### Purpose of post:

The Head of NGO Development is responsible for leading and managing MSC’s global NGO engagement and public affairs strategies to ensure effective dialogue and deeper engagement in the MSC program. The post holder will lead and/or contribute to strategic initiatives contributing to the MSC’s ability to navigate NGO and statutory engagement challenges and identify and create opportunities to strengthen understanding and collaboration.

The post holder will provide cross-organisational strategic leadership and representation of the organisation at senior levels across key NGO (and some statutory) audiences internationally. Working with the Head of Stakeholder Engagement, they will liaise with NGO members of MSC’s Stakeholder Advisory Council and provide an NGO and government perspective to MSC’s other governance bodies as required. The incumbent may also sit on MSC’s Corporate Strategy Group (CSG) and in that capacity would be required to contribute to the collective management and strategic development of the organisation.

This is an exciting new role and opportunity to shape how the MSC engages with key NGO and statutory stakeholders, identifying the most effective ways to build understanding of our program and to enhance the MSC’s understanding of NGO priorities, issues and areas of mutual interest and of governments globally. The role provides a tremendous opportunity for the right individual to make an enormous contribution towards the delivery of MSC’s mission.

### Line Relationships

<table>
<thead>
<tr>
<th>Responsible to:</th>
<th>Key Work Relationships</th>
<th>Authority Limits</th>
</tr>
</thead>
</table>
| Program Development Director | **Internal:**  
  • MSC Executive team  
  • Head of Fisheries Operations  
  • Head of Market Operations  
  • Head of Stakeholder Engagement  
  • Regional & Program Directors (and teams)  
  • Science & Standard teams  
  • Corporate Services teams  
  • Global Communications teams | • Level 6a post  
• Financial limits in accordance with Financial Handbook |
**Contractual Terms (UK)**

<table>
<thead>
<tr>
<th>Contract type:</th>
<th>Behavioral:</th>
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<tbody>
<tr>
<td>Permanent</td>
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**Benefits (UK)**

<table>
<thead>
<tr>
<th>Annual leave:</th>
<th>25 days</th>
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<tr>
<td>Pension:</td>
<td>After 3 months, join Tier 1 (3% contribution from employer &amp; 5% employee). On successful completion of probation, Tier 2 (9% employer &amp; 6% employee) – choice of salary sacrifice</td>
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<tr>
<td>Other benefits:</td>
<td>4x death in service insurance</td>
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**Working hours:**

<table>
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<tr>
<th>35 per week</th>
<th>Working time</th>
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<tr>
<td>Monday – Friday; 09:00 – 17:00</td>
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MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs. MSC works across different time zones and 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 is granted.

**NOTE**

Employment terms and benefits will differ in other jurisdictions.
Key Responsibilities

1. Improving stakeholder engagement with MSC and its mission:
   • Create, oversee and monitor an NGO engagement strategy and a public affairs strategy, and devise and oversee an operational framework for global MSC teams to implement that, to deliver effective NGO/statutory relationships.
   • Ensure strategic and tactical objectives of the strategies are embedded in, and support delivery of, MSC’s Integrated Strategic Plan, aiming for progress against MSC vision. Significantly improve NGO relationships and deepen the understanding of MSC’s role in the sustainable seafood movement. Drive and deliver improved relationships and understanding of MSC as a tool to support government bodies in achieving their sustainability objectives.
   • In order to support delivery of the NGO strategy, empower regional leads to take ownership of the on-going management of the MSC’s relationships with key NGO stakeholders, develop and implement an organizational action plan and operational framework, including:
     o NGO stakeholder mapping and analysis, working with colleagues to prioritise NGO outreach & servicing – facilitate delegation of responsibilities through clear account management responsibilities.
     o Develop and roll out relevant guidance, best practice and where needed skill building for MSC staff to help build and maintain effective global and regional NGO engagement and partnerships
     o Create and manage an NGO tracker, through MSC’s CRM, logging engagement with key NGO stakeholders, their priorities and any outcomes or actions to be taken,
     o In collaboration with other departments in the MSC, develop and track key performance indicators for the improvement in NGO relationships and engagement with the MSC program and its activities.
   • Review our engagement with national and international government bodies, including where appropriate regional fisheries management organisations, to understand best practices and identify how this can support MSC to reach its strategic objectives. Create for such statutory bodies a global engagement strategy in collaboration with regional directors, the Heads of Fisheries and Market Operations, Head of Stakeholder Engagement, and Science and Standards colleagues.
   • Participate in the soon to be created “Stakeholder Engagement Working Group” to support the development of a wider positive approach to all MSC key stakeholders.

2. Strengthening stakeholder engagement and experience of MSC certification processes:
   • Develop key relationships with Head of Stakeholder Engagement, Science and Standards functions, Head of Market and fisheries Outreach functions, as well as Regional and Programme Directors in order to shape and deliver best practice engagement with/for NGOs and government bodies.
   • Create, manage and/or participate in initiatives and meetings to help strengthen understanding of the MSC programme among key NGOs and statutory bodies, address critical challenges and issues, and in doing so advise the MSC on the potential implications of NGO/government priorities and messages.
   • Lead the development of MOUs between MSC and NGOs at a global level, and where appropriate at a local level, which enhance and support the MSC’s strategic objectives, and ensure that these MOUs are actively maintained. Similar MOUs may also be agreed with statutory bodies.
   • Work closely with Head of Stakeholder Engagement and NGO members of the MSC’s Stakeholder Advisory Council, to strengthen and streamline NGO engagement in the development of the MSC programme and in fishery assessments.
   • Advise MSC Executive on issues and/or risks arising among key NGO/government stakeholders with respect to the MSC programme, including horizon scanning, so that these can be managed effectively, including to propose solutions to manage these issues and/or risks.
- Contribute to the MSC Executive’s work with MSC governance bodies as required

3. **Engagement with wider NGO stakeholder community and with relevant statutory bodies:**
   - Work with the Global Communications team (and where appropriate, relevant regional communications colleagues) in planning and delivering NGO stakeholder communications and outreach activities, including planned communication and information sharing with key NGO stakeholders on key program developments, and supporting the Head of PR with issue management.
   - Similarly, work with Global Communications and regional teams to support regional colleagues in the development, implementation and monitoring of public affairs strategies, campaigns and other activities.
   - Represent the MSC with specific external audiences and at relevant external fora to maintain effective working relationships.
   - Prepare reports and presentations for the MSC’s governance bodies, as required.
   - Responsibility for negotiating, agreeing and signing contracts on behalf of the MSC with external consultants and service providers within the limits of the role’s financial delegations.
   - Any other duties, as requested by the MSC’s Executive.

**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.

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**Person Specification:** The Head of NGO and Government Relations will combine vision, creativity and strategic thinking with exceptional relationship-building, communication and negotiation skills and abilities, energy and a strong spirit of teamwork.

**Required Attributes**

1. **Technical Skills, Qualifications & Experience**

   - Significant proven and relevant experience at a senior level in stakeholder relations in an international organisation with diverse issues, interests and audiences.
   - Significant relevant experience within one or more the following areas: international environmental conservation, natural resources management, fisheries policy/management, environmental policy, non-profit management, sustainable economic development, certification and eco-labelling.
   - Extensive knowledge of the sustainable seafood movement and the various players, particularly in the government and eNGO sector, with existing contacts and networks highly desirable.
   - Extensive experience of acting as an external representative and spokesperson of an organisation to NGO stakeholders and/or in public affairs.
   - Proven experience project leading teams and collaborative efforts. Ability to work with people with whom there is no supervisory relationship.
   - Strategic thinker, able to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures.
   - Experience of working alongside an organisation’s governance bodies.
   - Relevant postgraduate degree, diploma or equivalent.
• Excellent computer and IT skills, including the use of standard MS software packages (SharePoint, Word, Excel, PowerPoint, Outlook).
• Experience using a customer relationship management (CRM) system an advantage.

### 2. Relationship Management

- Evidence of ability to successfully manage relationships with colleagues, stakeholders and collaborators, with a people-centred approach to business and work essential.
- Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC programme by stakeholders around the world.
- Track record of forging and maintaining high level and successful partnership projects across different sectors.

### 3. Communications

- Demonstrated excellence in written communication and editing in the English language.
- Demonstrated excellence in spoken communication skills with a diverse range of people and evidence of an ability to represent the MSC as an ambassador and negotiator in an international arena at senior levels of business, government, science and the non-profit world.
- Demonstrated excellence in preparing and delivering effective presentations to diverse audiences.
- Demonstrated high level of ability to manage internal and external relationships.
- Fluency in a relevant language(s) other than English would be an advantage.

### 4. Personal attributes

- Gravitas and confidence to gain the credibility and respect of staff at all levels of the MSC, as well as external partners and stakeholders
- Ability to horizon scan and identify threats to the reputation and credibility of the MSC and respond appropriately
- Excellent judgement and creative abilities, including influencing, negotiating and problem-solving skills; ability to make decisions in a rapidly changing environment
- Versatility to combine self-management and self-support when working alone with productive team membership and leadership; strong attention to detail
- 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. Understanding of the role of market-based eco-labelling programmes and be willing to champion such initiatives.

### 5. Circumstances

- Weekend work and domestic and international travel may be required on occasion.
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<thead>
<tr>
<th>Job Description Agreement</th>
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<tbody>
<tr>
<td>Chief Operating Officer’s Signature:</td>
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<td>Job Holder’s Signature:</td>
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