

## **JOB DESCRIPTION**

**Position title:** Head, European Marine Policy  
**Reports to:** Programme Director EPO  
**Supervises:** 2 – 3 programme staff plus consultants  
**Date:** January 2016

### **Mission:**

Implementation of WWF's European Marine Strategy through influencing public policy and business practice, as well as providing strategic leadership, expertise and coordination of the European WWF Network.

### **I. Major Functions:**

This position will play a key role in WWF's European marine (including fisheries) conservation work, with an emphasis on achieving large-scale transformational results. The role will perform three over-riding functions: (i) Ensure WWF's marine priorities are advocated and embedded within the European Institutions and where appropriate, at an International level; (ii) Provide vision and leadership for WWF's European marine network including effective high-level representation and co-ordination; and (iii) lead cross cutting work on fundraising and communications in support of WWF's European marine programme.

### **II. Major Duties and Responsibilities:**

- Lead the implementation of WWF's European Marine Strategy (EMS), and be responsible for adaptive management of the Strategy with an initial focus on strengthening and coordination of ongoing initiatives and activities by WWF offices.
- Represent WWF externally to key audiences. Position WWF as a well-respected and trusted voice on marine conservation and development, with local roots and a regional - global reach.
- Work with WWF's European marine network across Europe, with a particular focus on lobbying and advocacy vis à vis the European Institutions, as well as fundraising and communications functions.
- Provide guidance on focusing and targeting WWF efforts and capacity across Europe, and seek alignment with WWF's global priorities, including, as appropriate, acting as Europe's regional focal point for WWF's global Oceans Practice.
- Closely liaise with the European regional seas programs such as the Mediterranean Marine Initiative (MMI) and the Baltic programme to create synergies and facilitate cooperation.
- Identify synergies and pursue opportunities for leveraging experience from other WWF programmes which have relevance to the marine issues identified in the European Marine Strategy.
- Oversee the smooth running of advisory groups or similar, formed to provide advice and support to implementing WWF's European Marine Strategy.
- Initiate, supervise and coordinate WWF EPO activities to deliver on the European marine strategy, line manage 2-3 core staff.
- Provide technical and policy expertise & guidance on European Marine and fisheries issues to senior management and staff.
- Work in close consultation with other programme department staff inside and outside EPO to identify policies and enabling conditions which need to be addressed to achieve the EMS goals.
- Initiate, supervise and coordinate EPO-related campaigns and communications which will help to support the EMS goals
- Partners with European NGOs and other strategic allies to form common advocacy positions and alliances.
- Keeps abreast of emerging issues concerning marine and fisheries policies in Europe.

### III. Profile:

#### Required Qualifications:

- At least 10 years of relevant experience including at least 5 years managing projects, teams and/or initiatives in complex environments of the marine/ fisheries world
- Experience and extensive knowledge of the 'European political system', of the EU-based Institutions and of European marine and fisheries policies
- Proven experience as an effective spokesperson, lobbyist, strategist, and fundraiser
- Demonstrated ability to:
  - Get things done, see big picture and drive for results.
  - Build relationships - sophisticated approach to working with an array of partners and individuals ranging from external partners to individual staff.
  - Navigate complex issues and organizational complexity.
  - Execute high quality work in a timely way.
  - Delegate to other parts of the organization and hold them accountable for delivery.
  - Communicate complex and technical issues to a lay audience
- Can provide evidence of:
  - Successful influencing of public policy and government/ EU institutions
  - Professional maturity in responding to challenging circumstances.
  - Grace under pressure and ability to navigate ambiguity and shifting situations
  - Knowledge that crosses field programs, policy and market
  - Fundraising experience, particularly from government, European Institutions, Trusts and Foundations
  - Experience of working with and successfully influencing governments, EU institutions, NGOs, and corporate sector

#### Required Skills and Competencies:

- Project management skills and experience;
- Proven leadership, line management and supervisory skills; ability to mentor and develop multi-disciplinary, multicultural teams
- Excellent English written and verbal skills. Other official European languages desirable.
- Adheres to WWF's values, which are: Knowledgeable, Optimistic, Determined and Engaging.

### IV. Working Relationships:

**Internal:** Manages the EPO marine and fisheries team, interacts constantly with the European marine team, with other departmental staff in EPO, the Global Oceans practice, other practices and network staff.

**External:** Interacts with European governmental (up to ministerial level), NGOs, media and corporate representatives.

This job description covers the main tasks and conveys the spirit of the sort of tasks that are anticipated proactively from staff. Other tasks may be assigned as necessary according to organizational needs.

Agreed by Director:- \_\_\_\_\_

Date: \_\_\_\_\_

Accepted by Staff member: \_\_\_\_\_

Date: \_\_\_\_\_