

Global Alliance for Improved Nutrition

Job title:	Communications Manager – Rwanda
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Classification:	Grade 5	Direct reports:	0
Work location	Kigali, Rwanda	Travel required:	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. 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.

DESCRIPTION
<p>Overall purpose</p> <p>In this role, the Communications Manager will develop, coordinate and execute communications strategies to be implemented in/for GAIN Rwanda as required. Under the guidance and direct supervision of the Country Director, and in close collaboration with the GAIN global communications team, the Communications Manager will strive to foster better understanding and support GAIN's operational work as well as make sure that GAIN's information, advice, and guidance effectively reaches key audiences to increase uptake of nutritious and safe diets. The Communications Manager will be a key resource, supporting the GAIN Rwanda team by driving external and internal communications, supporting learning across projects, and increase the visibility of GAIN's work in Rwanda.</p>
<p>Tasks and responsibilities</p> <p><u>Strategic Communications 20%</u></p> <ul style="list-style-type: none"> Develop, Coordinate and supervise the execution of GAIN Rwanda communication strategy and the activities organised across online and offline channels in alignment with GAIN's priorities, corporate communications and country needs. <p><u>Content Generation and Media Engagement 40%</u></p> <ul style="list-style-type: none"> Work closely with GAIN's project teams and travel regularly to the field to deliver compelling content and imagery for both local and global audiences, showcasing GAIN's work in Rwanda and impact in addressing country's nutrition challenges. Develop and regularly update a database of communication and advocacy resources that can be utilized by GAIN Rwanda outreach to various audiences.

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- Deliver regular thought leadership content i.e. interviews, podcasts, opinion pieces and related content.
- Liaise closely with global communications in ensuring branding guidelines are accurately utilized and reflected in the development of GAIN Rwanda assets.
- Identify key opportunities to profile country leadership in relevant convening settings i.e. as speakers in events or webinars or networks of local organisations.
- Develop media plans to coordinate outreach to public and media and messaging to be consistent in with GAIN Rwanda brand.
- Manage media relations and deliver media briefing kits including press releases or live streaming press conferences and after event transcript files for high level selected milestones.
- Improve better understanding of the country media landscape to reach targeted audiences with tailored information.
- Monitor media coverage in-country, undertaking perception studies, and managing reputational threats as they occur.

Digital Communications 20%

- Strengthen and position the digital communication at country level through targeted digital engagement and positioning.
- Ensure that the GAIN Rwanda's digital media platforms (LinkedIn, X, Facebook, SharePoint) are well maintained, updated and aligned to GAIN corporate digital communications.
- Liaise with GAIN global communications to ensure GAIN Rwanda 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 identify areas for improvements using pictures, infographics, tell better stories, and create a fast but lasting impact.
- Develop some innovative digital initiatives showcasing the impact of GAIN's work in Rwanda, identify relevant platforms for storytelling and engaging with relevant communities.

Coordination and Capacity Building 20%:

- Build internal communications capacity by providing timely and effective information on key developments and initiatives to GAIN Rwanda staff and promote stronger staff engagement.
- Support and deliver communications training for in-country teams for high impact communications delivery.
- Lead end-to-end event management and coordination of key high-level events.
- Provide guidance, tools and content to GAIN Rwanda team to reinforce coherence in messaging and brand.
- Systematically employ monitoring and metric tools for measuring impact, gauging gaps and assisting fine tuning of our public communications strategy.
- Other relevant duties as assigned.

Key organisational relationships

- GAIN Rwanda Country Director
- GAIN Rwanda Country staff
- GAIN global Communications team

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JOB REQUIREMENTS
<p>Competencies</p> <ul style="list-style-type: none"> • A dynamic individual with excellent interpersonal and communication skills. • Highly adept in translating complex and technical information tailored to different audiences including ability to synthesise complex content into simple terms. • Ability to prioritize, multi-task, and work well independently under pressure to meet deliverables and deadlines. • 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 food systems transformation including overall understanding the importance of nutrition. • Understanding of government of Rwanda's policies that position nutrition and food systems. • 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. • Fluent in English and possessing strong writing skills.
<p>Experience</p> <ul style="list-style-type: none"> • Substantial professional work experience in communication, print and broadcast media. • Experience working with the development or private sector in terms of media promotion. • Proven ability in developing and managing communications strategy and coordinating internal and external communications. • Proven ability to write, produce a wide range of communication content including reports, fact sheets, news, articles, features, case studies etc. • Proven experience working on social media, graphics design, photography, videography, PowerPoint, Microsoft word and excel and interactive digital media. • Expertise and experience of working in communication and working with Government, UN agencies, development partners, media, and research agencies a plus.
<p>Education</p> <ul style="list-style-type: none"> • Bachelor's degree in communications, public relations or journalism or international relations and development or relevant qualification / experience. A master's degree would be an added advantage.

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



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