

Global Alliance for Improved Nutrition

Job title:	Project Manager, Marketing and Demand Generation		
Classification:	Grade 5	Direct reports:	1 - 5
Work location	Kigali, Rwanda	Travel required:	30% (National)

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. Working with governments, businesses and civil society, we aim to transform food systems so that they deliver healthier diets for all people, especially the most vulnerable.

Headquartered in Geneva, Switzerland, GAIN has offices in countries with high levels of malnutrition: Bangladesh, Benin, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda, Tanzania and Uganda. To support work in those countries, we have representative offices in the Netherlands, the United Kingdom, and the United States.

At GAIN, we believe that everyone in the world should have access to nutritious, safe, and affordable food. Today, one in three people - drawn from nearly every country on the planet - are unable to consume enough nutritious food. We work to develop and deliver solutions to this daily challenge.

GAIN Rwanda is a newly opened office and their new programme, Combating Malnutrition in Rwanda through Sustainable Food Systems 2025-2030, aims to support the Government of Rwanda and market actors to transform the food system to support healthier diets and deliver better nutritional outcomes for women and children, as well as the broader Rwandan population. In regard to the food system, the programme has prioritized three value chains, eggs, high-iron beans (HIB), and fruit, and aims to work throughout the supply chain, from production to retail, to deliver greater availability and affordability of these foods. The highest priority value chain is eggs, then HIB. Fruit will be implemented later, in closer collaboration with government.

This programme will be implemented in the Western Province in the districts of Rusizi, Nyamasheke, Karongi, Rutsiro, and Nyabihu. The programme will work closely with government agencies e.g. MINAGRI, Rwanda Agriculture Board (RAB), Rwanda FDA, Ministry of Commerce, UN agencies, MOH, NCDA.

DESCRIPTION
<p>Overall purpose</p> <p>The Project Manager – Marketing and Demand Generation is a key member of Rwanda’s technical team that will provide essential support to this programme and to the country office. This role serves a functional (marketing) and managerial role.</p> <p>On the functional aspects, the post-holder is responsible for designing and implementing the marketing and demand generation components across all three value chains (eggs, HIB, fruit). Implementation includes supervising the delivery and the quality of project activities via GAIN contractors on the ground in the five districts for all three value chains.</p> <p>The Project Manager will ensure accurate planning, management and reporting of activities, budgets (resources), monitoring, and any other key areas required to deliver successful implementation of the demand generation components.</p> <p>The post holder will work closely with the Policy Advisor and other project managers.</p>

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Tasks and responsibilities.

Marketing Leadership

- Within the context of the country office, programme and project, ensure that demand generation components are appropriately considered, designed, sequenced, timed, and resourced (budget, staff, & contractors).
- Provide technical oversight of the preparation of project summaries and any technical materials related to demand generation for external engagement.
- Represent GAIN on marketing matters in meetings with external stakeholders including government, NGOs, private sector.

Design and Implementation of Demand Creation

- Lead the design and the implementation of the demand creation/marketing strategy, from advertising to retail.
- In close coordination with the other project managers, revise plans / strategies in view of emerging data and changes to the context.
- Develop agency briefs (research, advertising, media, and promotion) and ensure good interpretation of the brief by the agency.
- Manage agencies to implement and deliver various parts of the workplan, including supervision of agency's' work to ensure quality of deliverables.
- Review agency deliverables. Supervise the workflow for review of deliverables by relevant GAIN staff or key partners (e.g., government).
- In collaboration with Value Chain Manager, develop the marketing strategy that will live in the retail environment, including retailer engagement and supplier linkages.
- In collaboration with the community engagement Manager, if necessary, develop connections with between marketing and the community strategy.
- Support Implementation Monitoring, including media and retail sales.

Project Management and Oversight

- In collaboration with the other Project Managers, lead the development of demand creation workplans across each value chain, ensuring tasks and resources adequately distributed across the fiscal year.
- Complete the budgeting and bi-yearly forecasting for the demand creation/marketing components of projects.
- Ensure the timely implementation of the consumer engagement activities in accordance with the donor approved workplan.
- Responsible for consulting and/or communicating on any change requests or course corrections for the demand generation components of the project.
- Identify, track and resolve any emerging project issues on an ongoing basis, and proactively seek support where issues require wider attention and resolution.
- Monitor risks and develop contingency plans to respond to emergencies. Escalate issues when appropriate
- Work with other GAIN Rwanda's value chain teams, and other program components to ensure that they are aware in a timely manner of the demand generation plans to foster synergies.
- Ensure that implementation of the demand generation activities is in line with the policies and best practice standards of GAIN.

People and Team Management

- Lead a highly performing project team consisting of people across the organisation; bringing together the skills, experience and competencies required for successful project delivery.
- Build a positive and inclusive culture and working environment for the staff to carry out their activities.
- Manage staff in line with GAIN policies, including performance management, ensuring that they have the necessary induction, training and support as required.
- Coach and/ or mentor the project team members and support the development of their capacity.

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- Understanding of and commitment to adhere to equity, diversity, gender, child safety and staff health and wellbeing principles
- Support the uptake and ensure staff accountability on the GAIN code of conduct.

Relationship Management

- Engage key external partners like MINAGRI, Rwanda Food and Drug Authority (FDA), Rwanda Agriculture Board (RAB), Rwanda Standards Board, and NCDA (National Child Development Agency).
- Build and maintain strong partnerships with civil society, INGOs, government entities, private sector and other organisations.
- Work closely with Project Sponsors, QUADs and the Project Oversight Committee (POC) to manage and deliver effective projects.
- Work closely with GAINs technical teams and monitoring network to ensure the project is implemented in line with the relevant quality standards.
- Build and maintain a culture of mutual accountable partnership with other teams within GAIN that supports programmes and projects.

Resource Management

- Write donors' reports in collaboration with other GAIN Rwanda's program technical teams, and support teams.
- Ensure narrative reporting and financial accounting meet GAIN and donor's requirements.
- Work with GAIN Rwanda finance team and international finance to ensure that accurate budgets and forecasting are drawn up for all activities, and that activities costs are kept within budgets.
- Leads on the procurement process by identifying, selecting and managing suppliers within ethical and procurement standards and guidelines.
- Ensures monthly project reporting (in line with GAINs Project Management Standards) to update management on program progress achieved, program plans, changes in direction and challenges encountered.

Key organisational relationships

- Reports to the Country Director.
- Close collaboration with the other GAIN Rwanda projects and operational staff.
- Liaises regularly with GAIN Programme Services Team and Knowledge Leadership teams.
- Liaise and collaborate with Government, Donors, NGOs, Private Sector, Academia and others

JOB REQUIREMENTS

Competencies

- Understand and has the technical knowledge to interpret technical reports (media coverage reports, retail sales reports, consumer. insight reports) & monitoring data to create or revise strategies and prepare recommendations.
- 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.
- Excellent organizational skills, efficient use of management tools, e.g., GANTT charts, SPRINT process.
- Excellent communication skills, notably working within diverse and collaborative spaces.
- Strong influencer, able to build and maintain effective working relationships externally and internally.
- Works effectively as a team leader, team member, and comfortable with autonomy.
- Fosters a positive team culture, and welcoming and respecting diverse opinions.
- High level of professionalism and integrity.
- Diplomacy, tact and negotiation skills.

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- Strong ability to work with diverse groups/individuals, ranging from GAIN Rwanda's line ministries, line agencies, local partners, district authorities, local community groups, the civil society and the private sector.

Experience

- Significant experience in marketing, with focus on consumer-facing advertising, brands and/or retail strategies.
- Proven experience managing different types of agencies, creative, media, or promotion. Experience working in any of these agencies would be an asset.
- Proven experience in managing and delivering projects on time / on budget, using project management processes and tools including risk management, financial management and quality assurance.
- Experience in staff management, including coaching, motivation, performance assessment, conflict prevention and management.
- Good experience in budget administration.
- Experience working in a public/private partnership environment, and engagement with government, desirable.
- Proficiency in English (written and spoken).

Education

- A bachelor's degree in marketing or a suitable equivalent is required.
- Masters, Diploma or equivalent certification in business, advertising or media is highly desirable.

Other requirements

- Must be willing and able to travel to the field
- Must be fluent in written and verbal English

WHAT GAIN OFFERS

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