



Job Description

Post: Regional Director, Northern Europe

Department/Region: Outreach

Location: North European MSC Office

Purpose of post:

Reporting to the Chief Program Officer the post holder will lead in delivering the MSC’s overarching aims and objectives in Northern Europe. They will also contribute to the MSC’s global policy, strategy and organisational development.

The post holder will oversee the outreach programmes to fisheries, processors, retailers and foodservice, media and NGO operators in the UK, Germany/Switzerland/Austria (DACH), Benelux, Scandinavia, North East Atlantic, and Poland/Central Europe and other North European countries as required. It will oversee our engagement with the European Union as well. Managing the country teams in these countries (as well as consultants elsewhere), the North European Director will promote a high-performance culture that values delivery, learning, innovation, collaboration, evaluation and reporting.

The post holder will be an advocate of MSC’s mission and passionate about its core purpose and values. S/he will manage the key relationships with external stakeholder audiences and clients as appropriate, representing the MSC externally and as a spokesperson. The North European Director will therefore require an aptitude and interest in understanding and communicating complex scientific, political and commercial information, and working alongside the Program Directors, be able to manage disparate stakeholders within the relevant countries of operation.

MSC is a fast-paced environment and the post holder must be adept at managing multiple priorities while delivering excellent results.

Line Relationships

Key Work Relationships

Authority Limits

Responsible to:

- Chief Program Officer

Responsible for:

- Northern Europe:

Internal:

- Southern European & AMESA Director
- Other Program Directors
- Program Development Director
- Head of Market Operations
- Head of eNGOs/government engagement
- Head of Stakeholder Engagement
- Science & Standards teams

- Level 7 post
- Financial delegations in accordance with Financial Handbook

<p>UK, Germany/Switzerland/Austria, Benelux, Scandinavia, North East Atlantic, and Poland/Central Europe</p>	<ul style="list-style-type: none"> • Corporate Services teams • Global Communications & Marketing team <p>External:</p> <ul style="list-style-type: none"> • Key account partners, including eNGOs • Government agencies & funders 	
Contractual Terms	Benefits	
<p>Contractual terms and benefits are dependent on country location of the post holder.</p>		
<p>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 will be required. No overtime is payable, however under certain circumstances Time off In Lieu is granted.</p>		

Key Responsibilities

The work of the Regional Director, Northern Europe is linked to the MSC's strategic objectives of:

- Recognising and rewarding sustainable fisheries and incentivising improvement globally
- Ensuring MSC certifications are highly credible and reflect global best practice
- Cultivating and expanding sustainable seafood markets
- Building public awareness and support and demonstrating science and impact
- Enabling and resourcing a high performing global organisation.

To contribute to these objectives, further defined in the regional targets, the post holder will perform the following functions either directly or through coordination/leadership of internal teams:

Strategic

- Contribute to policy development and the strategic course of the MSC organisation, as a member of the Senior Programme Development team.
- Provide advice and suggestions for strengthening and streamlining the MSC assessments and procedures through briefings, submissions and reports to MSC colleagues.

Operational & Management

- In line with the MSC's Integrated Strategic Plan (ISP), develop and deliver key operational targets and country plans for the MSC in Northern Europe.
- Review and as appropriate develop annual country plans in accordance with the ISP in the Northern Europe region. Monitor and report on progress against these plans.
- Lead, motivate and manage Northern Europe outreach teams, ensuring that each has the appropriate structure and resourcing. Manage the use of consultants as necessary. Ensure the team works effectively and efficiently on projects, prioritising work appropriately.
- Undertake operational activity in relation to the specific skillset of the post holder and experience (commercial, fisheries or communications).
- Responsible for adoption of all enterprise digital tools within teams; ensure that these tools meet the ongoing needs of the teams through effective engagement with digital and IT teams.
- Negotiate, agree and sign contracts on MSC's behalf as required, and in line with appropriate financial delegation limits. Manage team and project budgets and expenditure, in line with financial delegations.

External Representation, Communication & Relationships

- Promote the role, credibility and value of the MSC's fishery certification system to Northern Europe stakeholders, including those in the fisheries sector, commercial markets, governments, research organisations, environmental groups and other relevant agencies.
- Promote the MSC logo/brand and programme with commercial stakeholders in the selected markets across the seafood supply chain, beginning with the seafood processing industry and ending with the consumer.
- Understand and address (where possible) local external stakeholders' interests and concerns, and communicate these, as appropriate, internally.
- Represent the MSC externally as an ambassador and spokesperson on relevant issues, including undertaking media interviews, speaking at conferences, seafood shows and other events.

- Promote communication, fundraising and visibility opportunities for the MSC Executive Committee, Stakeholder Advisory Council, and Board of Trustees, in region, wherever possible and appropriate.

Internal Relationships

- Engage at a high level with other senior managers in the MSC, promoting good coordination and information to ensure that the work of the team is known, and it responds rapidly and effectively to feedback from other MSC departments and externals.
- Work with the Chief Program Officer and the Chief Operating Officer to ensure appropriate staff capacity and performance is developed in the team.
- With the support of the Chief Operating Officer, ensure compliance with local, relevant legislation.
- Work closely with the Chief Communications Officer in relation to regional marketing and communications priorities and deliverables.
- Provide support to MSC’s International Development Director in generating funds in support of regional projects, as appropriate.
- Work closely with the Accessibility team to ensure a consistent and coherent outreach approach in developing countries.
- Collaborate with other teams and senior managers as required.

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 or equivalent experience in marketing or international business; or degree or post-graduate degree or equivalent experience in fisheries or marine conservation biology, or fisheries, natural resources or environmental management
- Demonstrated knowledge of fisheries and resource sustainability issues, particularly as they relate to wild capture fisheries and of the seafood industry in Northern Europe
- 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. Knowledge of the role of ecolabelling an advantage
- Demonstrated experience of project management and delivery
- Demonstrated experience in financial management, including developing budgets and monitoring expenditure for a diverse range of projects

	<ul style="list-style-type: none"> • 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 desirable.
2. Relationship Management	<ul style="list-style-type: none"> • Evidence of an ability to represent an organisation as an ambassador and negotiator in an international arena including with business, government, science and the non-profit organisations. Demonstrated high level of ability to manage internal and external relationships • Experience working with stakeholders and other external parties, preferably in the fishery and commercial sector with a demonstrable understanding of and affinity for the stakeholder-engaged processes operated by the MSC • Evidence of experience of successfully managing relationships with colleagues, stakeholders and collaborators, and a people-centred approach to work is essential • Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC programme.
3. Leadership & Staff Management	<ul style="list-style-type: none"> • Demonstrated excellence in leading, managing and motivating teams with technically-specialist, and geographically and culturally diverse members • Proven significant experience in leading project/matrix staff who do not report directly to ensure effective operational or project delivery • Demonstrated experience in meeting and/or work-group organisation and facilitation • Ability to horizon-scan and identify threats to the reputation and credibility of the MSC, develop research and set up internal systems to respond pro-actively to these threats.
4. Communications	<ul style="list-style-type: none"> • Demonstrated excellence in written and spoken communication in English • Written and spoken fluency in at least one other relevant second language desirable, but not essential • Presentation skills that can be tailored to suit a diverse range of people; and ability to represent the MSC at external events, including speaking at conferences and media interviews.
5. Personal Attributes	<ul style="list-style-type: none"> • 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 • 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. Empathy for the role of market-based eco-labelling programmes and be willing to champion such initiatives.
5. Circumstances	<ul style="list-style-type: none"> • Weekend work and regular domestic and international travel may be required.

Job Description Agreement

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