

Global Alliance for Improved Nutrition

Job title:	Project Coordinator, Food Culture Alliance & Consumer Demand		
Classification:	Grade 4	Direct reports:	0
Work location	Nairobi, Kenya	Travel required:	Up to 20%

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.

In 2021, GAIN and its partners launched a new alliance Food Culture Alliance(FCA), where society's preference is for nutritious and sustainable foods. The mission of the Food Culture Alliance is to champion food culture and leverage the toolbox of strategies it provides to shift preferences and increase society's demand for nutritious and sustainable foods. Food culture requires concerted, cross sector efforts that are aligned towards that shared goal, hence the need to form an alliance.

The Food Culture Alliance is setting up both a global and a country-based structure which are expected to work closely together to ensure a cohesive workplan and strategic focus. At the global level, there is the Global Food Culture Alliance, and it is led by 3 international organisations who comprise the Lead Group: [EAT](#), [Global Business School Network](#) (GBSN), and [Global Alliance for Improved Nutrition](#) (GAIN), which hosts the alliance. [World Business Council for Sustainable Development](#) (WBCSD), and [Consumer Goods Forum](#) (CGF) are members of the Business Advisory Group that advises the Lead Group as representatives of business sector.

GAIN has recently launched the Nourishing Food Pathways (NFP) programme. One key component of this programme is a project to identify ways of extending the Consumer Demand Generation approach developed by GAIN to include environmental sustainability of diets and foods. Kenya is one of three countries where this project is being implemented.

At the country level, new alliances will be developed in line with the Food Culture Alliance 3-pillar operating model. In countries the operating model will:

- Building Knowledge – support research and learning, apply the strategic framework to address food culture.
- Strengthening Collaboration – develop and coordinate a local alliance to achieve a shared understanding of the need to shift society-wide preferences and commit to coordinated action in the food culture to achieve that aim. Open local membership to actors interested in DGA's work.
- Enabling Action - deepen in-country engagements, identify a preference issue, nurture a coalition, support local fundraising efforts.

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DESCRIPTION
<p>Overall purpose</p> <p>The postholder will be expected to establish a new alliance in Kenya and coordinate across all three pillars, but with a special focus on 'Strengthen Collaboration' and 'Enable Action'. The overall purpose is twofold:</p> <ol style="list-style-type: none"> 1) To ensure that the local Food Culture Alliance is a well-functioning ecosystem of connected actors engaged with food culture issues. 2) To nurture a coalition that emerges from the local alliance. This person is the main country contact point for all matters related to the Food Culture Alliance. This is expected to be 70% of the role. <p>The other 30% is focused on project managing the work where GAIN is identifying ways to extend its consumer demand generation approach to promote diets & foods that are both nutritious and environmentally more sustainable.</p>
<p><u>Tasks and responsibilities</u></p> <p>Food Culture Alliance</p> <p>Engagement of stakeholders to secure support for, and good collaboration, on food culture:</p> <ul style="list-style-type: none"> • Develop, and coordinate effective stakeholder relationships. • Track progress, including soliciting stakeholder feedback, of the alliance. • Delivery of learning and socialization activities (e.g., events, trainings, webinars) • Organize events in coordination with service providers, partners, or alliance members. • Develop Request for Proposals (RFPs) and manage service providers that will deliver engagement activities. • Ensure the effective integration of the local activities with the overarching global plan (i.e., Global FCA) <p>Coordination and organisation of Alliance in country:</p> <ul style="list-style-type: none"> • In close coordination with Global Food Culture Alliance, implement the country workplan, as work packages, to ensure that deliverables are met. • Coordinate and facilitate local meetings, including drafting agenda, power-point presentations, talking points, meeting notes. • Lead on any follow up actions from meetings. • Manage the alliance membership database. • Ensure positive, timely and respectful communication with local members using a variety of tools and formats. • Support budget management by raising and tracking invoices, payments, and future expenditures within the budget totals. <p>Research and Learning Support</p> <ul style="list-style-type: none"> • Input into the monitoring, learning, evaluation of Food Culture Alliance in Kenya. • Develop written summaries of local activities to support donor reporting. • Support the reviewing/editing concept notes. • Develop presentations for local stakeholders. • Support local procurement of research service providers, including supporting the committee, managing local providers, raising local purchase orders, and support invoice processing.

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Demand Generation and Environment

- Manage day to day execution of research projects under supervision of global Knowledge Learning(KL) lead for the project.
- Manage creative agency relationship under the supervision of global demand lead for the project.
- Contribute to interpretation of research and creative brief development.
- Collaborate with the Senior Associate-Environment to build relationships with relevant environment organisations who can add value to consumer demand work in Kenya.

Key organisational relationships

- Reports to the Marketing Advisor, GAIN Kenya
- Close collaboration with the Food Culture Alliance Programme Lead.
- Close collaboration with technical staff in the global and local Consumer Demand Generation team.
- Liaises closely with Country Programme, GAIN Policy and External Relations
- Government, Donors, NGOs, Food businesses and retailers, Academia, and others.

JOB REQUIREMENTS

Competencies

- Clear and systematic thinking that demonstrates good judgment, and problem solving.
- Diplomatic, respectful engagement with external stakeholders.
- Ability to collaborate effectively in turning goals into plans.
- Excellent organizational skills and follow-through to execution of plans.
- Efficient use of management tools, e.g., GANTT charts, SPRINT process,
- Evidence of resilience and adaptability whilst continuing to make progress when faced with uncertainty and ambiguity.
- Excellent communication (written and oral) skills including ability to express complex idea in simple terms, translate technical documents for more general audiences.
- Demonstrated ability to understand technical literature in anthropology, sociology, food culture, nutrition.
- Ability to work effectively, both independently, collaboratively across stakeholders and as part of a team
- High level of professionalism and integrity
- Thorough familiarity with word processing, spreadsheet, and project scheduling computer applications.

Experience

- Extended experience with stakeholder engagement and management across various sectors.
- Significant exposure to the area of nutrition, food and climate issues.
- Experience in communicating health or science information to diverse audiences.
- Experience in developing creative briefs based on research insights and working with creative agencies to develop campaign ideas / executions.
- Good experience in project management and budget administration.

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Education

- A University Degree in Sociology/Anthropology, Political Science, or Communication or a suitable equivalent is required.
- Relevant marketing training or degree is desirable.
- Diploma or Master's degree in relevant competency area, experience, or task is desirable.

Other requirements

- Fluent in local language
- Fluent in written and verbal English
- Ability to travel

WHAT GAIN OFFERS

- Flexible working hours
- Friendly working environment
- Professional development opportunities