Marine Stewardship Council

Job Description

**Post:** Senior Commercial Outreach Officer, Belgium  
**Department/Region:** Europe, Benelux  
**Location:** Antwerp, Belgium

**Purpose of post:**

To work closely with the Senior Commercial Manager in Belgium promoting the MSC mission, contributing to the delivery of the MSC strategy in the Benelux region aimed at maintaining and enhancing commercial partner and stakeholder engagement. With the Marketing Manager and the Digital Communications Manager, Benelux, support the delivery of marketing and communications and develop media and relevant events for the Belgian Fisheries sector aimed at stimulating market demand for the program.

**Line Relationships**  
**Key Work Relationships**

- **Responsible to:**  
  Senior Commercial Manager, Belgium

- **Responsible for:**  
  N/A

- **Internal:**
  - Commercial Outreach team, Belgium
  - Marketing, Communications and Digital team, Benelux
  - Outreach team Benelux
  - European Commercial Outreach

- **External:**
  - Belgian commercial and non-commercial stakeholders
  - Creative agencies

**Authority Limits**

- Level 3 post
- Financial delegations in accordance with Financial Handbook

**Contractual Terms (Belgium)**

- **Contract type:** Fixed term, 12 months
- **Annual leave:** 25 days (pro rata where necessary)
- **Probation:** 1 month
- **Pension:** On completion of probationary period.
- **Notice:** 2 months
- **Other benefits:** 4x Death in service insurance
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<th><strong>Working hours:</strong></th>
<th>Full time (38 hours a week, over 5 days)</th>
<th><strong>Working time</strong></th>
<th>Monday to Friday</th>
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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

- Support the Belgian Senior Commercial Manager with outreach to Belgian commercial and non-commercial partners, i.e. promoting and explaining the MSC concept and certification program to current and potential partners, building and maintaining relationships, discussing product assortments, new product launches and supply chain queries. This includes:
  - Support with the preparation of, and during, meetings with Belgian seafood processors and distributors. Follow up Minutes from the meetings and complete agreed actions as required.
  - Contact and collaborate with non-commercial partners such as CSR platforms, NGOs, government, and educational institutes.
  - Carry out market analysis and data processing for Belgian seafood consumption market, as required.

- Support the Marketing Manager and the Digital Communications Manager, Benelux with outreach to Belgian commercial and non-commercial partners, i.e. commercial account management, marketing and communication related initiatives organized by the MSC. This includes:
  - Inform partners of events and initiatives via email and phone.
  - Support with the preparation of, and during, meetings and be responsible for following up with Minutes from the meetings, and completing agreed actions, as required.
  - Develop, in collaboration with the Marketing Manager, communication and marketing assets customized for the Belgian market.
  - Provide support, as required, when working with creative agencies.

- Any other duties, as requested by the Senior Commercial Manager, the Marketing Manager and the Digital Communications Manager, Benelux.

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 and Diversity and Health and Safety policies.

Person Specification

Required Attributes

Technical Skills, Qualifications & Experience

- Educated to degree level or with equivalent experience in (food) supply chain management, environmental management, bioeconomy, marketing or corporate communications.
- Knowledge of sustainability issues and responsible sourcing strategy, as in third-party certification schemes and the role of eco-labelling is desirable.
- Experience in event organisation and management is an advantage.
- Driving license category B vehicles is essential.
| Stakeholder Oriented | Well-developed IT skills, including confident use of MS Office standard software packages ((MS SharePoint, Word, Excel, PowerPoint, Outlook and Adobe Acrobat).

- Ability to build, develop and manage effective relationships with partner organisations and with people at all levels within, and outside, the MSC.
- Strong focus on delivery of excellent customer service (including a commercial orientated attitude).

| Organisational and Management | Project management experience with proven organisational skills; the ability to meet tight deadlines and manage multiple projects.
- Ability to exercise sound judgement and demonstrate initiative to accomplish assigned tasks.
- Confidence, and ability to gain credibility with, and the respect of, staff at all levels of the MSC.
- Evidence of ability to operate and get results in a busy environment with several tasks competing for priority – willingness to “go the extra mile”.

| Communications | Fluent in written and verbal communication in Dutch and French and proficient in English.
- Experience delivering communications focused on environmental and sustainability issues an advantage.
- Knowledge and understanding of (Social) Media monitoring and press relations is an advantage.
- Initiative to engage directly with stakeholders and judgement to involve relevant senior staff when conversations approach more sensitive issues.

| Personal attributes | Strong work ethic, enthusiastic nature, ability to take initiative when appropriate and excellent attention to detail.
- Ability to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures.
- Ability to work with people at all levels, motivate others and influence change on people’s attitudes when necessary.
- Ability to combine self-management when working alone with productive team membership.
- Able to demonstrate influencing, negotiating and problem-solving skills.
- Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC its staff and its work.
- Willingness and enthusiasm to contribute to MSC-wide responsibilities and development, where appropriate, in pursuit of the MSC’s mission and vision.

| Circumstances | Weekend work and regular domestic and international travel may be required.
- May have to represent the MSC at events, mainly between April and September, but this may be required at other times.
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