

SeaChoice Sustainable Seafood Market Analyst Job Description

Last updated: 29 July 2014

Full-time four day (32 hour) work week – one year contract with possibility of extension. Includes benefits after probationary period.

Reporting to the SeaChoice National Manager, with direction from the SeaChoice Steering Committee and Business Team, the Sustainable Seafood Market Analyst supports all SeaChoice major retailer partnerships and supply work.

Strategies and work plans: Work with the Manager and Steering Committee to determine their involvement in the Key Results Area Workplans at the beginning of each fiscal year. Track and identify needed adjustments to the Business work plan throughout the year with reports back to the Manager quarterly as well as for funding reports as needed.

Budget and financial reports: Assist the National Manager with funding reports and proposals when relevant to SeaChoice business work.

Business Team Coordination: The Sustainable Seafood Market Analyst will help drive the agenda for our business related work. This includes responsibility for:

- Facilitation of smooth business team and retailer meetings through coordination and note taking;
- Ensuring that milestones are being met through tracking action items;
- Bridging a relationship and noting the opportunities between west and east coast business and supply work;
- Engaging the Manager when opportunities for communications and outreach develop;
- Utilize SeaChoice team and regularly scheduled meetings as an opportunity to provide updates, ask questions, discuss ideas, and obtain approval/ratification of new initiatives/actions relating to our program.

Retail partner support: With member organizations maintaining a lead role with the SeaChoice partnerships, the Sustainable Seafood Market Analyst will lead the coordination of activities related to these partnerships. This includes:

- Play the lead role in the analysis of seafood products and assessment of market options for sustainable seafood that could support our retail partner sustainable seafood policies;
- Coordinate the activities of SeaChoice member organizations with major buyer initiatives as defined in each annual partner workplan;
- Tracking and supporting professional communications with SeaChoice partners and encouraging the timely completion of deliverables and commitments;

- Ensuring data management needs and request are met in a timely fashion by acting as a liaison between business partners to create and provide information that we can understand and work with.
- Maintain up to date information on the status of both national and international fisheries and aquaculture;
- Assist business partners in identifying the relative sustainability ranking of their seafood product;
- Product/market analysis: Investigating product options and looking at product requests for partners.
- Handle external business requests around partnership and product inquiries;
- Ongoing communication and coordination with major seafood buyers in Canada, including distributors and retailers, to achieve the goals set out by SeaChoice partner sustainable seafood sourcing policies;
- Help source sustainable seafood options through connections with producers, suppliers and fishers/aquaculturists;
- Help develop and implement training material for retail partners and their staff;
- Develop annual reports for each major retailer partner including metrics and milestones for funding reports;
- Lead review and evaluation of retail partnership effectiveness.

Communications, marketing, public relations: Works with the Manager and other assigned team members to communicate on the major buyer work, especially when needed for media releases, partner events and funding reports. Support the development of educational material and promotional materials for SeaChoice retailer partners. Participate in retailer partners consumer outreach strategies. Maintain SeaChoice twitter account.

Community collaboration: Work collaboratively and effectively with other relevant individuals and organizations. All SeaChoice staff and members organization representatives play a role in the development of the program. The Sustainable Seafood Market Analyst will:

- Help facilitate work between member groups and retail partners along with the National Manager;
- Contribute to the development of fisheries policy reform initiatives;
- Collaborate with other sustainable seafood initiatives and organizations.

Other duties: The Sustainable Seafood Markets Analyst will as required:

- work with volunteers to achieve goals;
- assist the National Manager with their duties
- assist with other projects as needed
- update and maintain seafood recommendations on the SeaChoice website.

Qualifications:

- University degree with fisheries background considered an asset
- Proficient with the use of MS Office applications – especially advanced experience with Excel

- Ability to work independently and as a team player
- Self-starter, flexible, and a confident positive attitude
- Fluent in French considered an advantage
- Strong written and verbal communication skills.

To apply: Send your cover letter and resume to info@seachoice.org by August 11 at 6:00PM PST