



Commercial Manager, UK and Ireland

Location:	MSC's London office
Reports to:	Senior Commercial Manager, UK and Ireland
Responsible for:	There is no line management responsibility at present
Salary and benefits:	Commensurate with appropriate pay level. The MSC offers a contributory pension scheme (currently employer's contribution 9%, employee's contribution 6%) and a Death in Service insurance benefit equal to four times annual salary. Employees are entitled to join Tier 2 of the pension scheme on satisfactory completion of their probation period.
Working hours:	35 hours a week, usually 9:00 am — 5:00 pm with one hour unpaid for lunch, five days a week. 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 and weekend work may be required on occasion. The post holder may be required to undertake considerable UK travel and periodic international travel. No overtime is payable, however, under certain circumstances time off in lieu is possible.
Contract:	Permanent contract with a notice period of three months in writing on either side. Probationary period of six months.
Holiday:	25 days per annum, or prorated equivalent, plus statutory holidays. There is a discretionary carry-over entitlement of up to five days per annum.
Equal opportunities:	The MSC strives to be an equal opportunities employer and commitment to this process is expected.
Date Written:	September 2018

A. JOB SUMMARY

MSC Background

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

Through our world-leading certification and eco-labelling programme, we are helping to create a more sustainable seafood market. We work with a diverse range of stakeholders including consumers, retailers, food processors and the fishing industry. Having experienced remarkable growth over the last 15 years, our blue ecolabel is now one of the most well recognized and successful ecolabels in use over five continents. We now employ more than 190 staff across 15 offices around the world.

The MSC is well established in the UK and it is one of the most active and mature markets in the global MSC programme. Fantastic engagement of fisheries in the MSC programme in this region, and a strong level of support from consumers and industry, makes the UK market a very dynamic environment to be furthering the MSC's mission.

About the Role

Reporting to the UK and Ireland Senior Commercial Manager, and working in the UK and Ireland team, the Commercial Manager (CM) will be responsible for conducting a wide-ranging set of activities throughout the UK market. The overarching aims are to increase the availability of MSC labelled products in the UK market and to increase the awareness of the MSC, with both businesses and consumers. This post will require a self-starter, who is a versatile, capable and driven team player, to contribute towards the MSC's UK commercial strategy.

The CM will gain an excellent understanding of the MSC's standards and processes to provide support to commercial partners, ensuring effective implementation of the MSC's traceability standard, Chain of Custody certification, and logo licensing; this will include contributing to policy development of the standards and licensing, where applicable.

The CM will also liaise closely with other UK and Ireland team members in support of the UK commercial sector, offering an opportunity to become familiar with the communications and fisheries functions of the team. Key components of this is working closely with the UK and Ireland communications function to achieve delivery of communications stories and media assets for consumer and trade media, as well as working with the fisheries outreach team to ensure UK-landed MSC certified fish is reaching the consumer with the blue label.

B. RESPONSIBILITIES (Key Results and Outcomes)

Engaging with markets

- Support delivery of the UK and Ireland commercial strategy, as agreed by the Senior Commercial Manager and Program Director, in line with MSC's Integrated Strategic Plan (ISP)
- Contribute towards the recruitment and maintenance of key strategic relationships with UK suppliers, distributors, national supermarket chains, national seafood brands and restaurant chains, and other stakeholders, including NGOs.

- Work with UK and Irish key commercial partners to encourage provision of MSC certified seafood, enabling the public to participate in achieving the MSC's vision.
- Actively work with the MSC's UK and Ireland, European and Global Communications teams in support of developing communications and marketing efforts that are supply chain specific, related to certification and partners, and in response to regional and global communications needs.
- Coordinate consultants to deliver support work for the UK and Ireland commercial function, as necessary.
- Work with existing commercial partners and stakeholders to maintain a high level of participation in the MSC programme and enable them to see value from that engagement.
- Work with potential new clients and stakeholders to continue growth and development of the MSC programme, focussing on specific sectors as outlined in key commercial strategies.
- Participate in outreach activities which may involve regular travel to current and potential fishery clients, commercial partners, stakeholders, government agencies, scientific community, and the seafood industry.
- Actively work with the MSC's fishery outreach teams (regionally and globally) in support of its fisheries goals; assist with driving supply chain maturity for MSC certified UK-landed fish.
- Work in conjunction with the MSC's global commercial teams to support MSC-certified fisheries in gaining access to the MSC's priority markets.
- Represent the MSC at meetings, trade events, conferences and other direct invitations related to MSC UK and Ireland team activities.
- Carry out annual and quarterly reporting against agreed work plans; additional reporting may be required for MSC funders.

MSC Programme development

- Work closely with the MSC's Standards and Licensing teams to provide support to commercial partners, ensuring effective implementation of the MSC's traceability standard, and Chain of Custody certification.
- Highlight and communicate areas for improvement of MSC standards and licensing processes where the opportunity becomes available for internal consultation.
- Play an active part in the activities of the European commercial team, disseminating learning throughout the MSC teams.
- Participate on and host global commercial calls and ideas/insights sharing.

B. PERSON SPECIFICATION

Technical Experience and Skills

- Relevant postgraduate degree, diploma or equivalent — a marketing qualification is an advantage. Knowledge of sustainability issues and responsible sourcing strategy.
- Knowledge of third party certification schemes and the role of eco-labelling.
- Experience of working within supply chains (processors through to retailers and foodservice companies) covering marketing, brand development, direct sales or other related

commercial activities, with a strong preference given to those with experience directly in the seafood sector.

- Extensive knowledge of the seafood industry, with existing contacts and networks highly desirable.
- Strategic thinker, able to grasp complex and intellectually challenging ideas and communicate them to people from diverse backgrounds and cultures.
- Experience in supporting coordination and delivery of events is an advantage.
- Full UK driving license is an advantage

Relationship Management and Organisational Abilities

- A proven track record of commercial and/or stakeholder account management.
- Versatility to combine self-management and self-support when working alone with productive team membership.
- Excellent work planning, personal organisation, and time management skills - ability to meet tight deadlines and manage multiple projects.
- Demonstrated experience of financial management, including developing budgets and monitoring expenditure for a diverse range of projects.
- Competence in project management, and the ability to coordinate technical policy development processes.
- Proven ability to successfully manage relationships and partnerships with colleagues, commercial partners, stakeholders and other collaborators.

Communication

- Excellent English written and spoken communication skills that can be tailored to suit a diverse range of audiences, including senior people in business and government.
- Demonstrated excellence in selling an idea or concept and winning support, including delivering effective presentations to diverse audiences.

Personal Attributes

- Excellent judgement and creative abilities, including influencing and negotiating skills and ability to make decisions in a rapidly changing environment.
- Well-developed analytical and systematic problem-solving skills, demonstrating sound reasoning abilities and logical decision-making.
- Interpersonal skills with an ability to work with people at all levels, motivate others and change people's attitudes when necessary
- 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.

- Ability to travel on a regular basis, to work effectively while traveling, and to work irregular hours when necessary.

JOB DESCRIPTION AGREEMENT

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

UK and Ireland

