

Job Description: Industry Engagement Manager – Wales

Date reviewed	March 2025
Job status	Full Time - Permanent
Location	Home Based with flexible work environment (Wales preferred but not essential)
Team	Industry Engagement Team
Line Manager	Head of Industry Engagement

1. Job Purpose

This role is responsible for supporting the seafood industry in Wales by leading and advancing initiatives that benefit the seafood supply chain. This is achieved through building and maintaining strong relationships with seafood businesses, as well as key stakeholders such as the Welsh Government, other government bodies, public sector partner organisations and academic institutions. By fostering these connections, the role aims to expand the reach of our support and position Seafish as a valuable industry contributor, driving economic growth and adding value across priority work streams aligned to our Corporate Plan.

2. Dimensions

- Build and maintain relationships with businesses across the Welsh seafood supply chain, Welsh Government contacts, Local Authorities, partner organisations, relevant public bodies and non-industry based institutions (e.g. academia) to maximise engagement with our work, and make sure key stakeholders understand what we do and are connected to the products and services that are of most benefit to them.
- Represent Seafish locally and nationally in Wales, acting as the primary contact to help seafood industry stakeholders understand what we do and how it adds value. Be the first port of call for general enquiries, promote funding opportunities, expand the reach of our services and improve stakeholder sentiment towards Seafish.
- Manage engagement with the Seafish Wales Advisory Committee and maintain an appropriate scope of engaged members to capture industry insight, enhance advocacy for our work and position Seafish to have a positive impact on local industry priorities that align with our Corporate Plan objectives.
- Capture and share insight on evolving industry needs, challenges and opportunities so that Seafish can provide relevant and valued support at a local and national level.
- Provide quality advice to seafood businesses and local industry stakeholders on available funds and eligibility of projects or elements within projects that support the sustainable development of the seafood industry and local communities it supports.
- Engage directly with seafood industry stakeholders through in-person meetings and remote systems, ensuring extensive presence across Wales.
- Develop strong working relationships with internal teams to stay informed on key activities and help make sure our outputs are valued in Wales and have appropriate industry buy-in.
- Contribute to the ongoing development of our hub of Seafish resources helping us improve our understanding of industry stakeholders and how we manage stakeholder engagement at Seafish.
- Facilitate connections between colleagues and external contacts to maximise service and engagement opportunities.
- Manage, support, host and attend events that help deliver the objectives of the role.

3. Accountabilities

- Work closely with all Seafish teams to understand and promote Seafish products and services, ensuring stakeholders receive relevant information and support.
- Monitor and share industry trends, priorities and challenges to inform Seafish's work and improve stakeholder engagement.
- Act as an ambassador for Seafish by hosting and attending events, facilitating meetings, and disseminating information through digital and direct engagement channels.
- Maintain a strong presence across Wales through regular travel and effective diary management to maximise stakeholder engagement.
- Work with colleagues to help make sure our activities meet the needs of and are effectively communicated to stakeholders, making introductions as appropriate.
- Contribute to work making it easier for seafood businesses to access the work that's of most benefit to them and maintain quality stakeholder data in line with GDPR requirements.
- Prepare verbal and written reports and deliver presentations and progress updates internally and to a wide range of external stakeholders and industry forums.
- Successfully deliver work across a broad scale of objectives and provide regular updates to the Head of Team on activities and impact achieved.
- Make sure all work delivered adheres to organisational policies, standards, and regulatory requirements.

4. Planning and organising

- The annual work plan will be agreed by the Seafish Executive and Head of Team, with target results mutually agreed monthly.
- The jobholder is responsible for planning, organising and effectively prioritising the delivery of their own workload on monthly, weekly and daily basis, which will include a mix of planned and reactive activities.
- The jobholder will provide written reports on progress on activities and attend face to face meetings with Seafish colleagues and partner organisations as required.

5. Decision making and judgement

- Responses to arising issues and requests for support are expected to be analytical, diplomatic, decisive and inclusive, with solutions proposed angled toward consensus agreement on the best way forward. Ability to make decisions with sound judgement and a good sense for when to escalate issues and seek support and wider input from the Head of Team and the Seafish Executive.
- Will have a moderate degree of autonomy on decision making, so will have to use personal judgement and take personal responsibility for decisions made.
- Will be expected to use initiative, identify risk and propose solutions to keep delivery of objectives on track.
- Required to operate with minimal supervision and use initiative to solve day to day problems when reacting to industry or internal requests.
- Often working alone, the confidence and ability to react to unforeseen circumstances at short notice is required.

6. Essential working relationships

Internal relationships

- Reports to Head of Industry Engagement and will work closely with all members of the Communication and Engagement teams including the Director of Communications and Engagement and collaborate with a wide network of Seafish colleagues to support effective stakeholder engagement and successful delivery of role.
- Will work closely with the Head of Channels, Head of Communications, Customer Data Manager and other relevant colleagues to progress the delivery of work to help us establish an effective Customer Relationship Management (CRM) system and further develop our hub of resources to facilitate consistent delivery of excellent stakeholder engagement by all Seafish teams.

External relationships

- Good working relationships to be built and maintained with a broad network of seafood businesses, industry representatives, relevant public sector partners and seafood industry stakeholders across the UK.
- Networking within all sectors of the seafood industry is required to act as an effective ambassador for Seafish and raise the profile of the support we can provide.

7. Knowledge, skills and experience

Essential

- Broad seafood industry understanding, gained through formal education to degree level, hands-on experience, or alternative pathways.
- Knowledge of, and solid proven experience working within, the Welsh seafood supply chain, including a strong grasp of key sector issues and sustainability principles (commercial and environmental).
- Demonstrated ability to engage and collaborate effectively with diverse stakeholders across multiple sectors, including industry, government, development agencies and research institutes.
- Experience in building and maintaining productive relationships while navigating complex industry dynamics.
- Possesses excellent interpersonal, communication and stakeholder engagement skills, with the ability to diplomatically manage competing views and interests as a skilled facilitator.
- Proven ability to coordinate complex work programmes, adopting a self-sufficient approach to managing a range of activities with a key focus on problem solving, managing risk, delivering results, demonstrating impact and meeting stakeholder requirements.
- Excellent organisational, planning and project management skills, with experience of managing budgets of up to £75k and successfully delivering projects within agreed timescales.
- Able to deliver agreed results and outputs while working independently, with strong analytical skills and a problem-solving mindset.
- Proficient in communicating effectively across all business levels, with the ability to deliver engaging presentations using software in both virtual and in-person meetings.
- Effective written and reporting skills.
- Proficient in Microsoft Office and Microsoft Teams.

Desirable

- Knowledge of Wales seafood sector representative organisations, authorities, and key non-industry-based seafood industry stakeholders.
- Proven ability to influence and foster partnerships with public bodies and representatives across various organisations.
- Knowledge of Welsh regulatory and compliance frameworks.
- Experience in stakeholder data management and/or using a Customer Relationship Management (CRM) system.

8. Special features

- The job will be home based and will involve frequent travel across Wales and throughout the UK, principally to the Seafish offices in Edinburgh and Grimsby.
- The job holder must hold a full UK driving licence and will undertake a moderate to significant amount of driving in the execution of their role.
- There will be a requirement to visit quaysides, processing plants, and potentially fish farms. There may be occasional requirements to board fishing vessels, which require a good level of physical fitness. Ideally, you should have a basic awareness of safety practices, but training on working in and around harbours, as well as boarding fishing vessels, will be provided.
- Occasional international travel may be required.