

Global Alliance for Improved Nutrition

Job title:	Project Officer, Demand Generation and Social Behavioral Change Communication (SBCC)
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Classification:	Grade 3	Direct reports:	0
Work location	Bahir Dar, Ethiopia	Travel required:	Up to 30%

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 COVID 19, 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 who 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.

Social Behavioral Change Communication (SBCC)– It uses the strategy of communication approaches to promote changes in knowledge, attitudes, norms, beliefs, and behaviors towards the consumption of dairy products. The project uses different tools like market-based demand generation tools, use of influential / religious leaders and media.

Better Dairy for All (BDFA) – The better dairy for all project is aimed at improving the health of the community through improving safe dairy product consumption. The project has three components demand generation, access for the dairy product and creating enabling environment safe dairy product marketing and consumption.

DESCRIPTION
<p>Overall purpose</p> <p>The position is responsible for the support and monitoring of the Demand generation/ Social Behavioral Change Communication (SBCC) activities in the Better Dairy for All (BDFA) project and monitor and support the activities are in line with agreed plan with the donor and the government. The postholder will coordinate the GAIN overall SBCC activities within the BDFA project and will also provide technical support to the local partners and consultants during implementation, The postholder will also ensure that the agreed deliverables are within the agreed SLA's (Service Level Agreements) which pertain to quality, quantity, budget and timelines.</p> <p>In the intervention woredas, the consumption behavior of the dairy product is low (even in the non-fasting period). In addition, there is a social norm the is related to religion where people don't feed dairy to children of age 6 month to 7 years old even though those age groups are exempted from fasting. So, there is a need to improve the dairy product consumption by generation demand towards the positive consumption of dairy product. Demand generation is a marketing strategy that looks at consumer need, and the product you're offering, and then finding the perfect way to bring awareness to that product in a way that will hopefully later translate to promising leads. It will be carried out with the demand generation tools like market activation, media, use of SBCC printing material etc.</p> <p>This position is based in Bahir Dar town and will travel up to 30% to the project area depending on the need. You will report to the Project coordinator of the better dairy for all projects. However, there will be close collaboration and</p>

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partnering with the BDFA project team, GAIN Ethiopia demand generation manager and the GAIN global Demand team. There will also be close collaboration with the GAIN Bahir Dar teams.

Tasks and responsibilities

SBCC

- Work closely with colleagues, consultants, and local implementing partners to support the project's SBCC activities.
- Work closely with creative agencies, local media and local implementing partners to ensure all SBCC activities are completed as planned on time, and with high quality.
- Coordinate SBCC related approvals from the respective government sectors whenever needed.
- Participate in the project's SBCC intervention in stakeholder engagement processes.
- Ensure that all SBCC/demand generation project activities are completed according to the implementation timeframe and budget.
- Responsible for the follow-up of the contracted local implementing partner and consultants on the SBCC implementation.
- Conduct monitoring field visits as required to ensure that project progress is on track.
- Collect data from contracted partners and assist in developing a report in line with the donor and government needs.

Demand Generation BDFA

- Coordinate with the regional government partners to ensure activities are created in synergy with government activity.
- Involve in creating awareness towards dairy consumption.
- Implement the demand generation intervention.
- Review the demand generation approach.
- Organize the demand generation intervention both the DICAC and media intervention.
- Develop the demand generation report monthly.
- Supervise the intervention of the DICAC demand generation intervention.
- Monitor the media intervention to the target community.
- Work closely with the local media on the demand generation intervention.

Key organizational relationships

- Reports to the Project Manager
- Works closely with Communication Manager/Demand and global Demand generation team.
- Works Closely with the BDFA Project Associate and other GAIN Bahir Dar team members.
- Works closely with the GAIN communication and monitoring team.
- Works closely with all project teams at GAIN Ethiopia
- Works closely with local implementing partner, media and other consultants.
- Collaborates with other project partners and other key external stakeholders as required.

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JOB REQUIREMENTS
<p>Competencies (Skills and Attributes)</p> <ul style="list-style-type: none"> • Strong analytical and technical abilities • Knowledge of SBCC, including both ATL (Above the line marketing) and BTL (below the line marketing) • Coordination and monitoring skills • Ability to use initiative, prioritize, multi-task, and work well under pressure to meet deadlines. • Ability to collaborate with contractors to deliver high-quality results. • Clear and systematic thinking that demonstrates good judgment, problem solving, and creativity. • IT literate with excellent MS Office skills • Capacity to work remotely and independently. • Self-motivated, high energy and result oriented. • Demonstrate flexibility and openness to change whilst maintaining the ethos and objectives of the work at all times. • Good interpersonal, communication and influencing skills. • Excellent writing skills, with analytical capacity and ability to synthesize project outputs and relevant findings for the preparation of quality project reports. • Strong ability to work with diverse groups/individuals, ranging from local partners, local authorities, local community groups, the civil society and the private sector. • Understanding of issues related to nutritious food consumption in Ethiopia.
<p>Experience</p> <ul style="list-style-type: none"> • Previous, substantive work experience in project management within SBCC and awareness creation to improve health and nutritious food consumption like dairy product. • Demand generation by creating awareness to improve health and nutrition food consumption like dairy product. • Demonstrable working experience with the community level behavioral change intervention. • Experience in collaborating with government partners and other community intervention organizations. • Experience in coordinating or working with local implementing partners and consultants. • Experience in data monitoring and reporting. • Experience working in multi-cultural or international environment desirable. • Experience working in dairy value chain work will be an added advantage. • Previous experience with business and project administration systems, including financial administration. • Proven ability to execute administrative tasks in a timely manner. • (Desirable) Experience in delivering a wide range of project management and support services, within tight deadlines, limited resources, while managing competing priorities.
<p>Education</p> <ul style="list-style-type: none"> • Degree or equivalent recognized international accreditation in communication, Sociology, Nutrition, Public health, Marketing, or related field • A Postgraduate qualification in a relevant discipline will be a strong advantage. • Degree or equivalent recognized international accreditation in a project management is desirable
<p>Other requirements</p> <ul style="list-style-type: none"> • Willingness and ability to travel frequently to the field. • Fluency in English and Amharic, written and verbal.

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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