**Marine Stewardship Council**

**Job Description**

**Post**: Program Director, Canada  
**Department/Region**: Commercial - Outreach  
**Location**: Canada

**Purpose of post:**
Reporting directly to the Regional Director, America’s, the post holder will lead on delivering the MSC’s overarching aims and objectives in Canada. They will oversee the outreach programmes to fisheries, processors, retailers and foodservice operators, and manage the key relationships with these stakeholder audiences and clients, and will contribute to the MSC’s policy and strategy development. You’ll be our spokesperson in Canada.

**Line Relationships**

<table>
<thead>
<tr>
<th>Responsible to:</th>
<th>Key Work Relationships</th>
<th>Authority Limits</th>
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</thead>
</table>
| Regional Director, Americas Region | Internal:  
• Other Program Directors  
• Global Commercial Director  
• Head of Market Operations  
• Science & Standards teams  
• Corporate Services teams  
• Global Communications & Marketing team  
**External:**  
• Key account partners, including eNGOs  
• Government agencies & funders | **Level 6B post**  
• Financial delegations in accordance with Financial Handbook |

| Responsible for: |  |
|-----------------|-----------------
| Canada team | |

**Contractual Terms (Canada)**

<table>
<thead>
<tr>
<th>Contract type:</th>
<th>Permanent</th>
<th>Annual leave:</th>
<th>25 days</th>
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<tbody>
<tr>
<td>Probation:</td>
<td>6 months</td>
<td>Pension:</td>
<td>Matching contribution to an RRSP within a specified limit</td>
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<tr>
<td>Notice:</td>
<td>3 months</td>
<td>Other benefits:</td>
<td>Enhanced Health Care (EHC), dental, long-term disability and Life +AD&amp;D insurance benefit program, after a waiting period</td>
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<tr>
<td>Working hours:</td>
<td>40 per week</td>
<td>Working time</td>
<td>Monday – Friday; 08:00 – 17:00</td>
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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 may be required occasionally. No overtime is payable, however under certain circumstances Time off In Lieu is granted.
Key Responsibilities

The work of the Program Director, Canada, is linked to the MSC’s Strategic Objectives:

- Recognising and rewarding sustainable fisheries and incentivizing 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 impacts
- Enabling and resourcing a high performing global organisation.

To achieve 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 & Operational**

- In line with the MSC’s Integrated Strategic Plan (ISP), develop and deliver key operational targets for the MSC in Canada.
- Promote the role, credibility and value of the MSC’s fishery certification system to Canada stakeholders, including those in the fisheries sector, commercial markets, governments, research organisations, environmental groups and other relevant agencies.
- Develop annual work plans in accordance with the ISP; manage Canada team capacity accordingly and report on progress against these agreed work plans.
- Promote the MSC logo/brand and programme with commercial stakeholders in the Canada market across the seafood supply chain, beginning with the seafood processing industry and ending with the consumer.
- Provide oral and written advice and suggestions for strengthening and streamlining the MSC assessments and procedures through briefings, submissions and reports to the MSC staff.
- Contribute to policy development and the strategic course of the MSC organisation.
- Undertake operational activity in relation to their individual skills and experience (commercial, fisheries or communications).
- Promote communication, fundraising and visibility opportunities for the MSC executive committee, Corporate Strategy Group and Board of Trustees, wherever possible.

**Internal Relationships & Management**

- Lead and manage the Canada team, ensuring that it 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.
- Review the quality of outputs from the team.
- 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 Regional Director and the Finance and HR teams of the Corporate Services team to ensure appropriate staff capacity and performance in the team and working budget / financial resources for the work plan.
- Provide support to MSC’s International Fundraising Director in generating funds in support of Canada, the MSC organisation at large or other projects, as appropriate.
- Work with the Corporate Services team to ensure statutory / legal / customary compliance, as appropriate, for MSC’s operations within Canada; this includes compliance with health and safety policies, data protection and MSC’s data security policies.
- Responsible for adoption of all enterprise digital tools employed by Canada team; ensure that these tools meet the ongoing needs of the team through effective engagement with digital and IT teams.
- Collaborate with other teams and senior managers as required.
- Manage team and project budgets and expenditure, in line with financial delegations.
- Oversee day to day operation and facilities of Canada office.

**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.

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**Person Specification**

**Required Attributes**

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<tr>
<th>Technical Skills, Qualifications &amp; Experience</th>
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<tr>
<td>• Post-graduate degree or equivalent in marketing or international business; or degree or post-graduate degree or equivalent in fisheries or marine conservation biology, or fisheries, natural resources or environmental management.</td>
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<tr>
<td>• Demonstrated knowledge of fisheries and resource sustainability issues, particularly as they relate to wild capture fisheries and of the Canada seafood industry.</td>
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<td>• Experience of working at senior level in a multi-stakeholder organisation.</td>
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<tr>
<td>• A good working knowledge of sustainable development, especially as it relates to fisheries and the food sector.</td>
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<td>• 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.</td>
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<td>• Demonstrated experience of project management delivery.</td>
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<td>• Demonstrated experience in financial management, including developing budgets and monitoring expenditure for a diverse range of projects.</td>
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<tr>
<td>• Well-developed IT skills, including the use of standard software packages including MS Office and Adobe Acrobat.</td>
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<td>• Knowledge of the role of ecolabelling.</td>
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<tr>
<th>Relationship Management</th>
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<td>• Demonstrated experience with meeting and/or work-group organisation and facilitation.</td>
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<td>• 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, and cultural awareness and sensitivity to the diversity of views and approaches to issues relevant to the MSC program held by global stakeholders.</td>
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<td>• Evidence of an ability to successfully manage relationships with colleagues, stakeholders and collaborators, with a people-centred approach to work.</td>
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- Proven significant experience in building, mentoring, and coaching project/matrix teams of staff with mixed backgrounds and experience and with geographically and culturally diverse members, working effectively with indirect reports to deliver against tight targets is essential.
- Responsible for adoption of all enterprise digital tools employed by the team; ensure tools meet ongoing needs of the Canada team through effective engagement with digital and IT teams.

**Communications**
- Demonstrated excellence in written and spoken communications in English, and presentation skills that can be tailored to suit a diverse range of people.
- Ability to represent the MSC at external events, including speaking at conferences and media interviews.
- Ability to work and communicate effectively with others, especially in the context of coordinating the team and communications and outreach activities in Canada.

**Personal Attributes**
- Previous experience of staff motivation and management, with ability to foster a positive can-do mind-set amongst staff in the Canada office.
- Gravitas and confidence to gain the credibility and respect of staff at all levels of the MSC, as well as external partners and stakeholders.
- Ability to horizon scan and identify threats to the reputation and credibility of the MSC and respond appropriately.
- 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.
- Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC programme.
- Empathy and interest in the MSC’s mission and objectives and for the role of market-based eco-labelling programmes 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:

Post holder’s Signature:  
Date: