
- In close coordination with the Senior Manager, Fishery Partnerships, US, contribute to internal global working groups (e.g., species strategy working groups) as the opportunity and/or necessity arises.
- Support on leading, motivating, and mentoring US team members on the implementation of the fisheries outreach strategy for the US.
- Support and foster a collaborative team environment where ideas, strategies, projects, and asks-for-help can be shared openly among the team.
- Ensure that project management best practices are employed to deliver all fisheries activities within strategy, budget and timelines.
- Undertake any other responsibilities assigned by the Senior Manager, Fishery Partnerships, US.
- Work to ensure that activities are tracked and reported appropriately in US and global online tools such as The Reef (Dynamics CRM), Teams channels, and SharePoint.
- Partnership management and strategic team responsibilities will require frequent travel, possibly up to 50% of time.

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 Specifications

Required Attributes

Technical Skills, Qualifications & Experience

- Advanced degree or equivalent experience in fisheries, marine conservation biology, natural resources, and/or environmental management.
- Experience working in capture fisheries management, research, policy, regulatory management, and/or operations.
- 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 the US
- Excellent computer and IT skills, including use of MS Office products (SharePoint, Word, Excel, Outlook, PowerPoint, Teams, and Dynamics).

Partnership Oriented Mindset

- Experience working with and proven ability to manage relationships with diverse stakeholders and other external parties, preferably in the fishery, conservation, and commercial sectors.
- Strong and effective communications skills with a range of diverse audiences with the ability to distil complex topics into clear messages for the relevant audience.
- Evidence of an 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.
- Curious and open minded with the ability to listen, learn, and propose solutions that drive value to our partners.

Organizational and Management

- Self-starter with the ability to take initiative and execute objectives under remote supervision.
- Versatility to adjust between productively self-managing priorities and effectively supporting team needs within a small team dynamic.
- Excellent project planning, work planning, personal organization, and time management skills.
- Successful record of project development and management.

Communications

- Demonstrated excellence in:
 - selling an idea or concept and winning support
 - written and oral communications in the English language
 - preparing and delivering presentations.
- Excellence in spoken communication with a diverse range of people, including in business and government.

	<ul style="list-style-type: none"> • Ability to work effectively with people from diverse backgrounds and cultures in a professional and respectful manner. • Ability to communicate effectively needs, ideas, and gain input from internal team members.
Personal attributes	<ul style="list-style-type: none"> • 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. • Excellent interpersonal skills with an ability to work with people at all levels, motivate others, and change people’s attitudes when necessary. • High level of integrity, accountability, and credibility. • Ability and confidence to gain the credibility and respect of staff at all levels of the MSC, as well as external partners, stakeholders, and other collaborators. • Demonstrated cultural awareness and sensitivity to the diversity of values, views, and approaches to issues relevant to the MSC program. • Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where 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 including the ability to travel on a regular basis across the western US and to work effectively while traveling.

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