



Job Description

Post: Senior Commercial Manager

Department/Region: Canada

Location: Ontario, Toronto

Purpose of post:

To showcase the value of MSC's mission and grow the MSC's blue fish label presence in Canada by increasing number of products, volume, sales, and/or number of partners. This role will focus on (1) leading the strategic direction for the Canada's market outreach; (2) growing and developing the reach of the MSC program with new Canada market partners throughout the supply chain; and (3) developing and executing enhanced partner success and engagement strategies.

Line Relationships	Key Work Relationships	Authority Limits
Responsible to: Program Director, Canada Responsible for: No one currently	Internal: - MSC Canada team - MSC Americas department - MSC Science and Standards department - MSC Ecolabel Licensing team External: - Key Commercial and Supply Chain partners - Industry partner bodies - NGO partners	- Level 5 post - Financial delegations in accordance with Financial Handbook

Contractual Terms (Canada)		Benefits (Canada)	
Contract type:	Permanent	Annual leave:	25 days per annum plus statutory holidays
Probation:	In line with statutory requirements	Pension:	Matching contribution to an RRSP within a specified limit
Notice:	Statutory	Other benefits:	Enhanced medical, dental, life disability and AD&D insurance benefit program. Industry standard
Working hours:	40 per 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

Strategy & Leadership

- With input and final signoff from the Program Director, Canada lead the development and implementation of MSC's Canada market (commercial) strategy and action plan in line with the global Integrated Strategic Plan (ISP) and country level goals including:
 - a. clear path to growth of commercial partnerships and MSC certified products in the Canadian market
 - b. develop and execute an enhanced Canadian partner engagement strategy to include a clear value proposition and defined partner engagement strategies
 - c. lead on improved ways of working with other regional and global outreach teams (markets, marketing communications, and fisheries)
- Manage, motivate, and mentor the other Canadian market outreach team members in line with the global ISP, at country level, and with both team and personal development goals
- Work with team members to develop and manage workplans, project/account leads, and progress reporting
- Lead strategic team meetings on a regular basis, including an annual planning session
- Serve as the team lead on key strategic working groups or steering committees within the MSC, as needed
- Serve as a thought leader and external spokesperson for the MSC as requested.

Partner Relations

- Responsible for monitoring and improving the overall performance and success of Canadian market partnerships
- Work with the Program Director, Canada on the development of new, strategic partner engagement opportunities
- Maintain a portfolio of high impact deep partners in Canada; potentially maintain a portfolio of additional partners as needed to support the development of the team
- Work with existing partners to improve their satisfaction with the MSC program and to build, deepen and strengthen their participation with the MSC
- Ensure use of the MSC ecolabel is according to MSCI guidelines and coordinate closely with the Licensing team on license agreements and ecolabel use
- Ensure strategic alignment with the Canadian and global outreach teams (Marketing Communications, Fisheries, Markets) to improve ways of working, as well as partner engagement and retention
- Responsible for team success and utilization of CRM (Customer Relationship Management) software (partner/lead tracking).

Market Development

- Lead on the Canadian development strategy with support from other commercial team members and input/review from the Program Director, Canada:
 - a. identify and drive solutions for market research and analysis needs to improve market performance and reach
 - b. identify and plan targeted meetings, tradeshow, speaking engagements, etc. that place MSC as a thought leader and influencer in the industry to drive awareness and demand for the program
 - c. work with the MSC's fisheries teams to support MSC-certified fisheries in increasing label use on certified landing volumes. Identify and work to address critical gaps
 - d. identify key areas or sectors where MSC has great potential to expand in Canada. Lead on the development and presentation of new initiatives for consideration
 - e. ensure alignment with marketing communications on outreach/partner opportunities, lead generation, and awareness building in the Canadian market
- Grow and develop the reach of the MSC program with partners throughout the seafood supply chain. Manage targeted outreach activities to strategic potential partners in line with global ISP and country level goals
- Increase MSC-certified and labelled products in Canada

- Represent the MSC at meetings and conferences, as appropriate. Identify and work to secure strategic, high value speaking opportunities for the MSC
- Identify and work to secure strategic industry leadership positions, such as board, council or working group seats with industry associations/organizations.

Organizational

- Report to the Program Director, Canada on all topics related to Canadian market partners and strategy, Canadian market team management, and both team and personal development goals
- Assume responsibility for negotiating, agreeing, and signing contracts on MSC's behalf with external consultants and service providers on market related projects as required, and within delegated authority limits
- Ensure that team and project management best practices are employed to deliver all Canadian market activities within strategy, budget, and timelines
- Ensure an up to date, strategic team calendar per fiscal year is maintained and communicated with the broader Canadian team
- Work to ensure that activities are tracked and reported appropriately in Canadian and global online tools such as CRM software, Teams channels, and SharePoint
- Subject to safety considerations, frequent travel will be required as a part of partnership management and strategic team leadership responsibilities
- Undertake any other responsibilities assigned by the Program Director, Canada or the Regional Director, Americas.

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.

Person Specification

Required Attributes

Technical Skills, Qualifications & Experience

- Post-graduate degree or equivalent experience in Business, Supply Chain Sustainability or Resource Management
- Relevant experience within supply chains (processors through to retailers and foodservice companies) covering marketing, brand development, direct sales or other related commercial activities, with a strong preference given to those with experience directly in the seafood sector
- Knowledge of third-party certification schemes and the role of eco-labelling is an advantage
- Extensive knowledge of the seafood industry, with existing contacts and networks highly desirable
- Well-developed IT skills, including use of standard software packages (MS SharePoint, Word, Excel, Teams, PowerPoint, Outlook).

Stakeholder Oriented	• Evidence of an ability to manage relationships with stakeholders, collaborators and colleagues and with a people-centred approach to work and business • An understanding of the issues that may be of importance to different stakeholders in the MSC program, especially eNGO's and industry stakeholders.
Organisational and Management	• Excellent project/program management, work planning, personal organisation and time management skills, with a successful record of project development and delivery • Ability to manage multiple simultaneous projects while making use of internal and external resources • Able to demonstrate excellent people management skills with an ability to lead, inspire teams and provide them with strategic direction; previous line management experience is an asset • Previous experience of financial management, including developing budgets and monitoring expenditure for a diverse range of projects • Ability to exercise sound judgement and demonstrate initiative to accomplish assigned tasks • Excellent attention to detail, remaining aware of the overall mission and vision of the organisation and your contribution to it.
Communications	• Demonstrated excellence in: ○ written and oral communications in English language ○ selling an idea or concept and winning support ○ spoken communication skills with a diverse range of people, including senior people in business and government • Ability to deliver effective presentations to diverse audiences along with prior experience of planning and delivering training for / to colleagues.
Personal attributes	• Confidence and ability to gain credibility with, and the respect of, staff at all levels of the MSC, and to build effective relationships with colleagues, stakeholders, suppliers and collaborators • Versatility to combine self-management and self-support when working alone with productive team membership and leadership • Ability to make technical and science-based materials understandable and accessible • Influencing, negotiating and problem-solving skills; able to remain composed in high-pressure situations • Articulate, creative, passionate, flexible and tenacious: ability to get results and to be persistent and enthusiastic in achieving these • Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC's mission and vision • Empathy and interest in the MSC's mission and objectives. • Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC program.
Circumstances	• Weekend work and regular domestic and international travel may be required.

Job Description Agreement

Chief Operating Officer's Signature:

Date:

Job Holder's Signature:

Date: