



## ***Position Description: GoodFish Program Manager***

The [GoodFish Program](#) is leading the sustainable seafood movement in Australia. By working with producers, consumers, retailers and restaurants it helps protect Australia's magnificent oceans by increasing the demand for sustainable seafood, reducing the uptake of environmentally damaging seafood and supporting improvements in fishing practises.

If you have experience in the food industry, excellent communications and project leadership skills, and a desire to nurture and drive the sustainable seafood revolution, read on.

**Position Title:** GoodFish Program Manager

**Location:** Brisbane, Melbourne or Sydney preferred. Frequent travel is required.

**Salary:** \$75-80,000 per annum, plus Superannuation contributions of 11%.

**Hours:** Full-time (38 hours per week)

**Contract period:** Initial two-year contract with a view to extension.

The Australian Marine Conservation Society has been protecting Australia's oceans and marine life for over 50 years. We are one of Australia's most influential environmental charities. As an independent, not-for-profit conservation group we advocate for the changes necessary to safeguard our oceans and their wildlife, which are some of the richest and rarest on earth.

We're seeking a person able to work effectively in the restaurant and seafood industry, building on and deepening relationships with the [90+ restaurants](#) already committed to using seafood caught or produced with a low impact on the environment.

Our fisheries team of five specialists is close-knit, impactful and creative, and is leading the sustainable seafood movement in Australia. The GoodFish Program Manager will work with and be supported by a team with deep knowledge of fisheries management, and experience in campaign, policy and advocacy work. An individual who is looking to take ownership of, and drive and innovate a highly successful and high-profile program would thrive within this environment.

A week in the life of the **GoodFish Program Manager** could include the following:

- Analyse restaurant menus and provide guidance to chefs and food businesses on sustainable seafood menu choices
- Outreach to chefs and food businesses to encourage them to join the GoodFish restaurant program
- Create engaging content about sustainable seafood for media and digital channels with the AMCS Communications Team
- Speak to journalists about the GoodFish program
- Talk to program stakeholders, including chefs, businesses, fishers and the public
- Identify opportunities to increase GoodFish program profile, and support advocacy and campaign actions with the AMCS Fisheries Team.

**Purpose of the position:**

AMCS is leading the sustainable seafood revolution through our fisheries campaigns and through the well-established and innovative GoodFish program. We aim to drive change within the restaurant and seafood supply chain to make our fisheries truly sustainable and support healthy oceans. The GoodFish Program Manager will continue to empower more restaurants to join GoodFish by supporting restaurants in their commitments to remove red-listed seafood from menus, create new seafood industry partnerships and be the spokesperson for sustainable seafood in public.

You will work closely with the AMCS Fisheries and Communications Teams to drive improvements across Australia's oceans.

**Reporting:**

The position reports to the Campaign Manager, Fisheries and Threatened Species.

**Primary tasks and responsibilities:****Grow the GoodFish Restaurant Program:**

- Increase the number of restaurants signed up to participate in the GoodFish Program
- Promote the benefits of the GoodFish Program to chefs and restaurants around the country

**Support GoodFish Program restaurants and chefs:**

- Be the primary point of contact for participating chefs and restaurants
- Maintain and deepen relationships with the participating chefs and restaurants
- Work with the seafood supply chain to promote the sourcing of sustainable options
- Organise [events](#) to engage participants in the GoodFish Program and promote their commitment to sourcing sustainable seafood

**Build the profile of the GoodFish Program:**

- Lead the promotion of the Sustainable Seafood Guide with AMCS supporters, the media and public
- Be the lead spokesperson for GoodFish
- Lead the creation of, and manage contractors to deliver [video content](#) for GoodFish and AMCS channels
- Work with the AMCS Communications Team and Fisheries Team members to create content for GoodFish and AMCS social media channels

**Integrate GoodFish with the AMCS Fisheries Team advocacy work:**

- Promote green-listed species in the GoodFish Seafood Guide on digital and in traditional media outlets
- Identify opportunities where GoodFish can help build the profile of a fisheries campaign

**Program management**

- Forward planning and strategy for the GoodFish program
- Day to day project and budget management and oversight of the program
- Report to program funders, AMCS executive and Board

**Essential Selection Criteria**

- Minimum two years' experience in or connection to the food and restaurant industry, food sales and marketing, food sustainability issues and/or communications
- Experience with developing and maintaining external partnerships and client relationships

- Commitment to achieving positive change for our oceans, and genuine interest in improving the sustainability of food production
- Excellent interpersonal skills and a demonstrated ability to network and communicate effectively with the food and restaurant industry
- Excellent communications skills across digital media platforms, copywriting and content creation (supporter emails, promotional materials)
- Demonstrated project and time management skills, and ability to measure and report on project success
- Highly motivated self-starter who has the ability to work autonomously and remotely, and work well as part of a team

#### Desirable Selection Criteria

- An understanding of seafood sustainability issues
- Understanding of campaigning practices and the not for profit sector
- Networks in the fisheries or seafood sectors

#### About AMCS

The Australian Marine Conservation Society is the voice for Australia's oceans. We are an independent not-for-profit charity. We deal with the big issues concerning the sea, working with the community to protect our marine wildlife, tackling major threats to our oceans and creating marine sanctuaries, places in the sea where sea life is safe from harm. Across our campaigns we tackle climate change - the biggest existential threat to our ocean planet, with our Great Barrier Reef at the fire front. We are a committed group of professional and passionate scientists, educators and advocates who have defended Australia's oceans for over 50 years.

#### Our Values

- **Integrity.** *We are trusted, credible, independent and ethical in our actions.*
- **Courage.** *We are brave, respectful and honest advocates for marine life.*
- **Passion.** *We demonstrate commitment to and care for our oceans in all we do.*
- **Solidarity.** *We work together, embracing equity, diversity and inclusivity.*
- **Effectiveness.** *We are driven, professional, agile and resilient, working to deliver the best outcomes for Australia's people and wildlife.*

#### Application details

Applications for this position close **9am (AEST) on Monday 29<sup>th</sup> March 2021**. Applicants are encouraged to apply as soon as possible. To apply please forward your current CV and a cover letter briefly addressing the essential selection criteria (maximum two pages) to [recruitment@amcs.org.au](mailto:recruitment@amcs.org.au). Please include "**GoodFish Program Manager**" in the title of your email when submitting your application.

AMCS is a strictly non-partisan and an equal opportunities employer. Indigenous Australians are encouraged to apply.

Please Note: Applicants must have the right to work in Australia. That is, you must be an Australian citizen or permanent resident or a New Zealand citizen, or hold a valid visa with permission to work on an ongoing basis.

For all enquiries about this position please contact Tooni Mahto via email [recruitment@amcs.org.au](mailto:recruitment@amcs.org.au) or phone 07 3846 6777.