

Global Alliance for Improved Nutrition

Job Title:	Consumer Demand Programme Lead
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Classification:	Programme Lead- C6	Direct Reports:	1 - 5
Work Location	Kenya, Nigeria, 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. 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.

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 employs multiple consumer-centric approaches to improve dietary choices and nutrition outcomes. Its Consumer Demand Creation Programme helps people, especially urban lower-income and rural consumers, who want to choose healthier, more sustainable foods by combining emotional motivation with practical tools such as point-of-sale promotions and clear labelling. Using the [Emotivate™](#) approach the programme applies behavioral insights and marketing strategies to and focuses primarily on market-based demand creation, recognizing that purchasing behaviors require marketing strategies that work through commercial channels and retail environments. The programme works in coordination with colleagues leading SBCC and nutrition education initiatives to ensure complementarity across consumer-centric approaches.

Critically, demand creation seeks to foster a broader food culture shift through multi-stakeholder action so that nutritious diets become easier and more desirable in everyday food choices.

Description
<p>Overall Purpose:</p> <p>GAIN is seeking a dynamic Programme Lead to oversee and guide GAIN's Consumer Demand Creation programme, acting as the leader responsible for driving the strategic vision of market-based demand creation and providing technical leadership across GAIN's consumer-centric approaches, design and implementation of activities that increase consumers' motivation and ability to choose healthier and more sustainable foods. The Programme Lead will continue developing and refining GAIN's distinctive demand approach, while providing strategic clarity on when and how to deploy different consumer-centric interventions (demand, SBCC, nutrition education).</p> <p>The Programme Lead is responsible for setting the strategic direction of the programme, providing technical support and team management, ensuring that evidence-based behavioural, emotional and market-level approaches effectively increase demand for healthier and more sustainable foods. The role involved supporting multi-country initiatives, coordinating partnerships and representing GAIN externally.</p> <p>Overall, this role will ensure that GAIN's portfolio of work on demand creation delivers to the highest possible standards.</p>

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Tasks and Responsibilities:

Programmatic and Strategic Leadership

- Oversee the Demand Generation Programme working in close collaboration with the respective programme and technical leads and leveraging their specific technical expertise, tools and resources available.
- Review and refresh GAIN's demand creation approach Provide strategic clarity across GAIN on when and how to use different consumer-centric approaches (demand creation vs SBCC vs nutrition education), ensuring improved coherence and teams understanding their distinct purposes, channels, and target audience. =Contribute to GAIN's strategy refresh.
- Advance GAIN's demand creation approach by continuing to test, refine, and document market-based strategies that integrate behavioural insights, emotional engagement, and marketing principles.
- Drive internal and external awareness of GAIN's work (including dissemination of project activities and findings, communications assets, working papers and other publications on GAIN's work) as required, represent GAIN at government and donor meetings, technical groups, and seminars / conferences. Work alongside the Policy & Advocacy team to design and deliver a global influencing agenda.
- Build strategic partnerships and contribute to existing global discourse on strategic direction and good practice for demand generation. Convene/attend events that shape these strategic discussions.
- Help build links and complementarity within the Consumer Nutrition team and across the wider thematic unit at GAIN.

Technical project design and delivery support

- Provide collaborative advice and technical guidance to colleagues throughout the project lifecycle (design, implementation) on delivering strategically relevant, sound and feasible demand activities. Participate in Quad calls as relevant. Provide guidance to GAIN colleagues on strategy and GAIN positioning on demand generation.
- Collaborate with KL focal points to define learning agenda and collaborate on M&E framework including roll-up indicators and theory of change/logic model, results framework, and monitoring templates.
- Coordinate with KL focal points to develop knowledge products that advance thinking on market-based demand creation for nutritious foods.
- Position GAIN as a thought leader in consumer demand by contributing to practitioner discourse through conferences and strategic convenings.
- Actively contribute to the Consumer Nutrition team and Thematic Unit wider initiatives, supporting the Team Lead and the Chief Technical Officer, and create linkages across the department. Convene GAIN staff to share projects updates and learnings.
- Periodically review all of GAIN's relevant projects with the Project Managers concerned, facilitating the sharing of experiences across countries, feeding in insights from outside GAIN, mobilizing needed resources from within the organization and outside, and identifying and resolving conflicts.
- Regularly visit GAIN's projects and contribute ideas for their better design and implementation.

Fundraising

- Generate resource mobilization opportunities in collaboration with the Consumer Nutrition Team Lead and the Chief Technical Officer, and lead on proposal development for the thematic area along with respective Leads and Programme Managers.
- Actively participate in identifying new donors and maintain strong relationships with existing ones by regularly meeting with them to canvass new business opportunities and report back on existing funded work.
- Provide technical guidance to the Development Office, lead and contribute to the development of proposals for new funding.

Team and People Management

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- Manage and mentor the Demand Generation team, interns and/or consultants, and support the recruitment of key staff.
- Ensure teams are fit for purpose for excellent project execution and technical support, and staff work collaboratively as a team.
- As part of a multi-site, multi-functional team, participate in organizational development taskforces to improve GAIN's overall effectiveness
- Champion and demonstrate GAIN's values

Key Organizational Relationships

- Team Lead, Consumer Nutrition, direct supervisor
- Senior Advisor Commercial Solutions & Senior Advisor Partnerships
- Consumer Demand Generation, Senior Associate
- GAIN Country Directors and relevant teams
- Senior Technical Specialists, Knowledge Leadership
- Chief Technical Officer, Technical Unit and Programme Leads
- Development Office, Corporate communications, and Policy & Advocacy

Job Requirements

Competencies / Skills / Attributes

- Excellent project management and leadership skills
- Technical expertise in designing food systems and nutrition programmes
- Strong skills in developing strategies, conceptualizing programmes and demonstrating impact on a large scale
- Outstanding verbal and written communication skills
- Excellent Teamwork/Collaboration Excellent relationship management experience, and familiar with managing a wide platform of stakeholders
- Comfort with multi-tasking and operating in a fast paced, multi-faceted, and multi-cultural environment
- Clear and systematic thinking that demonstrates analytic skills, good judgment, expert problem solving, and creativity.
- Deep understanding of marketing principles and consumer behaviour

Experience:

- Extensive experience working in the field of marketing and creating consumer demand in food / nutrition/agribusiness or relevant adjacent areas in lower and lower-middle income countries.
- Demonstrated in-depth experience in multiple programmes management leadership and managing different stakeholders (e.g. creative agencies, research partners).
- Proven track record in providing technical expertise of managing food system / nutrition programmes.
- Demonstrated success in working in multi-sectoral programmes and multi-cultural settings.
- Practical prior experience in fundraising and proposal writing, especially among philanthropists and bilateral donors.
- Private sector experience is a must. A blend of experience from public, NGOs and private sectors preferred., .
- Experience working in a regional position (e.g. supporting Africa or Asia) or global role, a distinct advantage.

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Education:

- Post-graduate qualification in business, behavioural science marketing or behavior change, or related field.

Other Requirements

- Must be able to work from or regularly travel to an existing GAIN office in Kenya, Nigeria and Uganda.
- Fluency in English, both written and oral. Fluency in French an added advantage.

WHAT GAIN OFFERS

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