



## Global Alliance for Improved Nutrition

<b>Job title:</b>	Senior Associate, Communications and Advocacy
-------------------	---

<b>Classification:</b>	Grade 4	<b>Direct reports:</b>	0
<b>Work location</b>	Pakistan, Uganda, Indonesia	<b>Travel required:</b>	5 - 15%

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.

Large scale food fortification (LSFF) is critical to help achieve GAIN's vision. GAIN supports national and regional nutrition strategies to integrate this intervention where existing food supplies and limited access fail to provide adequate levels of nutrients in the diet. The consumption of fortified staples and condiments can play a major role in underpinning the prevention of micronutrient deficiencies across entire populations. Since 2002, GAIN has supported the roll-out of LSFF in approximately 40 low and middle-income countries. Globally, GAIN alone or in partnership with other organizations is active in advocacy for LSFF, research and evaluation related to the impact and potential for impact of fortification, hosts the Global Fortification Technical Advisory Group (GF-TAG) and is a key partner in various platforms such as the Global Fortification Data Exchange (GFDx) and Nutrition Connect. GAIN primarily supports mandatory fortification of commonly consumed food vehicles including salt, edible oils, wheat flour, maize flour, and rice. GAIN-supported LSFF programmes reach over a billion people annually. GAIN and partners continue to drive new investments for fortification through global advocacy and generating evidence on the actual and potential contribution of fortification within national nutrition strategies.

Significant progress has been achieved in scaling up LSFF programmes globally, for example, fortification of salt is mandatory in over 125 countries, reaching almost 90% of the global population, while fortification of at least one type of grain (maize, wheat or rice) is mandatory in at least 90 countries globally. Despite this progress, challenges still exist including the quality of fortification and coverage of programmes as well as gaps in oversight and regulatory monitoring of food fortification programmes.

## Global Alliance for Improved Nutrition

<b>DESCRIPTION</b>
<p><b>Overall purpose</b></p> <p>GAIN is hiring a Senior Associate, Communications and Advocacy to support large-scale food fortification (LSFF) efforts globally, regionally, and nationally. The Senior Associate will serve the wider food fortification community through the Global Fortification Technical Advisory Group (GF TAG) and will be responsible for strengthening partnerships and promoting LSFF programs in low- and middle-income countries.</p> <p>The Senior Associate will also help elevate the "future fortified" brand through social media and newsletters and will contribute to creating a global communications and advocacy strategy in collaboration with coalition partners. The postholder will also support with other LSFF communications and advocacy efforts as needed.</p>
<p><b>Tasks and responsibilities</b></p> <p><u>Partnerships</u></p> <ul style="list-style-type: none"> <li>• Collaborate with the global LSFF community in implementing a joint strategy to improve communication and collaboration, including dissemination of learning and research products</li> <li>• Support the global LSFF community to capitalize on relevant major events, increase stakeholder engagement, and strengthen the GF TAG by bringing in new members</li> <li>• Provide logistical support and contribute to development of the GF TAG, including its advocacy and communications working groups</li> </ul> <p><u>Communications</u></p> <ul style="list-style-type: none"> <li>• Maintain a messaging framework around the importance of LSFF in the current political moment (declining aid, growing need, and increasing instability)</li> <li>• Strengthen online presence for LSFF as an issue and GAIN as an organization (in the LSFF space) via content creation for social channels and newsletters</li> <li>• Support the implementation of a communications strategy to elevate the visibility and increase use of the Future Fortified brand</li> <li>• Provide communications support to spotlight LSFF as a highly cost-effective intervention that requires more investment and prioritization to reach its full potential impact - scan the landscape and identify "hooks" for communications to increase visibility and support for LSFF</li> <li>• In collaboration with the LSFF advocacy/communications team, continually update and develop the online LSFF advocacy toolkit</li> <li>• Maintain and grow an international listserv of LSFF supporters and practitioners</li> <li>• Review production/design and facilitate rollout of GAIN branded, GF TAG and Future Fortified branded materials such as fact sheets, infographics, briefing papers, reports, etc.</li> <li>• Maintain regular contact with program leads from partner organizations to identify appropriate opportunities for sharing work with the wider LSFF community.</li> <li>• Meet regularly with GAIN Knowledge Leadership colleagues to identify relevant work on LSFF and micronutrient malnutrition that should be disseminated through the GF TAG and Future Fortified channels.</li> <li>• Develop and solicit content for a sector-wide newsletter to share current research, information, events, and initiatives with the global LSFF community, facilitating greater awareness of the work happening across the sector and fostering collaboration and collegiality</li> <li>• Ensure that LSFF communications activities are well coordinated with GAIN global communications initiatives. Support and amplify GAIN communications efforts around nutrient enriched/biofortified crops</li> </ul>

## Global Alliance for Improved Nutrition

### Advocacy

- Support the use of strategic communications for advocacy purposes at global, regional, and national levels
- Contribute to global/regional/national campaign planning from a communications/coalition-building perspective
- Support and advise GAIN's advocacy and communications leads in focus geographies

### **Key organisational relationships**

- Reports to the Senior Advocacy Specialist for LSFF to review progress of all activities
- LSFF Project Managers, Communications Managers, and Heads of Policy and Advocacy across GAIN's country offices
- Members of the LSFF, Programme Services, and Finance teams within GAIN
- GAIN Knowledge Leadership team on evidence generation and monitoring
- GF TAG members

## **JOB REQUIREMENTS**

### **Competencies**

- Think strategically and creatively about issues related to communications, advocacy, coalition building, and public policy
- Strong understanding of how traditional and digital media can be used to advance advocacy campaigns, including proficiency in pitching stories/pieces and creating content
- Take initiative, set priorities and work under pressure to meet deadlines
- Work effectively both independently and in a cross-cultural team environment
- Excellent analytical and organizational skills and expertise in problem solving
- Excellent communication skills in English (oral and written)
- Strong stakeholder management skills, with a proven ability to work in an environment requiring collaboration with government, industries and international organizations
- Strong coalition-building/partnership skills, cultivating joint ownership, understanding and accommodating organizational interests, delegating work and sharing credit
- Highly adept in translating complex and technical information tailored to different audiences and ability to synthesize complex content into simple terms

### **Experience**

- Proven experience in a position in the areas of communications, advocacy, stakeholder engagement, and/or coalition building.
- Leveraging strategic communications to drive advocacy initiatives, influence policy decisions, and engage key stakeholders.
- Coordinating diverse coalitions of stakeholders to develop and implement impactful advocacy initiatives and campaigns.
- Planning and managing workshops and public events.
- Utilizing basic advocacy tools such as power analysis, stakeholder analysis, SWOT analysis, and theory of change and application of these tools to create strategies and work plans.
- Familiarity with food fortification and public nutrition programming preferred.



## Global Alliance for Improved Nutrition

### **Education**

- Bachelor's or master's degree in public policy, communications, journalism, public health, or equivalent experience in a related field

### **WHAT GAIN OFFERS**

- A competitive renumeration 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

*Please note that job descriptions cannot be exhaustive, and the post-holder may be required to undertake other duties, which are broadly in line with the above key responsibilities.*