

Global Alliance for Improved Nutrition

Job title:	Marketing Advisor
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Classification:	Grade 5	Direct reports:	1 - 5
Work location	Kampala, Uganda	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 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 Uganda has been designing and implementing multiple programmes, key among them is the Vegetables for All Project (2023-2026). The project aims at improving dietary diversity through increasing the consumption of vegetables for low-income consumers in urban and peri-urban areas.

GAIN plans to implement the project using the demand generation approach which aims to create and sustain desire for nutritious diets and foods from sustainable sources, and influence consumers' food choices at the point of purchase and via relevant communication channels. The role of Marketing Advisor is expected to play the leading role in delivering this.

DESCRIPTION
<p>Overall purpose</p> <p>The Marketing Advisor will provide technical advice and expertise for designing, implementing, and monitoring demand creation strategies initially for the Vegetables for All project and over time for a range of other projects. They will work with other GAIN colleagues to integrate these strategies with other components required to ensure shifts in consumption such as Supply and Enabling Environment. Additionally, they will build the capacity of GAIN's partners and their staff to ensure effective delivery in the field.</p>

Global Alliance for Improved Nutrition

Tasks and responsibilities

Design and Implementation of Demand Creation Strategies

- Lead the design of the marketing strategy for the Vegetables for All project.
- Manage selection of different types of marketing agencies – research, advertising, media and promotion.
- Develop relevant briefs for these agencies and ensure good interpretation of the brief by the agency.
- Manage agencies to implement and deliver various parts of the workplan, including supervision of the agencies' work to ensure quality of deliverables, workflow for review of deliverables by relevant GAIN staff.
- Develop the community engagement strategy. Develop retail promotion and last mile distribution strategy.
- With the support of the Project Coordinator, lead the implementation, monitoring, including media, retail sales, and community activity monitoring. Also revise plans / strategies in view of emerging data. Provide technical oversight of the preparation of project summaries and any technical materials for external engagement.
- Contribute to the development of new concepts, proposals and opportunities to generate new sources of funding for GAIN programmes in the country.

Project Management Oversight

- Supervise the planning and implementation of project activities and deliverables to ensure they are completed in a timely manner, in accordance with GAIN's Project Management Guidelines, and in collaboration with the PST & KL focal points, local partners, and country leadership.
- Review resource allocation, budgets and forecasting, ensuring efficient use of project funds.
- Support risk management to minimize project risks.
- Supervise the convening, facilitation and associated documentation of project governance (QUAD) teams and provide guidance and strategic recommendations on course corrections to be implemented by the project team and / or executing agencies.
- Effectively advise and provide practical support to relevant project stakeholders to keep critical coordination mechanisms functioning.
- Oversee reporting of the program progress including monthly, quarterly and annual reporting as per GAIN, donor and government requirements.

Relationship Management

- Represent GAIN in meetings with external stakeholders including government, NGOs, private sector.
- Establish and maintain close collaboration with GAIN subject matter experts in Programme Services Team(PST) and Knowledge Leadership(KL).
- Maintain high level liaison with government stakeholders (county level) and other organizations working on complementary projects in the country context to share knowledge and best practice.
- Provide technical advice to other project managers / colleagues on marketing aspects of their projects
- Plan and support the creation of communications materials, in coordination with the Communications Lead.

Global Alliance for Improved Nutrition

Key organisational relationships

- Reports to the Country Director, GAIN Uganda.
- Line manages the Project Coordinator role.
- Close collaboration with other country team members and global members of Country Programmes Team
- Liaise with global PST and KL colleagues working on demand creation.

JOB REQUIREMENTS

Competencies

- Knowledge in interpreting technical reports (media coverage reports, retail sales reports, consumer insight reports) & monitoring data to develop or revise strategies and prepare recommendations.
- Proficient influencer able to build and maintain effective working relationships externally and internally.
- Excellent organizational skills, efficient use of management tools, e.g., GANTT charts, SPRINT process.
- Excellent communication skills, notably working within diverse and collaborative spaces.
- Clear and systematic thinking that demonstrates expert problem solving, creativity, and good judgement.
- Goal-oriented, results-driven, ability to take initiative and comfortable with ambiguity.
- Works effectively autonomously and within a team setting.
- Ability to foster strong team spirit that contributes to a positive team culture.
- Welcomes and respects diverse opinions.
- High level of professionalism and integrity.
- Thorough familiarity with word processing, spreadsheet, and presentation applications.

Experience

- Demonstrated experience in brand management, as well in designing and implementing successful consumer-facing advertising and retail promotion strategies and campaigns.
- Proven experience of managing different types of marketing agencies, especially creative, promotion & media agencies.
- Proven experience in the media and promotion environment in Uganda.
- Good experience in budget administration, required.
- Good experience in people management, required.
- Experience working in a public/private partnership environment, and engagement with government, desirable.

Global Alliance for Improved Nutrition

Education

- Minimum of a bachelor's degree in communications and marketing management/ social science/ economics/business with extensive experience. Master's level degree would be an added advantage.

Other requirements

- Willingness and ability to travel in-country and a small number of global trips
- Fluent in English

WHAT GAIN OFFERS

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