

The Global Alliance for Improved Nutrition

Job title:	Demand Creation Associate, Commercialization of Biofortified Crops
-------------------	--------------------------------------------------------------------

Classification:	D3 – Associate	Direct reports:	0
Work location	Tanzania	Travel required:	Up to 30%

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people. In particular, we aim to make healthier food choices more desirable, more available, and more affordable. GAIN's mission is to advance nutrition outcomes by improving consumption of nutritious and safe food for all people, especially the most vulnerable to malnutrition.

DESCRIPTION
<p>Overall purpose</p> <p>In 2018 GAIN and HarvestPlus entered into a partnership with a shared ambition to expand coverage of biofortified nutrient dense foods to at least 200 million consumers initiating activities in six targeted countries where malnutrition is most pervasive. The focus is on biofortified varieties of six highly promising crops, developed by HarvestPlus and its partners. These crops form the frontline cluster of sentinel nutritious staple crops to be considered for commercialization at scale by the partnership.</p> <p>GAIN and HarvestPlus have each developed products, technologies and delivery tools that have demonstrably improved diet quality for hundreds of millions in low income communities. The partnership will focus on expanding reach and coverage of biofortified nutrient-enriched crops to consumers via market channels, with a heavy emphasis on commercialization of both seed, and crops as ingredients into the food system.</p> <p>In Tanzania the Demand Creation Associate will coordinate the design and implementation of activities and partnerships at country level, to fulfill the vision of bringing biofortified products to scale under the partnership of GAIN and HarvestPlus. They will also provide technical leadership for sustained demand creation activities for the project.</p>
<p>Tasks and responsibilities</p> <ul style="list-style-type: none"> • Support the process of partner selection in the Food biofortification project e.g. institutions, processors, beans and maize off takers • Support the process of Identifying and determining the existing school's food supplying systems • Engage with approved partnerships to implement proposed interventions • Train and Support schools and suppliers on High Iron Beans (HIB) and Pro-Vitamin A (PVA) maize variety identification from other biofortified, handling, preparation and developing of PVA and HIB based products to retain its nutrients • Support the awareness campaigns on new HIB and PVA food-based products (capacitate the students, teachers, suppliers, parents and school committees) to increase consumption. • Provide strategic input in designing and implementation of value addition and domestic consumption models appropriate

The Global Alliance for Improved Nutrition

- Provide support and build the capacity of food processors in developing new HIB and PVA food-based products and packaging designing and labeling.
- Support nutrition testing and Tanzania Bureau of Standards (TBS) certification of new HIB and PVA food-based products developed
- Support the project lead in planning and executing of planned activities
- Monitor field activities and compile field quarterly and annual reports
- Support the implementation of government policies at subnational level
- Engage with media and other forms of communication to raise profile of the project
- Work with relevant communication experts to produce relevant IEC materials for various project target audiences
- Promote consumption of biofortified crops among the general public
- Support product tracing system to ensure quality
- Work with project lead to create the necessary advocacy and demand in the project target regions
- Any other assignment as agreed with the project lead and Country Director when need arises.

Key organisational relationships

- The Demand Creation Associate will report directly to the Project Manager, Commercialisation of Biofortified Crops
- Works closely with the Country Director and other project colleagues and implementing partners as required for the agreed upon activities.
- The Demand Creation Associate will work closely with other members of the GAIN Tanzania country team
- The Demand Creation Associate will work closely with colleagues at HarvestPlus in Tanzania to ensure full alignment of partnership activities in country under the leadership of the Project Manager.

JOB REQUIREMENTS

Competencies

- Ability to design and manage supply chain interventions for pro-poor impact
- Good understanding of regulatory, legal, food standards frameworks and required capacity building to ensure compliance that meet regulatory and market requirements
- Good communication skills with the ability to engage with a diverse audience
- Strong written and presentation skills.
- Ability to operate within the private and public sectors to effectively liaise with food enterprises, development agencies, and governments at senior level.
- Analytical mindset
- Strategic thinking
- Excellent planning and time management skills
- Experience in food and safety standards and Post-harvest handling

Experience

- Demonstrable professional experience directly or indirectly related to marketing foods and supply chains including supporting implementation of market-based agricultural or nutrition programs and projects.

The Global Alliance for Improved Nutrition

- Demonstrable prior experience in establishing agro - processing facilities and value addition supply chain, producing marketable nutritious food products
- Experience in entrepreneurship development, development of business plan, business cases, funding proposals for an agribusiness
- Experience in food product research and development expertise
- Experienced and knowledgeable in food fortification
- Experience in beans and maize patterns and market systems in Tanzania
- Experience in food and safety standards and Post-harvest handling
- Excellence facilitation and practical training experience to food processors especially maize millers

Education

- University level degree in a relevant field such as supply chain management, business and marketing, food technology, development studies, economics, agricultural development, or other relevant technical fields.

Other requirements

- Proficiency in English is required.

WHAT GAIN OFFERS

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