



## **Fisheries Manager – Mexico, Central America, Caribbean, Gulf of Mexico**

- Location:** Staff will work from home office. Flexible within assigned area, but must be within an hour of major airport in area of responsibility. Preferred location is in Mexico; other locations will be considered.
- Reports to:** Senior Fisheries Manager - USA
- Responsible for:** The **Fisheries Manager** will report to the Senior Fisheries Manager – USA; and deliver the MSC's fisheries program in **Mexico, Central America, the Caribbean, and possibly the Gulf of Mexico**, and will provide support for commercial and communications work in the area.
- Salary and benefits:** Competitive salary, dependent upon experience plus benefits.
- Working hours:** Fulltime. The MSC supports flexible working, so the pattern of hours may vary according to operational and personal needs. Weekend work may be required periodically. Extensive travel throughout the region is a regular feature of the job, and occasional more distant travel, may be required. No overtime is payable.
- Contract:** Full-time Exempt Basis
- Holiday:** 25 days per annum, plus government holidays based on the country in which the position is located. 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:** 26 October 2014

The MSC does not allow smoking within any of its offices.

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**

The Marine Stewardship Council (MSC) works to safeguard the world's seafood supply by promoting the best environmental choice, and is recognized internationally as a ground-breaking and credible solution to the serious environmental problem of overfishing.

The Fisheries Manager will help to maintain and increase the support for the program across a broad range of interest groups including: fisheries and primary processors, fisheries management agencies, government representatives and partners in the NGO community. Work will include developing background research and analysis, understanding target fisheries and commercial linkages within those fisheries, building relationships and support for use of the MSC program throughout the fishery, making presentations as needed, and coordination with MSC commercial program to move certified products to market. The position promotes the MSC concept and certification program to potential clients, seeks leverage to encourage fisheries to move ahead within the program, and supports clients as needed both during the MSC fishery assessment process and following fishery certification. Specifically the Fisheries Manager, will:

- Promote the role and value of the MSC's fishery certification program to priority regional stakeholders, including those in the fisheries and seafood business sectors, fisheries management agencies, governments, research organizations, environment groups, and other relevant stakeholders.
- Have responsibility for outreach and support to a suite of fisheries that are located in Mexico, Central America, the Caribbean, and possibly the Gulf of Mexico. This will include working with each fishery from initial discussions through each stage of involvement in the MSC's fisheries program. The Fisheries Manager will be the primary point of contact and assistance to encourage each fishery to enter the MSC program and to work with those clients during each step of the process: pre-assessment, full-assessment and post-certification, if the fishery becomes certified.
- Work with fisheries and organizations that are engaged in Fishery Improvement Projects to support those fisheries and encourage the use of MSC developed tools such as the MSC Benchmarking Tool.
- Understand relevant commercial details about targeted fisheries, such as: product forms, supply chains, markets, key commercial supporters, and be able to use that understanding to inform priorities and create leverage to move fisheries to either become certified or make improvements.
- Provide MSC's commercial team with accurate commercial and marketing information about each fishery in the program. To work with the commercial team to understand key buyer interest and use that interest to drive certification and improvements. To work with and support outreach efforts related to commercial interest in Latin America.
- Liaise with other sections of the MSC to ensure an integrated approach to certification, marketing and communication.

- Support MSC communications efforts as needed in working on Spanish language micro-website, media, and materials.
- Liaise with other MSC staff as needed, such as Developing World Program, Spanish Office, Latin America program, and Standards and Licensing.
- Provide oral and written advice through briefings, submissions and reports to MSC staff as needed.
- Respond to the “fishing sector” inquiries, both internal and external.
- Provide annual and quarterly reporting against agreed work plans, and additional reporting as may be required for MSC funders.

## **B. RESPONSIBILITIES (Key Results and Outcomes)**

The work of the Fisheries 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
- Ensuring access to the MSC program for fisheries from Developing World Countries

To achieve these objectives, the post holder will perform the following functions either directly or through coordination/leadership of internal teams:

- Promote the role and value of the MSC’s fishery certification system to regional stakeholders, including those in the fisheries sector, fisheries management agencies, governments, research organizations, environment groups and other relevant agencies.
- Assist the Fisheries and Commercial teams to promote the MSC brand and program with commercial stakeholders in the target region across the seafood supply chain, beginning with the seafood processing industry.
- Contribution to MSC’s commercial global strategy development by mapping product flows from target region fisheries.
- Liaise with fisheries that have entered the MSC program to supply accurate commercial and marketing information to the Commercial team.
- Provide oral and written advice through briefings, submissions and reports to MSC staff.
- Responding to the “fishing sector” enquiries, both internal and external.

- Liaise with other sections of the MSC to ensure an integrated approach to certification, marketing and communication.
- Liaise with certified fisheries and fisheries in full assessment as the key MSC contact in conjunction with MSC's policy team and the Fisheries Lead.
- Annual and quarterly reporting against agreed work plans, additional reporting may be required for MSC funders.

## **C. ORGANISATIONAL CHART**

See attached MSC organisational chart with the post highlighted.

## **D. PERSONAL SPECIFICATIONS**

### **Commercial/Technical**

- Advanced degree or equivalent in: fisheries, marine conservation biology; natural resources or environmental management.
- Experience working in fisheries management, research, policy, and/or capture in Mexico, Central America, the Caribbean, and possibly the Gulf of Mexico.
- Prior fisheries / seafood business or marketing experience would be an advantage, especially sales experience and sales training, or experience managing fishery focused community development programs.
- Strong and effective communications skills at every level including: interpersonal, group, presentation, writing, email, telephone, internet, traditional media, social media, website.
- Understanding of the role of eco-labelling in fisheries.
- Understanding of resource sustainability issues, particularly the fisheries and seafood industry in Mexico, Central America, the Caribbean, the Gulf of Mexico.
- Bi-Lingual, with excellent oral and written fluency in both Spanish and English is required. French and Dutch would be beneficial, but not required.

### **Stakeholder Oriented**

- Experience working with and proven ability to manage relationships with diverse stakeholders and other external parties, preferably in the fishery, conservation, and commercial sector.
- Demonstrated cultural awareness and sensitivity to the diversity of values, views and approaches to issues relevant to the MSC program.

## **Management, Organisational and Personal Attributes**

- Excellent project planning, work planning, personal organization, and time management skills.
- Successful record of project development and management.
- High personal and work ethics.
- Ability to work with minimal supervision.
- Excellent team member.
- Ability to travel on a regular basis, up to 40%, to work irregular hours, and to work effectively while traveling.
- Must have a valid passport and be able to travel freely within Mexico, Central America, the Caribbean, the Gulf of Mexico, the U.S., and more broadly internationally.

## **Communications and Working Relationships**

- Must be able to effectively work and communicate with others in the target region, within MSC and with external partners.
- Must be able to work with people from diverse backgrounds and cultures in a professional, respectful, and effective manner.
- Must be a strong internal communicator and collaborator.

## **E. JOB DESCRIPTION AGREEMENT**

Job holder's signature

Date

Director of Resources' signature

Date

