



Job Description

Post: Commercial and Marketing Manager, Norway	Department/Region: Scandinavia & the Baltic Sea Region	Location: Stockholm or Norway (Stockholm preferred)
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Purpose of post:
 Norway is an emerging and strategically important market for the MSC. The post holder will work primarily to engage and seek commitments from commercial partners to increase the supply of MSC labelled products, and to promote the MSC and its partners through raising awareness with the general public in Norway through marketing and communication campaigns. The Commercial and Marketing Manager will work in collaboration with the Senior Commercial Manager and the Program Director, the various team members based in the region and other members of the wider MSC communications and marketing team to deliver a consistent approach to the market sectors in Norway. Ultimately, the post strives to increase the supply of MSC labelled sustainable seafood choices in Norway.

Line Relationships	Key Work Relationships	Authority Limits
<p>Responsible to: Senior Commercial Manager Nordics</p> <p>Responsible for: No line management responsibilities at current</p>	<p>Internal:</p> <ul style="list-style-type: none"> • BSR team • Global Communication & Marketing team • Global Commercial team • Head of Market Operations • Science & Standards team • Corporate Services teams <p>External:</p> <ul style="list-style-type: none"> • Media, journalists, influencers • Agencies, sub-contractors, • Key MSC partners: retailers, processors, NGOs 	<ul style="list-style-type: none"> • Level 4 post • Financial delegations in accordance with Financial Handbook

Contractual Terms		Benefits (UK)	
Contract type:	Permanent	Annual leave:	30 days
Probation:	6 months	Pension:	Pension contribution of 9% of gross income
Notice:	3 months	Other benefits:	4x death in service insurance

Working hours:	40 per week	Working time	Monday – Friday; 09:00 – 17:00
<p>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.</p>			

Key Responsibilities

The work of the Commercial and Marketing Manager is linked to MSC's overarching objectives of:

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

Commercial Outreach

- Further develop and maintain relationships with retailers, foodservice companies and seafood and supplement suppliers to increase knowledge of the environmental impact of unsustainable fishing in the commercial sector in Norway
- Promote the role and value of the MSC's certification system to commercial stakeholders, with the aim of growing the use of the system in Norway
- Identify new potential commercial partners in Norway and assist them in obtaining and maintaining the MSC Chain of Custody Standard
- Represent the MSC at conferences, meetings and events

Marketing

- Develop promotional and marketing campaigns with commercial partners
- Set up contracts with, and manage, PR/creative agencies and/or consultants, within agreed financial delegation limits
- Liaise and facilitate discussions amongst the various partners and foster new dialogues with key stakeholders to seek support for joint marketing campaigns
- Conduct research and analysis of products and brands
- Use relevant market research to inform existing and future marketing initiatives, analyzing marketing campaign results against overall objectives and KPIs and report on campaign performance and effectiveness

Communications

- Write content and press releases for consumer or trade media
- Develop promotional materials and spread through website and social media
- Synthesise and edit information, as well as translations into Norwegian
- Liaise with other departments of the MSC to ensure an integrated approach to certification, marketing and outreach and report progress quarterly against agreed work plans
- Present the MSC program and host meetings/workshops for relevant audiences
- Develop training and promotional materials for commercial partners
- Work in close collaboration with the Global Communications and Marketing team

Media Relations

- Devise and execute national media campaigns
- Design, execute and monitor media strategies and activities, including press conferences, press trips and one-to-one briefings
- Work with partners and key stakeholders to develop stories, case studies, photo commissions and other creative approaches to bring to life the MSC's work in Norway
- Manage day-to-day media enquiries
- Buy media spaces as part of promoting the MSC brand

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

- Post-graduate degree in PR, journalism, marketing or equivalent, and relevant work experience in marketing and communications, supply chain, the food or seafood business, fisheries or international business
- Demonstrable knowledge of fisheries and resource sustainability issues, particularly as they relate to wild capture fisheries and/or the seafood industry
- Knowledge of the Norwegian retail and foodservice market, global supply chains, with seafood knowledge desirable
- Experience in development and implementation of promotion and merchandising in the seafood sector
- Well-developed IT skills, including confident use of MS Office products (SharePoint, Word, Excel, Outlook and PowerPoint)
- Native Norwegian speaker and fluent in both written and spoken Norwegian and English

2. Relationship Management

- Proven track record of successfully building and managing relationships with stakeholders, collaborators and colleagues from diverse backgrounds, with a people-centred approach to business and work essential

3. Organisational and Management	<ul style="list-style-type: none"> • Versatility to combine self-management and self-support when working alone with productive team membership • Excellent project planning, work planning, personal organisation and time management skills
4. Communications	<ul style="list-style-type: none"> • Excellent spoken communication skills with the ability to communicate complex issues in a clear manner to a diverse range of people, including senior people in business and the public sector • Ability to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures • Demonstrated excellence in selling an idea or concept and winning support, as well as in preparing and delivering presentations • Proven ability to work in multiple marketing and communication functions including: <ul style="list-style-type: none"> ○ Website translation, design and development (CMS) ○ Social media account control, translation, content and asset creation ○ Content creation – multiple platforms ○ Creative campaign management • Demonstrated excellence in stakeholder communication and PR • Experience in consumer communication and managing agencies and freelancers (both marketing and PR)
5. Personal attributes	<ul style="list-style-type: none"> • Well-developed analytical and systematic problem-solving skills, demonstrating sound reasoning abilities and logical decision making • 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 by stakeholders around the world • Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC’s mission and vision. • Strong personal and work ethic with versatility to combine self-management when working alone with productive team membership; must be self-motivated • Strong focus on delivery of excellent customer service (including expectation management) with a people-centred and consultative approach to business and work • Excellent judgement and creative abilities, including influencing, negotiating and problem-solving skills, and ability to make decisions in a rapidly changing environment • 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 and suppliers • Empathy and interest in the MSC’s mission and objectives
6. Circumstances	<ul style="list-style-type: none"> • Weekend work and regular domestic and occasional international travel may be required.

Job Description Agreement

Chief Operating Officer's Signature:

Date:

Job Holder's Signature:

Date: