

## The Global Alliance for Improved Nutrition

<b>Job title:</b>	Communications Associate, Food Fortification (Nutrient Enriched Crops and LSFF)
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<b>Classification:</b>	Grade 3	<b>Direct reports:</b>	0
<b>Work location</b>	New Delhi, India	<b>Travel required:</b>	Up to 10%

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.

[Large scale food fortification \(LSFF\)](#) and biofortification (the production and [commercialisation of nutrient-enriched crops](#)) are two complementary strategies that increase access to diets rich in micronutrients. LSFF involves the addition, during food processing, of one or several micronutrients to foods which are widely consumed even by the poorest families; it is particularly well suited to contexts where staple foods are purchased from the market after being subject to some degree of processing. Biofortification is uniquely helpful where rural households consume food, they grow themselves, but is also a promising strategy for increasing the micronutrient content of foods used in large-scale public procurements and even in commercial value chains. Both interventions are at the heart of GAIN's mission of improving the consumption of safe and nutritious food for all people, especially the most vulnerable to malnutrition, and GAIN supports national and regional nutrition strategies to integrate these interventions where existing food supplies and limited access fail to provide adequate levels of nutrients in the diet. LSFF and nutrient enriched crops programmes supported by GAIN together reach over 1.3 billion people.

DESCRIPTION
<p><b>Overall purpose</b></p> <p>GAIN is seeking a highly talented Communication Specialist to develop, organise, and manage a joint internal and external communications plan and activities for the food fortification programme comprising large scale food fortification and the commercialisation of Nutrient Enriched Crops/Biofortified Foods Programme. The Communications Associate will support the dissemination of the programme lessons, its successes, proposed strategies and heighten visibility of the programme. Under the guidance and direct supervision of Senior Advisor (Nutrient Enriched Crops) and in close collaboration and coordination with GAIN's Global Communications team through GAIN's Digital Communications Manager. The postholder will support the formulation and implementation of communications strategies that aim to increase the standing and awareness of GAIN's large scale food fortification and nutrient enriched crops interventions with a broad range of stakeholders including government officials, private sector, non-government, media, donors and civil society organizations.</p>

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### Tasks and Responsibilities

#### Communication strategy and action plan

- Building on GAIN's corporate communications strategy, work closely with the Digital Communications Manager, Programme Leads for LSFF and Nutrient Enriched Crops, Advocacy Specialists, Program Managers, Knowledge Leadership team, and the global communications team, to design and implement the unit's communication strategy and work plan.

#### Content generation and media engagement

- Lead the development and dissemination of content that raises the awareness of the unit's work (e.g., press releases, videos, pamphlets, publications, articles etc.) with special consideration to the variety of targeted audiences.
- Develop and regularly update a database of communication and advocacy resources that can be utilized by the unit for outreach to various audiences.
- Develop and maintain the unit's media contact list covering all media - print, TV, radio, web etc.
- Regularly liaise with media outlets to ensure that the appropriate information and messages are reaching the public.
- Input into periodic management reports, presentations and other relevant material for meetings/briefings, roundtables, events, solicitations to ensure good communications to the target audience.
- Participate in field visits to document project updates that can be used to develop human interest stories, case studies, success stories, and other communication resources that can be utilized to engage various stakeholders e.g., private sector, policy makers, NGOs and implementing agencies active in LSFF and biofortification etc.

#### Digital Communications

- Strengthen and position the digital communications for the program through targeted digital engagement and positioning.
- Ensure that the programme outputs are updated and well covered on GAIN's digital media platforms (Twitter, Facebook, Instagram, LinkedIn).
- Liaise with GAIN global communications to ensure the fortification website page is regularly updated.
- Populate and deliver quality audio-visual services and when needed, commission external vendors to ensure we have availability of quality multimedia tools such as photos, infographics, and videos.
- Keep up with digital changes and identifying areas for improvements using pictures, infographics, tell better stories, and creating a fast but lasting impact.
- Develop some innovative digital initiatives showing impact of GAIN's work, identify relevant platforms for storytelling and engaging with relevant communities.

#### Coordination and Capacity Building

- Build internal communications capacity by providing timely and effective information on key developments and initiatives to programme staff and promote stronger staff engagement.
- Support and/or deliver communications training for programme/ in-country teams for high impact communications delivery.
- Support event management and coordination of key high-level events.
- Provide guidance, tools and content to programmes staff teams to reinforce coherence in messaging and brand.
- Systematically employ monitoring and metric tools for measuring impact, gauging gaps and assisting fine tuning the programme communications strategy and workplan

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### Key organizational relationships

- Reports to the Senior Advisor, Nutrient Enriched Crops and work in close collaboration with the Global Communications team through the Digital Communications Manager
- LSFF and Nutrient Enriched Crops Project Managers at global and country levels and the wider Programme Services Team (PST).
- Cooperate with GAIN Country Offices and the GAIN Central Communications Team to support the implementation of activities.
- Knowledge Leadership Team

### JOB REQUIREMENTS

#### Competences (Skills and Attributes)

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 synthesize complex content into simple terms.
- 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.
- 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 of 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

- Demonstrable experience in communication, interactive digital media, print and broadcast media.
- Expertise and experience of working in communication with Government, UN, development partners, media, or research agencies.
- Proven ability to work effectively in a team environment and matrix management structure is critical.
- Proven experience using social media platforms, graphic design software in addition to photo and video editing software. Full command of Power Point, MS Excel, MS Word, and Outlook
- Professional experience working in communications, directly or indirectly related to food supply chains, SMEs, development sector with direct/indirect engagement with farming communities preferred.

#### Education

- University degree level (Bachelors or Masters) in Communications, Journalism, Public Relations, Business Administration, or a related field or equivalent work experience.

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### Other requirements

- Professional proficiency in English is required.
- Proficiency in French or another GAIN country language a plus
- Must be eligible to work in GAIN's country office in India

### 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