

The Global Alliance for Improved Nutrition

Job title:	Communications Manager-Country Programmes
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Classification:	C5 -Manager	Direct reports:	0
Work location	Nairobi, Kenya	Travel required:	50%

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> <ul style="list-style-type: none"> In this role, the Communications Manager- Country Programmes will develop, coordinate and execute communications strategies to be implemented in/for all GAIN offices in countries with high levels of malnutrition: Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, Rwanda and Tanzania. They will strive to foster better understanding and support to 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.
<p>Tasks and responsibilities</p> <p><u>Public and Media Engagement</u></p> <ul style="list-style-type: none"> Develop, coordinate and supervise execution of the global communications strategy in the above countries and the activities organised across online and offline channels in alignment with GAIN's priorities, corporate communications and country needs. Coordinate outreach to public and media and messaging to be consistent across all countries Deliver regular thought leadership content i.e. interviews, podcasts, opinion pieces Identify key opportunities to profile country leadership in relevant convening settings i.e. as speakers in events or webinars or networks of local organisations 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. <p><u>Digital Communications</u></p> <ul style="list-style-type: none"> Strengthen the digital communication at country levels through targeted digital engagement and positioning, develop the capacity of country offices to sustain an up-to-date online (GAIN website) and social media presence

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- Populate and deliver quality audio-visual services (commission external vendors to ensure we have availability of quality multimedia tools such as photos, infographics, and videos)
- Keep up with digital changes and identifying areas for improvements using pictures, infographics, tell better stories, and creating a fast but lasting impact
- Develop some innovative digital initiatives showing impact of GAIN's work, identify relevant platforms for storytelling and engaging with relevant communities

Coordination and Capacity Building:

- Build internal communications capacity by providing timely and effective information to all staff across countries, promote stronger staff engagement, identify priority events ie. awareness days
- Deliver effective capacity building in full collaboration with operations, training sessions, webinars on global media skills lab in preparations for media field visits
- Facilitate regular monthly fruitful exchanges among communications team and country directors & their respective communications staff to capture sharing of best practices
- Recruit specialists to ensure availability of trained communications staff through full-day in-depth communications training or tailored training with continuous coaching for high impact

Cross Cutting

- Support GAIN's online fundraising to increase contributions from private sector for instance
- Support crosscutting campaigns
- Provide guidance, tools and content across the organisation 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

Key organisational relationships

- Head of Comms – direct report line
- Comms team
- Country Director Kenya
- CPT team
- Country Directors
- Country Communications Focal Point

JOB REQUIREMENTS

Competencies

- Self-starter with an ability to prioritize and multi-task in a fast-paced, deadline driven environment
- Outstanding written and verbal communications skills in English
- Strong organizational and project management skills with attention to details
- Excellent interpersonal skills and ability to coach, inspire and influence
- Highly adept in translating complex and technical information tailored to different audiences

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Experience

- Substantial exceptional experience in the field of media relations, public relations, corporate communications preferably in low- or middle-income countries, covering multiple countries
- Strong professional experience in digital marketing and social media
- Passion for creative storytelling and new ideas with examples to showcase these

Education

- Master's degree in communications, public relations or journalism or international relations and development

Other requirements

- English (professional) Spanish, Portuguese, French or other South East Asian language an asset
- Substantial experience in similar international role

WHAT GAIN OFFERS

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