

## Global Alliance for Improved Nutrition

<b>Job title:</b>	Communications Associate
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<b>Classification:</b>	Grade 3	<b>Direct reports:</b>	0
<b>Work location</b>	Islamabad, Pakistan	<b>Travel required:</b>	Up to 35%

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Due to COVID19, conflict in Ukraine and climate change, malnutrition and hunger have worsened significantly since 2019, reversing a decade of progress. There is growing recognition that our food systems need to change if we are to reverse these trends.

GAIN's Strategy aims to transform food systems to make healthier diets from sustainable food systems accessible to all people and especially those whose are most vulnerable to shocks. By 2027, we aim to improve the access of 1.5 billion people to nutritionally enhanced staple foods, improve the access of 25 million people to healthier diets, and support positive food system change in 10 countries. This is bold and complex, and the only way to achieve this is to work together with partners including governments, businesses, and civil society at the country and global level. These goals, and the ways of achieving them, build on our twenty-year legacy of transforming people's lives with improved nutrition through concerted action and effective policy change.

DESCRIPTION
<p><b>Overall purpose</b></p> <p>In this role, the Communications Associate will support the development, coordination, and execution of the communication strategies to be implemented for GAIN Pakistan as required.</p> <p>Under the guidance and direct supervision of the Country Director, and in close collaboration with the GAIN country programme team and global communication team, the post holder will be tasked with fostering better understanding and support to GAIN's work as well as make sure that GAIN's information, advice, and guidance effectively reaches key audiences to increase uptake of nutritious, safe and healthy diets. The successful candidate will be a key resource, supporting the GAIN Pakistan Team by driving external and internal communications, and supporting learning across projects.</p>
<p><b>Tasks and responsibilities</b></p> <p><u>Media Engagement Support 30%</u></p> <ul style="list-style-type: none"> <li>• Develop media plans to coordinate outreach to the public and ensure media and messaging to be consistent with GAIN's brand.</li> <li>• Manage media relations and deliver media briefing kits including press releases or live streaming press conferences and after event transcript files for high level selected milestones.</li> <li>• Improve better understanding of the country media landscape to reach targeted audiences with tailored information.</li> <li>• Monitor media coverage in-country, undertaking perception studies, and support in managing reputational threats as they may occur.</li> </ul>

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### Digital Communications 20%

- Strengthen and position digital communication at country level through targeted digital engagement and positioning.
- Ensure that the GAIN Pakistan's digital media platforms (Twitter, Facebook, Instagram) are well maintained, updated, and aligned to GAIN corporate digital communications.
- Liaise with GAIN global communications to ensure GAIN Pakistan website page is regularly updated.

### Communications Content Development 30%

- Develop quality written content, audio-visual content from GAIN Pakistan programmes. And when needed, coordinate/commission external vendors to ensure we have availability of quality multimedia assets such as photos, infographics, and videos.
- Keep up with latest communication changes and identifying areas for positioning GAIN Pakistan and identify areas for improvements using pictures, infographics, better stories, and creating a fast but lasting impact.
- Develop innovative digital initiatives and content showing impact of GAIN's work, identify relevant platforms for storytelling and engaging with relevant communities.

### Coordination and Capacity Building 20%:

- Build internal communications capacity by providing timely and effective information on key developments and initiatives to GAIN Pakistan staff and promote stronger staff engagement.
- Support with the delivery of communications training for in-country teams for high impact communications delivery.
- Lead in end-to-end event management and coordination of key high-level events.
- Provide guidance, tools and content to GAIN Pakistan teams to reinforce coherence in messaging and brand.
- Systematically employ monitoring and metric tools for measuring impact, gauging gaps and assisting fine tuning of our public communications strategy.
- Periodically submit/update reporting metrics on media, social media and content development, to Country Director and Global Communications.
- Other relevant duties as assigned.

### **Key organisational relationships**

- Reports to the Country Director
- Pakistan Country Programme Teams & Sr. Policy advisor
- Country Ops
- GAIN Global Communications Team

## **JOB REQUIREMENTS**

### **Competencies**

- A dynamic individual with excellent interpersonal and communication skills in multicultural environments.
- Highly adept in translating complex and technical information tailored to different audiences. Ability to synthesise complex content into simple terms.
- Excellent writing and presentation skills in English
- Ability to prioritize, multi-tasking, and work well independently under pressure to meet deliverables and deadlines.
- Ability to work in a multi-cultural, cross-functional team with a flexible and adaptable approach.
- Clear and systematic thinking that demonstrates good judgment, expert problem solving, and creativity.

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- Dialogue, negotiation, and advocacy skills are up to the mark.
- Self-motivated, proactive, and solution-oriented with a commitment to quality and accuracy.
- Understanding of the food system including overall understanding the importance of nutrition.
- Understanding of government policies related to key advocacy issues.
- Excellent interpersonal skills and ability to coach, inspire and influence. Strong team player.
- Proven ability to work effectively in a team environment and matrix management structure is critical.
- Passion for creative storytelling and new ideas with examples to showcase these.
- Demonstrating an understanding of and commitment to GAIN's Core Values, vision, mission in the approach to work and relationships

### Experience

- Proven professional work experience in communication, print and broadcast media as a Communications Coordinator or Officer.
- Strong experience in working with the development of private sector in terms of media promotion.
- Proven ability of developing and managing communications strategy and coordinating internal and external communications.
- Proven ability to write, produce a wide range of communication content including reports, fact sheet, news, article, features, case study etc.
- Proven experience working on social media, graphics design, photography, videography, PowerPoint, Microsoft word and excel and interactive digital media.
- Expertise and experience of working in communication and working with Government, UN, development partners, media, and research agencies a plus
- Experience with social media and content creation
- Proficiency in Adobe Creative Cloud Programmes (Adobe InDesign, Photoshop, and Illustrator) is an additional asset

### Education

- Bachelor's degree in communications, public relations or journalism, international relations, development studies or similar relevant qualification/academic background / equivalent work experience

### WHAT GAIN OFFERS

- A competitive remuneration package
- Flexible working hours through hybrid working opportunities
- Friendly working environment
- Professional development opportunities
- The chance to make a lasting contribution to reducing global malnutrition