



HAPPY FISH PROJECT

WE'RE LOOKING FOR A GENERAL MANAGER

This is an exciting opportunity for an experienced entrepreneur to bring an environmental enterprise to market and beyond...

Dear prospective General Manager,

This is a unique call out and opportunity for the right person to collaborate on a potentially game-changing initiative. I am looking for the best business talent to give Happy Fish every chance of success.

If the below describes you, your interests, talent and skillset, please forward a copy of your CV with a 1-2 page cover letter outlining why you are suitable for the role.

Please email all communications directly to info@happyfish.org.au including enquiries as to your likely suitability or further details about the role. Communications will be kept in the strictest confidence.

I look forward to hearing from you,

Sandra Marshall
Founder



HAPPY FISH PROJECT

General Manger - Happy Fish

Part time - 16hr per week leading to fulltime

Location - Sydney

Salary range – A competitive market rate commensurate with experience

This is a unique career opportunity for the right person to collaborate on a potentially game-changing initiative. A dynamic, talented and experienced General Manager is essential to bring the Happy Fish (HF) to market within a tough and conservative industry.

Happy Fish was started by volunteer Bondi locals alarmed to discover the extent of fish and ocean ecosystem decline. Fast forward a few years, HF has developed extensive networks from ocean-to-plate and evolved into an independent social enterprise committed to creating environmental and social benefit.

We are on a mission to support healthy oceans by making it ridiculously simple and fun for seafood sellers and consumers to know

- What fish is sustainable?
- Where to get it?
- Track the fish all the way back to the ocean. With a simple scan of your phone, uncover the story of Who? How? And Where your fish was caught?

HF has already attracted leading stakeholders & advocates from the seafood industry as well as restaurateurs, marine scientists, artists and environmental NGOs. Common values have been the language binding this diversity.

Happy Fish is looking for someone who embraces the vision and leverages it to create a thriving, scalable enterprise. The project is in its infancy, so there is scope for the right candidate to create their dream role

This is where you come in.

Here is a link to the current version of our website [Happy Fish](#)



HAPPY FISH PROJECT

DETAILED JOB DESCRIPTION

- Collaboration and teamwork
 - The right person will be excited by the opportunity to collaborate and co-create on Happy Fish; and across diverse fields.
- Hours
 - Start part-time approx. 16 hours/week, with a view to evolving into full time engagement as the business grows. Flexible working time and hours.
- Chief Project Manager
 - Strong project management is critical to developing Happy Fish from pilot phase to a fully operational success story. Marketing and business plan implementation. Translator and navigator of ideas into practice.
- Chief Financial Officer
 - Rock solid business skills to develop a business structure suitable for the peculiar beast 'social enterprise'. Eg. not-for-profit, for profit...; develop financial and business plans; day to day running of the business such as revenue forecasting, cashflow, pay, tax, insurances.
- Product Development
 - including pricing model for the tagging, tracking, and seafood assessments.
- Product Sales
 - to fisheries, restaurants and fish shops. Making it easy and appealing for everybody
- Marketing and PR
 - Marketing is core HFP business. Develop, execute, monitor and review strategy. The challenge and opportunity is to develop market presence and value for a product that does not yet exist.
- Brand Ambassador and Stakeholder Management
 - bringing diverse people along for the journey; building positive and strong relationships; negotiation skills and talent.
- Salary
 - competitive rate determined by the skills and talent brought to the project



HAPPY FISH PROJECT

ESSENTIAL QUALITIES

- Aligns with the project Values indicated above
- Enjoys collaboration
- Can gracefully maintain a commercial mindset in balance with an environmental proposition
- A breadth and depth of experience in business and entrepreneurship. Understands big as well as nano-business, and is comfortable in both spheres
- Solution oriented, focussing on solutions as distinct from problem solving.
- Agile mindset that enjoys complexity and challenges posed by wicked problems
- Strong marketing and sales knowledge and experience
- Great organisational skills

DESIRABLE QUALITIES

- An understanding of the food and fisheries industries is highly desirable but negotiable
- Experience in supply chains is important but negotiable
- Comfortable with emerging technologies. HFP is a start-up tech company, using technology to enable transparent supply chains and verify sustainability and provenance.

COMMON VALUES

- Environment First We are passionate about the environment and ocean. This is a business proposition with the environment as the bottom line
- Enjoyment and satisfaction Love working on Happy Fish. Milk opportunities to make it fun and stimulating. What opportunities can be found in challenges? Transforming sticking points into growth and expansion
- Independence, transparency and accountability...right through the seafood supply chain to the way we conduct business and personal interactions. Happy Fish is about building trust in supply chains; these qualities are crucial to Happy Fish's credibility
- Open communications Create safety to be fearlessly honest about the good, the bad, and the ugly; to question and challenge. Cultivate the art of speaking your mind thoughtfully and with heart. Frame mistakes as opportunities for growth. In the words of Gandhi...Be the change you seek
- Creating value Embrace excellence in business offerings, outcomes and working relations
- People are the faces behind the fish, they are Happy Fish's capital and lifeblood. Each interaction has value, people have value and building relationships founded in trust is invaluable