



## Job Description

**Post:** Commercial and Communications Officer (CCO)

**Department/Region:** Asia Pacific

**Location:** Bogor, Indonesia

### Purpose of post:

To be responsible for conducting a wide-ranging set of activities throughout the Indonesia market. The overarching aims are to increase the availability of MSC labelled products in the Indonesia market and to increase the awareness of the MSC, with both businesses and consumers.

Line Relationships		Key Work Relationships		Authority Limits
<b>Responsible to:</b> Program Consultant  <b>Responsible for:</b>  None currently		<b>Internal:</b> <ul style="list-style-type: none"> <li>Indonesia Fish for Good project team</li> <li>Indonesia Fisheries Outreach</li> <li>Global Communications team</li> <li>Commercial colleagues</li> </ul> <b>External:</b> <ul style="list-style-type: none"> <li>Asia Pacific Commercial and CoC team</li> <li>Asia Pacific Communication team</li> </ul>		<ul style="list-style-type: none"> <li>Level 2 post</li> <li>Financial delegations in accordance with Financial Handbook</li> </ul>
Contractual Terms (Indonesia)		Benefits (Indonesia)		
<b>Contract type:</b>	Fixed term contract 2 years	<b>Annual leave:</b>	-	
<b>Probation:</b>	3 months	<b>Pension:</b>	-	
<b>Notice:</b>	-	<b>Other benefits:</b>	-	
<b>Working hours:</b>	40 per week	<b>Working time</b>	Monday – Friday; 09:00 – 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. No overtime is payable, however under certain circumstances time off in lieu may be granted.

## Key Responsibilities

### **Engaging with commercial stakeholders (70%):**

- Establish and maintain relationships and collaborate with commercial organizations, government, e-NGOs, fishery research institutions and third-party assessment bodies
- Identify potential commercial partnerships to be part of the Indonesia project
- Map fisheries collaborating with various internal and external stakeholders
- Provide support to fisheries that are participating in MSC CoC assessment
- Understand the strategic priorities of the commercial division at the local government level
- Assist in organizing meetings and workshops to inform potential commercial groups about the MSC CoC Standard for sustainable and well-managed product
- Organize capacity building training supporting government and other interest groups.

### **Project Management, Communication and Reporting (30%):**

- Manage project partners to ensure delivery of the project
- Coordinate the Marketing Support Network Group meetings
- Represent MSC at local fisheries and commercial forums, promoting the project and MSC's CoC certification and accessibility tools
- Be the first point of contact in Indonesia for MSC enquiries; both Chain of Custody and Fishery Certifications
- Report progress internally to program consultant, as required
- Support development of MSC success stories and communication updates
- Support with the planning and delivery of annual marketing and communications projects including web and social media, community building, influencer relations, announcements, events, joint marketing campaigns, PR campaigns, advertising, sponsorships and issues management
- Support commercial and fisheries teams with partner relations, retention and growth
- Assist in content strategy, planning and production for digital, social and traditional channels, including collateral materials, newsletters, stories, presentations, photo/video commissions and more.

### **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	
<b>Technical Skills, Qualifications &amp; Experience</b>	<ul style="list-style-type: none"> <li>• This post will require a self-starter who is a versatile, capable and driven team player to contribute towards the MSC's Indonesia commercial strategy. The CCO will help coordinate the recruitment and maintenance of excellent relationships with Indonesia supply chain commercial partners, including: supermarket and restaurant chains, seafood brands and the suppliers to these companies.</li> <li>• University degree or equivalent experience in sustainable development or sustainable business, marketing, natural resources or environmental management.</li> <li>• Proven role-specific experience in business development, customer management, sales or a related field.</li> <li>• Experience of working 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.</li> <li>• Knowledge of sustainability issues and responsible sourcing strategy.</li> <li>• Knowledge of third-party certification schemes and the role of eco-labelling an advantage.</li> <li>• Extensive knowledge of the seafood industry, with existing contacts and networks highly desirable.</li> <li>• Well-developed IT skills, including use of standard software packages (MS SharePoint, Word, Excel, PowerPoint, Outlook and Adobe Acrobat).</li> </ul>
<b>Stakeholder Oriented</b>	<ul style="list-style-type: none"> <li>• Versatility to combine self-management and self-support when working alone but also being able to coordinate with team members effectively.</li> <li>• Strong focus on delivery of excellent customer service (including expectation management).</li> <li>• Evidence of ability to cultivate and manage relationships with colleagues, stakeholders, suppliers and collaborators successfully, with a people-centred approach to business and work essential.</li> <li>• Ability to gain credibility with, and the respect of, staff at all levels of the MSC.</li> </ul>
<b>Organisational</b>	<ul style="list-style-type: none"> <li>• Demonstrated experience in financial management, including developing budgets and monitoring expenditure for a diverse range of projects and clients.</li> <li>• Excellent work planning, personal organisation, and time management skills - ability to meet tight deadlines and manage multiple projects.</li> <li>• Competence in project management, and the ability to coordinate technical policy development processes.</li> <li>• Prior experience of working on projects would be useful, but excellent organisational skills are essential.</li> <li>• Ability to manage time and prioritise urgent and essential tasks, to ensure meeting tight deadlines</li> <li>• Evidence of ability to operate and get results in a very busy environment with several tasks competing for priority – willingness to “go the extra mile”.</li> </ul>
<b>Communications</b>	<ul style="list-style-type: none"> <li>• Excellent Bahasa Indonesia and English written and spoken communication skills that</li> </ul>

	<p>can be tailored to suit a diverse range of audiences, including senior people in business and government.</p> <ul style="list-style-type: none"> <li>• Demonstrated excellence in selling an idea or concept and winning support.</li> <li>• Confident spoken communication skills, including delivering effective presentations to diverse audiences.</li> <li>• Excellent ability to manage internal and external relationships.</li> <li>• Initiative to engage directly with stakeholders, as appropriate, and judgement to involve relevant senior staff when conversations approach more sensitive issues.</li> <li>• Some experience of preparing and delivering presentations and reports would be an advantage.</li> </ul>
<b>Personal attributes</b>	<ul style="list-style-type: none"> <li>• Strong work ethic, enthusiastic nature, ability to take initiative when appropriate and with excellent attention to detail.</li> <li>• Able to work on own, when necessary, but equally at home working as part of a team; likes using own initiative within agreed boundaries.</li> <li>• Confident, with ability to develop effective working relationships with people at all levels within the MSC, and its external stakeholders.</li> <li>• Able to demonstrate problem-solving skills.</li> <li>• A quick learner, happy to learn by doing with support from more experienced members of the team</li> <li>• Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, when appropriate, in pursuit of the MSC's mission and vision.</li> <li>• Empathy and interest in the MSC's mission and objectives.</li> <li>• Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC program.</li> </ul>
<b>Circumstances</b>	<ul style="list-style-type: none"> <li>• Weekend work and regular domestic and international travel may be required.</li> </ul>

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