



Fisheries Outreach Officer (FOO) Baltic – Job Description

Location:	Stockholm, Sweden
Responsible to:	Manager Baltic
Principal Duty:	All initiatives, projects and day-to-day issues relating to Undertaking outreach to the fisheries sector in Sweden and the Baltic region.
Salary and benefits:	Salary contingent upon experience and qualifications. MSC offers a contributory pension scheme and a Death in Service insurance benefit equal to four times annual salary. Employees are entitled to join the pension scheme on satisfactory completion of their probation period.
Working hours:	Thirty Five hours per week. The MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs. Weekend work may be required periodically and extensive travel is a regular feature of the job. No overtime is payable however, under certain circumstances, Time Off in Lieu is granted.
Contract:	Fixed term contract with a notice period of two months in writing on either side. A probationary period of three months from the point of commencement applies.
Holiday:	25 days per annum, plus statutory holidays.
Equal opportunities:	The MSC strives to be an equal opportunities employer and commitment to this process is expected.
Date Written:	August 2010
Closing Date:	September 24 th , 2010

A. JOB SUMMARY

The Marine Stewardship Council (MSC) works to safeguard the world's seafood supply by promoting the best environmental choice, and is recognised internationally as a groundbreaking and credible solution to the serious environmental problem of overfishing.

The FOO will help to maintain and increase the support for the MSC programme across a broad range of interest groups in the Baltic region's fisheries arena. The FOO does this by promoting the MSC concept and certification programme to potential clients and fisheries stakeholders in the Baltic region and acting as the principal point of contact for these. Essentially, the FOO shall encourage fisheries to move ahead within the programme and support those fishery clients who are actively engaged within the MSC's fishery pre-assessment, full-assessment or post-certification processes.

Activities include:

- Research and analysis to understand and prioritise target fisheries (fisheries mapping).
- Organise, coordinate and participate in meetings with relevant stakeholder audiences.
- Prepare and hold presentations and workshops.
- Participate in fairs, events and conferences.
- Obtain feedback and input from fisheries stakeholders, academics, NGOs, etc. in the Baltic region to contribute to the ongoing improvement to MSC standards and procedures.
- Coordinate with MSC outreach staff to facilitate getting certified products to market.
- Coordinate travel and accommodation arrangements, including support for senior MSC staff attending outreach trips.
- Provide MSC (regional) teams and other departments with accurate commercial and marketing information about fisheries in the programme.
- Provide oral and written advice through briefings, submissions and reports to MSC staff as required.
- Respond to regional fishing sector inquiries.
- Provide annual and quarterly reports against agreed work plans, and any additional reporting as may be required for MSC funders.

B. DIMENSIONS OF THE ROLE

This is a full-time position within the MSC. Although there are no direct budget management responsibilities, sound judgement on how to prioritize and use resources available for the position's function are expected. There are no immediate staff supervisory responsibilities at present, although the potential for limited or intermittent staff supervision and contractor management is considered within the scope of the position.

C. RESPONSIBILITIES (Key Results and Outcomes)

The work of the FOO is linked to the MSC's overarching objectives of:

- *Ensuring the credibility of the MSC*
- *Getting certified products to market*
- *Maintaining and building strategic relationships with the MSC's stakeholders*
- *Increasing awareness of the MSC*
- *Maintaining quality internal systems and processes*
- *Ensuring the financial security and sustainability of the MSC*

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

ACTION	OUTCOME / RESULT
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 organizations, environment groups and other relevant agencies.	New fisheries enter the programme for certification to the MSC standard. MSC and its programme are seen as credible, viable and sustainable by a diverse range of international and national organizations from public, private and non-profit sectors. MSC staff is seen as credible, professional and authoritative about the programme.
Assist the Manager Baltic to promote the MSC brand and programme with commercial stakeholders in the target region across the seafood supply chain, beginning with the seafood processing industry.	Take up and support for the MSC programme is accelerated. Awareness of the brand increased amongst large seafood buyers and consumers. New commercial partners enter the programme.
Contribution to MSC's commercial global strategy development by mapping product flows from target region fisheries.	The direction of the commercial programme is focused on achieving tangible outcomes and objectives.
Liaise with fisheries that have entered the MSC programme to supply accurate commercial and marketing information to outreach teams.	MSC outreach staff is well informed of activities and product specifications of MSC certified fisheries.
Provide oral and written advice through	Knowledgeable staff across the MSC.

briefings, submissions and reports to MSC staff.	Ensuring continuity between the MSC and our contacts
Responding to the “fishing sector” enquiries, both internal and external.	Take up and support for the MSC programme is accelerated – awareness of the brand/programme increased in the target Countries’ fishery sector.
Liaise with other sections of the MSC to ensure an integrated approach to certification, marketing and communication.	The MSC Commercial programme is understood by all and clearly communicated to all relevant audiences.
Liaise with certified fisheries and fisheries in full assessment as the key MSC contact in conjunction with the MSC’s policy team and the Manager Baltic	Fisheries have consistent and timely communication regarding MSC fishery certification.
Annual and quarterly reporting against agreed work plans; additional reporting may be required for MSC funders.	The MSC can demonstrate progress in achieving targets identified in the work plan.

D. SKILLS, KNOWLEDGES AND ABILITIES

Commercial/Technical

- Post-graduate degree or equivalent in: fisheries science, marine conservation biology; natural resources or environmental management.
- Experience working with the fisheries capture sector.
- Prior business or marketing experience would be an advantage, especially sales experience and sales training.
- Strong and effective communications skills at every level including: interpersonal, group, presentation, writing, email, telephone, internet, and other.
- Understanding of the role of certification and eco-labelling in fisheries.
- Understanding of resource sustainability issues, particularly in relation to the fisheries and seafood industry in and around the Baltic region.
- Good computer literacy and IT skills essential; which must include Microsoft Office (Word, Excel, PowerPoint, Outlook).

Stakeholder Oriented

- Proven ability to work with and manage relationships with diverse stakeholders and other external parties, preferably in the fishery and commercial sector.
- Demonstrable cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC programme.
- Danish, Finnish and Polish language skills are desirable though not essential.

Management, Organisational and Personal Attributes

- Excellent project planning, work planning, personal organization, and time management skills. Successful record of project development and management.
- High personal and professional ethics.
- Ability to work with minimal supervision
- Ability to travel on a regular basis, up to 40%, to work irregular hours, and to work effectively whilst travelling.

E. COMMUNICATIONS AND WORKING RELATIONSHIPS

Key imperatives for this post require the ability to effectively work and communicate with others, especially in the context of coordinating “target region” outreach and fisheries mapping. The post holder will need to be intelligent, confident and people-centred, able to develop relationships with people at all levels within the MSC, its governing bodies, certification bodies, stakeholders and potential clients. External interactions require the ability to communicate well with parties that may hold divergent views about the MSC programme.

The post holder must be able to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures. The job requires diplomacy, respect, sensitivity to cultural differences (including languages) and a willingness to listen, learn and treat people with dignity.

The position requires someone who has demonstrable capacity for systematic analyses and exercising sound judgement whilst strongly promoting team collaboration that builds and maintains high levels of internal organizational excellence, productivity and team spirit. This will require frequent communication with the Manager Baltic and other colleagues in the regional team, as well as regular interaction with other MSC staff and intermittent communications with representatives of the MSC governing bodies.

Externally, the position holder must help promote positive and effective relationships with fisheries sector stakeholders and ensure successful outcomes from outreach activities are achieved.

F. SCOPE FOR IMPACT

This post is critical to ensuring the growth of the MSC in the “target regions.” and key result areas include:

- Getting fisheries to enter the MSC programme (pre-assessment and full assessment)
- Working with fisheries that are in assessment to complete the process.
- Getting certified product to market
 - Maximizing the use of the MSC logo
 - Increasing demand for MSC certification
 - Encouraging certified clients to seek re-certification
- Increasing awareness and understanding of the MSC

G. JOB DESCRIPTION AGREEMENT

Job Holder’s Signature: 	Date:
Manager’s Signature: 	Date: