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.

GAIN opened a new office in Benin in December 2022, as part of its interventions on the following projects:

- **Large Scale Food Fortification (LSFF) (with WFP)** with the main objective of increasing the quality and quantity of locally produced fortified foods (oil, salt, wheat flour) to enable school meal programs to source in-country.
- **VEG (with WorldVeg's SafeVeg)** aiming to increase demand for vegetables.
- **Sun Business network (SUN) (with CARE Benin)** through CASCADE project with key intervention focused on launching a network of SMEs in the nutritious food sector and build their capacities while defending their interests.

**DESCRIPTION**

**Overall purpose**

GAIN is seeking a Communications Officer to develop, organize, and manage a joint internal and external communications plan and activities for all our local projects. The Communications Officer will support the dissemination of the programme lessons, its successes, proposed strategies and heighten visibility of the programme. Under the guidance of the Project Manager Demand Creation and in close collaboration and coordination with GAIN’s Global Communications team, the postholder will support the formulation and implementation of communications strategies that aim to increase the standing and awareness of GAIN Benin’s interventions with a broad range of stakeholders including government officials, private sector, non-government, media, donors and civil society organizations.

**Tasks and Responsibilities**

**Communication strategy and action plan**

- Support GAIN Benin’s corporate communications strategy by working closely with the Digital Communications Manager, 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

- Develop and disseminate content that raises the awareness of the organization work in Benin (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, Demand Creation and SUN Business etc.

Digital Communications

- Strengthen and position the digital communications for the office through targeted digital engagement and positioning.
- Ensure that the GAIN Benin office’s outputs are updated and well covered on GAIN’s digital media platforms (Twitter, Facebook, Instagram, LinkedIn).
- Liaise with GAIN global communications to ensure the 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

- Support building the 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.

Key organizational relationships

- Reports to Country Director, and closely collaborates with the Global Communications team through the Digital Communications Manager.
- Collaborate closely with LSFF, demand creation team and CASCADE teams at global and country levels and the wider Program Services Team (PST).
- Cooperate with GAIN Country Office and the GAIN Central Communications Team to support the implementation of activities.
- Collaborate with 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 in French and English.
- Expertise and experience of working in communication with Government, International Organizations, UN, development partners, media, creative and 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.

### Other requirements
- Professional proficiency in French and English is required.
- Must be eligible to work in Cotonou Benin.
The Global Alliance for Improved Nutrition

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