

Global Alliance for Improved Nutrition

Job title:	Digital Community Associate
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Classification:	Grade 3	Direct reports:	0
Work location	Nairobi, Kenya / New Delhi, India	Travel required:	0%

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>Overall purpose</p> <p>The role of the Digital Community Associate will handle and be responsible for strengthening and engaging GAIN's online presence through our digital channels.</p> <p>The role will be part of the GAIN Communications Headquarters team. The team is currently spread across the Globe mainly between Geneva, London, Nairobi, and New Delhi. The GAIN Communications team works across different levels of the organisation to shape the nutrition narrative, capitalise on major events, build stakeholder engagement, and measure impact. The team works closely with the Executive Director, Country Directors, and Programmes Leads working in countries and with GAIN's representative offices.</p> <p>This position requires a considerable amount of teamwork, particularly since it covers a variety of areas. The role requires a sound understanding of creating content, engaging with the online narrative and internal communications to grow the GAIN community inside and out.</p> <p>The Digital Community Associate will lead the GAIN Communications team in social media and digital campaign planning, coordination, and implementation, as well as general communications support for the team when needed. They will coordinate and work with other focal points in other countries and programmes and lead on internal communication matters.</p>
<p>Tasks and responsibilities</p> <p><u>Social Media Coordination</u></p> <ul style="list-style-type: none"> Content Creation: responsible for leading implementation across all our active channels to maintain and grow strong social media presence. Advising: to the digital communications team to include, drafting social media content and uploading content on the GAIN website and social media platforms

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- A 'finger on the pulse' mindset: being part of the online conversation and able to proactively pitch ways of utilising the online conversation to grow our voice.
- Responding to online comments and when needed, escalating them to the relevant teams.
- Strategy Review: Ensure the Head of Communications and the team have a good overview of the status of our digital channels and ensure KPIs are trackable and reached.
- Ensure other teams have an overview of Comms social media plans when necessary

Community Building

- Coordination and leading creation of an internal and external newsletter to facilitate community awareness of activities.
- Contribute to internal community engagement: Interact and build relationships, proactively engage with content, implement a plan to increase engagement, monitor and be active, develop and post interactive, thoughtful, intelligent, and provoking content
- GAIN Programme assistance and support.
- Develops and updates a Communications Induction Presentation.

Branding and Design Assistance

- Reviews and coordinates the production of branded materials, such as fact sheets, infographics, brochures, reports, etc. at programme and country-level.
- Ensuring on-brand implementation across the organisation
- Produces content for social media, e.g. photos, images and infographics.
- Manages the production of branded materials during events – from UN International Days to major GAIN events (different uses – from digital (web & social media) to traditional print).
- Video editing skills also preferred

Support in communications tasks

- Support in minor website updates, uploads and maintenance.
- Responsible for the running of the podcast, including coordination of all end-to-end production.
- Coordinating global and country communications team to include, social media support, digital support, writing content etc.
- Support, and in other instances, lead communications projects as assigned by communications team

Key organisational relationships

- Head of Communications
- Communications Managers
- Communications Associates
- Country Teams
- Programmes Team

JOB REQUIREMENTS

Competencies

- Proficiency in Adobe Creative Cloud Programmes (Adobe InDesign, Photoshop and Illustrator) to create visual content
- Video Editing Skills
- Solid understanding of social media and digital channels

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<ul style="list-style-type: none"> • Excellent communication skills – strong English written and oral capabilities. Excellent listening skills and an ability to foresee possible needs • Curious and driven to find new ways of improving internal communications • Excellent creativity and writing skills • Detail oriented • Ability to prioritise appropriately • Ability to work collaboratively with a team and within a multicultural organisation
Experience <ul style="list-style-type: none"> • Proven experience in communication roles, preferable with links to social media, branding, marketing, journalism, public relations, or related area
Education <ul style="list-style-type: none"> • Proficiency in English is required, working knowledge of French and additional languages is an asset

WHAT GAIN OFFERS
<ul style="list-style-type: none"> • 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