### Marine Stewardship Council International

#### Job Description

<table>
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<tr>
<th>Post: Head of Licensing</th>
<th>Department/Region: Corporate Services/Licensing</th>
<th>Location: London, UK</th>
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**Purpose of post:**

To provide strategic management and oversight of the MSCI’s licensing operations and Licensing team, the key purpose of which include:

- **Legal obligations:** Contracts in place for use of trademark and the conditions followed;
- **Reputational risk:** Ensuring the ecolabel and claim is being used according to our rules;
- **Policy Development:** Ensuring licensing issues and requirements are considered and embedded within policy development across the different programs within the MSC group;
- **The team’s core responsibilities include** control use of ecolabel, trademark registration, data entry, income generation and customer service.

#### Line Relationships

**Responsible to:**

Finance Director

**Responsible for:**

Label Licensing Managers

#### Key Work Relationships

**Internal:**

- Executive Committee
- Technology and Data Director
- Head of IT Operations
- Supply Chain Standards Director
- Head of Supply Chain Development
- Program Development team
- Regional Directors
- Senior Internal Communications & Engagement Manager
- Senior Learning & Development Manager

**External:**

- Legal advisers (Beachcroft, Bird and Bird)
- ASC
- Licence holders

#### Authority Limits

- Level 6 post
- Financial delegations in accordance with Financial Handbook
<table>
<thead>
<tr>
<th>Contractual Terms (UK)</th>
<th>Benefits (UK)</th>
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<tbody>
<tr>
<td><strong>Contract type:</strong></td>
<td><strong>Annual leave:</strong> 25 days</td>
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<tr>
<td>Permanent</td>
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<tr>
<td><strong>Probation:</strong></td>
<td><strong>Pension:</strong> After 3 months, 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>6 months</td>
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<tr>
<td><strong>Notice:</strong></td>
<td><strong>Other benefits:</strong> 4x death in service insurance</td>
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<td>3 months</td>
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<tr>
<td><strong>Working hours:</strong></td>
<td><strong>Working time</strong> Monday – Friday; 09:00 – 17:00</td>
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<td>35 per week</td>
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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

Leadership

The Head of Licensing role encompasses three critical leadership areas:

- **MSCI Licensing expert – internal facing**
  - Represent the Licensing team on various internal committees and working groups (e.g. Market Strategy Working Group), bringing a strategic vision and acting as the trusted adviser and technical expert to the MSC group in relation to all aspects of Licensing operations: licence contracts, approval of trademark use, trademark registration, licence holders’ sales reports, invoicing, process management, Licensing information systems and data.

- **MSCI Licensing expert – external facing**
  - Represent the MSC group externally in terms of MSCI’s licensing approach & systems. This will involve not only engagement with current and potential supply chain license holders, but potentially with a wider group of MSC stakeholders at various different fora (i.e. Seafood Expositions) and meetings with NGO organisations (ASC, WWF, Fairtrade, etc)

- **Licensing Team management**
  - Lead the development and delivery of core Licensing services in a professional and efficient manner. Lead and manage the Label Licensing Managers (and indirectly the Label Licensing Senior Officers and Label Licensing Officers), ensuring the continuous professional development of the team, and creating a working culture that is open and responsive to change. Manage work priorities for the team, keeping workloads under review and undertaking quarterly performance reviews of direct reports. Plan and coordinate Licensing team strategy days (at least annually). Oversee licensing recruitment.

**To deliver leadership excellence the post holder will need to:**

- Ensure effective communication and relationships with other teams which work closely alongside Label Licensing, including IT, Finance, Program Development, Commercial outreach, Marketing and Standards;
- Encourage and actively engage in positive and appropriate communication with staff at all levels, both individually and collectively;
- Seek, listen and respond to the feedback and suggestions of staff in relation to Licensing operations;
- Champion equality, diversity and inclusion in all aspects of service delivery and people management.

Policy Development/Compliance

- Develop, update and maintain policies and procedures for all areas of Licensing and trademark registration, ensuring relevance for all jurisdictions in which the MSCI operates and compliance as legislations changes. This includes compliance with ISEAL, GSSI and other schemes to which the MSC group adheres;
- Work with the Senior Internal Communications & Engagement and Senior Learning & Development Managers to communicate these policies to all staff, including training, as appropriate;
- Ensure all licence agreement templates are compliant with relevant legislation and legal needs for the MSCI.

Continuous Improvement

MSC continues to change and evolve. The Head of Licensing role will need to ensure Label Licensing policies, procedures and systems remain fit for purpose. This will include:
• Supporting policy development initiatives in other areas of the charity (i.e. Science & Standards, Program Outreach) and with the ASC by ensuring that the Label Licensing team has policies and systems that are able to support such policy developments;
• Identify and instigate policy development on behalf of the Label Licensing team, executing and communicating those developments;
• Research and implement process efficiency savings for Label Licensing (via policy alteration or digital platform development);
• Direction, development and oversight of the misuse and infringement program, but also extending to consideration of how label licensing can test / audit the accuracy of sales declarations that have been submitted.

Service delivery
• Direction and oversight of the licensing services provided on behalf of the MSCI e.g. ensuring agreed turnaround time on queries and requests to the team are met; specifics on the service delivered to MSCI licence holders in conjunction with the MSC commercial staff are captured in the Licensing remit for outreach support document;
• Oversight of the licensing services provided on behalf of the ASC as per the ASC’s instructions. Responsibilities for this role are almost all applicable to the ASC trademark and licensing services as well. Specifics on the service delivered to ASC licence holders on their behalf are captured in the ASC Logo Licensing Services Overview and Responsibilities document;
• Adviser to ASC on the efficient delivery of their Label Licensing program.

Marketing and trademark registration
• Be deeply involved in any evolution or creation of new MSC group marketing assets for the purpose of marks representing MSC certification e.g. Ecolabel;
• Manage the relationship with legal advisers in relation to licence agreements and trademark registration;
• Develop and maintain an understanding of global TM framework in order to inform strategy and be the in-house point person for trademark and licensing advice.

Data Owner
• Act as the data owner of Licensing data and be aware of the key importance of the data the licensing team collect on behalf of the MSC in terms of its business intelligence capabilities;
• ensure quality data is collected in terms of its completeness and accuracy;
• As a data owner, attend the meetings of MSC’s Data Council.

General
• Work with the Finance Director on a range of Licensing, income generation and trademark projects and other initiatives, as required;
• Lead/contribute to other aspects of the MSCI’s day-to-day Licensing, income generation and trademark registration operations when required and undertake any other tasks as requested;
• Responsible for ensuring adoption of all enterprise digital tools employed by the Licensing team; ensuring tools meet the ongoing needs of the Licensing team through effective engagement with digital and IT teams;
• Develop and oversee the Licensing budget in consultation with the Finance Director;
• Contribute actively as a member of the Corporate Services Management team.
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 group Equality & Diversity and Health & Safety policies.

Person Specification

Required Attributes

Technical Skills, Qualifications & Experience

- Degree level or equivalent work experience in a legal/licensing supply chain management discipline e.g. contract and/or trademark law or policy etc
- Experience of working at senior level in a multi-stakeholder organisation
- A good working knowledge of sustainable development, especially as it relates to fisheries and the food sector
- Experience managing customer orientated and process operations for the purpose of oversight of a certification scheme and/or experience in marketing
- Demonstrated experience in financial management, including developing budgets and monitoring expenditure for a diverse range of projects
- Well-developed IT skills, including the use of standard software packages (MS SharePoint, Word, Excel, PowerPoint, Outlook and Adobe Acrobat).

Relationship Management

- Demonstrated experience with meeting and/or work-group organisation and facilitation
- Demonstrable understanding of, and affinity for, stakeholder-engaged processes operated by the MSC group
- Evidence of an ability to successfully manage relationships with colleagues, stakeholders and collaborators, with a people-centred approach to work
- Experience of leading and collaborating with teams of staff from mixed backgrounds and with geographically and culturally diverse members
- Ability to work effectively with indirect reports to deliver against tight targets is essential.

Organisational and Management

- Demonstrated experience of project management delivery, with excellent project/program management, work planning, personal organisation and time management skills
- Ability to exercise sound judgement and demonstrate initiative to accomplish assigned tasks
- Ability to align priorities against the objectives of the MSC in order to contribute to the mission and vision of the organisation
- Versatility to combine self-management and self-support when working alone with productive team membership.

**Communications**
- Demonstrated excellence in written and spoken communications in English with an ability to develop and deliver presentations that can be tailored to suit a diverse range of people
- Able to communicate complex issues in a clear manner to a wide variety of audiences across diverse channels.

**Personal attributes**
- Previous experience of staff motivation and management, with ability to foster a positive can-do mind-set amongst staff in the team
- Gravitas and confidence to gain the credibility and respect of staff at all levels of the MSC, as well as external partners and stakeholders
- Excellent judgement and creative abilities, including influencing, negotiating and problem-solving skills; ability to make decisions in a rapidly changing environment
- Cultural awareness and sensitivity to the diversity of views and approaches to issues relevant to the MSC program held by global stakeholders
- 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 and for the role of market-based eco-labelling programs and willing to champion such initiatives.

**Circumstances**
- Weekend work and regular domestic and international travel may be required

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**Job Description Agreement**

Chief Operating Officer’s Signature:  
Date: 

Job Holder’s Signature:  
Date: