

Global Alliance for Improved Nutrition

Job Title:	Senior Technical Specialist, Social Marketing
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Classification:	C6 - Senior Technical Specialist	Direct Reports:	0
Work Locations	Mozambique	Travel Required:	Field Visits 20%

The Global Alliance for Improved Nutrition (GAIN) was launched at the UN in 2002 to tackle the human suffering caused by malnutrition. GAIN is a global, Swiss-based foundation that mobilises public-private partnerships and provides financial and technical support to deliver nutritious foods to those people most at risk of malnutrition. Our programs in Africa and Asia enable better diets via nutritional products, such as fortified staples foods, including cooking oil and flour, and condiments like salt and soy sauce. We also support improved maternal and infant health by promoting breastfeeding and specialised products for infants over six months and young children. In addition, we partner with local businesses to improve the quality of food along agricultural value chains. By building alliances that deliver impact at scale, we believe malnutrition can be eliminated within our lifetime.

Description
<p>Overall Purpose</p> <p>The Social Marketing Technical Specialist shall provide technical support to the GAIN Mozambique programmatic portfolio, with special focus on the Complementary Feeding project, the CPSP Demand Generation output, as well as the Pro-Consumers piece of the Large-Scale Food Fortification project. S/he will work in close collaboration with the programmes team in Mozambique office and HQ to design the strategies and implementation of demand generating activities.</p> <p>S/he will work with creative firms in Mozambique to produce designs and materials, and contribute to formative and other assessments, as needed to inform Social marketing. The Social Marketing Technical Specialist will actively work with the technical specialists and technical leads of partners (e.g. MOH and DPS), assist with social marketing activity implementation and monitoring and addressing all supply/materials needs for all social marketing -related activities with consortium partners.</p>
<p>Responsibilities:</p> <ul style="list-style-type: none"> • Assisting with social marketing program design, adaptation, implementation, and monitoring with program staff and technical experts in line with the projects strategic plans • Provide local expertise and technical support for the design and implementation of the social marketing community level interventions. • Developing, pre-testing, and producing communication tools and job aids based on evidence-based theories and methodologies, in line with the social marketing strategy. • Coordinating with research firms, advertising agencies, public relations experts, production vendors, community mobilizers, and/or consultants hired by the projects to assist with social marketing or community level work. • Coordinating with stakeholders and assisting with technical activities involving co-existing social marketing communications campaigns. • Working with the Knowledge Leadership staff and the Programme Services Team to monitor and evaluate the progress and impact of social marketing activities. • Assisting in documenting projects results and impacts in various forms, including media stories, lessons learned, case studies, and other areas, and contributing to regular quarterly and annual reporting. • Work collaboratively with other project and QUAD team members to ensure necessary program planning, budgeting, resource availability and that management activities function smoothly and efficiently. • Performing other duties as directed by the GAIN Mozambique Country Director.

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<p>Key Organizational Relationships</p> <ul style="list-style-type: none"> • GAIN Mozambique Country Director & Mozambique country team • Programme Services Team, Knowledge Leadership and Finance QUAD focal points • Creative and activation agencies and other key partners like government.
<p>Job Requirements</p>
<p>Skills & Attributes</p> <ul style="list-style-type: none"> • Demonstrated expertise in social marketing and behaviour change principles and practices. • Strong experience in community level project implementation and management, preferably for social marketing and behaviour change programs. • Ability to travel minimum 50 days a year to project areas. • Analytical, with the ability to effectively liaise with creative and research agencies and government offices. • Excellent interpersonal and communications skills in both English and Portuguese. • Proactive with a commitment to quality and accuracy with close attention to detail. • Able to prioritize, multi-task, and work well under pressure with frequent deadlines. • Reliable and enjoys working in a multi-cultural, cross functional team with flexible and adaptable approach to work. • Ability to work without close supervision.
<p>Experience</p> <ul style="list-style-type: none"> • Minimum 5 years work experience out of which 1 year should have been in implementing community level behaviour change interventions and / or designing behaviour change programmes. • Experience with creating social movements or changing social norms is highly desirable. • Experience in implementing results-oriented behaviour change programmes, preferably in partnership with multiple program partners. • Experience in public health and/or nutrition is highly desirable but not essential.
<p>Education</p> <ul style="list-style-type: none"> • Professional university degree in Marketing or Communications or equivalent combination of education and behaviour change implementation work experience.
<p>Language</p> <ul style="list-style-type: none"> • Excellent command of written and spoken English and Portuguese.
<p>Other Requirements</p> <ul style="list-style-type: none"> • Mozambican citizen preferred. • Ability to work independently and meet deadlines. • Highly flexible, with the ability to work effectively as part of a multicultural team. • Ability to work effectively even under pressure. • Pragmatic, dynamic and autonomous person.