



Job Description

Commercial Manager, Sweden

Location:	MSC's Stockholm Office
Working languages:	Swedish and English
Reports to:	Senior Commercial Manager, Scandinavia and the Baltic Sea Region
Responsible for:	There is no line management responsibility at present
Salary and benefits:	Commensurate with appropriate salary level. The MSC offers a contributory pension scheme and a Death in Service insurance benefit equal to four times annual salary. Employees that successfully complete the probation period are entitled to join the MSC pension scheme.
Working hours:	40 hours a week, Monday to Friday. The MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs. Weekend work may be required periodically and international travel is a regular feature of the job. No overtime is payable however, under certain circumstances, Time Off in Lieu is granted.
Type of employment:	Permanent contract with a probationary period of six months
Holiday:	30 days per annum, plus statutory holidays. There is a discretionary carry over entitlement of up to a maximum of five days per annum.
Equal opportunities:	The MSC strives to be an equal opportunities employer and commitment to this process is expected.
Date Written:	August 2017

Full details of Conditions of Employment are set out in the MSC Employment Contract, the main features of which are standard to all staff.

A. JOB SUMMARY

MSC Background

The Marine Stewardship Council (MSC) is a global not for profit organisation, established in 1997 to address the problem of unsustainable fishing and to ensure healthy oceans for the future.

Our mission is to use our ecolabel and fishery certification program to contribute to the health of the world's oceans by recognising and rewarding sustainable fishing practices, influencing the choices people make when buying seafood, and working with our partners to transform the seafood market on to a sustainable basis.

About the role

The Commercial Manager for Sweden will report to the Senior Commercial Manager for Scandinavia and the Baltic Sea Region and will be responsible for developing, implementing, managing and tracking the commercial outreach program in Sweden. To be successful in this role you will promote the MSC program and increase support for the MSC across a broad range of interest groups. Outreach activities will focus on retailers, foodservice operators, restaurants, specialty seafood distributors and relevant associations. The post holder will carry out outreach to these businesses and organisations with the aim of increasing support for, and participation in, the MSC programme.

Outreach involves relationship building and maintaining, promoting and explaining the MSC concept and certification programme to potential partners, pitching MSC-related marketing and promotional activities to partner companies, and supporting the development of relevant MSC publications, etc.

In carrying out their role, the Commercial Manager will work in collaboration with the Senior Commercial Manager and the Program Director, the various team members based in the Region and other members of the wider MSC commercial team to deliver a consistent approach to the market sectors in Sweden.

The post holder will also work strategically with the Communications Manager in promoting the MSC and its partners to raise awareness with the public in Sweden through joint marketing campaigns.

The Commercial Manager will research and provide market data and insight for analysis and internal reporting, and other purposes. Assisting the MSC's Standards department, the post holder will provide input to relevant work streams and projects to further the MSC's Chain of Custody standard. Ultimately, the post strives to increase the supply of MSC labelled sustainable seafood choices in Sweden.

There is some administrative support available but the post holder should expect to be self-servicing regarding booking of tickets, planning trips etc. Outreach travel in Sweden is a regular feature of the job and to a lesser extent to the head office in London.

B. RESPONSIBILITIES (Key Results and Outcomes)

The work of the Commercial Manager is linked to MSC's overarching objectives of:

- *Ensuring the credibility of the MSC*
- *Getting certified product to market*
- *Maintaining and building strategic relationships with the MSC's stakeholders*
- *Increasing awareness of the MSC*
- *Maintaining quality internal systems and processes*
- *Ensuring financial security and sustainability of the MSC*

Specific responsibilities include:

- Further develop and maintain relationships with retailers, foodservice companies and sea food suppliers to increase knowledge of the environmental impact of unsustainable fishing in the commercial sector in Sweden
- Promote the role and value of the MSC's certification system to commercial stakeholders , with the aim of growing the use of the system in Sweden
- Develop and strengthen relations with commercial stakeholders to increase the uptake of the MSC programme with supply chain partners thus increasing sales of MSC-certified and labelled products and raising consumer awareness in Sweden
- Assist in identifying and developing potential new commercial partners in Sweden and assist them in obtaining and maintaining the MSC Chain of custody Standard
- Work with retail and food service partners to leverage increased consumer awareness of the MSC
- Represent the MSC at targeted industry and trade functions
- Work in line with the MSC's global commercial strategy and support the Senior Commercial Manager in the region in strategy development by mapping product flows and supply relations, feeding into internal consultation processes and participating in relevant internal working groups
- Synthesising and editing information and conducting research, such as retailer ranking
- Develop training and promotional materials for commercial partners and host meetings/workshops for relevant audiences
- Develop promotional materials and contribute to website and social media content related to commercial activities
- Liaise with other departments of the MSC to ensure an integrated approach to certification, marketing and outreach and report progress against agreed work plans and quarterly reports
- Provide oral and written advice through briefings, submissions and reports to MSC staff as appropriate
- Undertake any other responsibilities assigned by the Program Director or Senior Commercial Manager.

C. PERSON SPECIFICATION

Commercial/Technical

- Post-graduate degree, or equivalent, and relevant working experience with supply chain, the food or seafood business, marketing, fisheries or international business.
- Demonstrable knowledge of fisheries and resource sustainability issues, particularly as they relate to wild capture fisheries and/or the seafood industry.
- Extensive knowledge of the Sweden retail and foodservice market, global supply chains, with seafood knowledge desirable

- Experience in development and implementation of promotion and merchandising
- Knowledge of third party certification schemes and the role of eco-labelling would be an advantage.
- Proficient computer skills, including confident use of MS Office products (SharePoint, Word, Excel, PowerPoint, Outlook).

Stakeholder Oriented

- Proven track record of successfully managing relationships with stakeholders from different backgrounds, collaborators and colleagues with a people-centred approach to business and work essential–
- Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC, its staff and its work.

Communication

- Native Swedish speaker and fluent in both written and spoken Swedish and English.
- Demonstrated excellence in spoken communication skills with a diverse range of people, including senior people in business and the public sector
- Ability to analyse information and report concisely
- Ability to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures
- Demonstrated excellence in selling an idea or concept and winning support, as well as in preparing and delivering presentations

Organisational and Personal Attributes

- Strong personal and work ethics with ability to work unsupervised; must be self-motivated.
- Excellent judgement and creative abilities, including influencing, negotiating and problem solving skills, and 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.
- Excellent organisational and work planning skills, demonstrating high productivity and ability to manage competing work priorities.
- Proven track record of project development and management with excellent 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.
- Able to travel on a regular basis, to work effectively whilst travelling and to work irregular hours when necessary.
- Empathy and interest in the MSC's mission and objectives.

F. JOB DESCRIPTION AGREEMENT

Job Holder's Signature:	Date:
Corporate Services Director's Signature:	Date:

ORGANISATONAL CHART

