

<b>Job title:</b>	Digital Communications Manager
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<b>Classification:</b>	5	<b>Direct reports:</b>	1 - 5
<b>Work location</b>	Open in any GAIN Country location	<b>Travel required:</b>	Occasionally

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><b>Overall purpose</b></p> <p>In this role, the Digital Communications Manager will supervise the development and execution of the digital strategies namely create innovative approaches to website, website- and social media content along with the communications team. He or she will advise on identifying the key targeted audiences and develop effective messaging strategies to target them.</p>
<p><b><u>Story-telling content for the website</u></b></p> <ul style="list-style-type: none"> <li>• Drive and propose new compelling content (research, source and develop story ideas)</li> <li>• Write and produce first-class material such as features, interviews, expert pieces, blogs, story boards for videos.</li> <li>• Develop related communications materials and messaging</li> <li>• Define priorities and editorial planning for excellent coordination</li> </ul> <p><b><u>Social Media</u></b></p> <ul style="list-style-type: none"> <li>• In close coordination with different teams within GAIN, develop GAIN social media strategy, roadmap, and calendar planning at global level and be responsible for their overall rollout within the organization and with our relevant partners</li> </ul>

- Manage GAIN's digital communications and social media ecosystem including Facebook Workplace (internal), website and all social media channels (Twitter, LinkedIn, YouTube, Facebook, and Instagram)
- Create, edit, and publish daily engaging and creative social media & multimedia content using the required software mentioned hereunder
- Coordinate the establishment of captivating photo library from GAIN Countries and Programmes
- Propose innovative approaches such as: photo essay, infographics, and short video stories
- Manage external community engagement including taking part in real time conversations

#### Metrics

- Define KPIs for all digital-related communications activities
- Systematically employ monitoring and metric tools for measuring impact, gauging gaps and assisting fine tuning of our digital communications strategy

#### Key organisational relationships

- Head of Communication
- Communications Associates
- Communications Team
- Country Programmes Team (CPT)
- Strategic Management Team (SMT)
- Programme Services Team (PST)
- Policy and External Relations Team (PER)
- Public Engagement Group (PEG)
- Executive Director Office

### JOB REQUIREMENTS

#### Competencies

- Creativity and innovation
- Excellent communication skills in English, both oral and written, along with creative mindset, proactive and confident attitude
- Outstanding design skills and technical knowledge on the different layout design techniques and software (InDesign, Photoshop, Illustrator, Canva)

<ul style="list-style-type: none"> <li>• Self-starter with an ability to prioritise and multi-task in a fast-paced, deadline driven environment</li> <li>• Strong organisational and project management skills with attention to details</li> <li>• Strong in soft skills (people, social, and communications) and the ability to work with diverse team in a challenging and fast-paced environment</li> <li>• Highly adept in translating complex and technical information into relevant simple layman language tailored to different audiences</li> <li>• Up-to-date with the latest trends, SEO, and best practice in social media marketing;</li> <li>• Proven track of successful social media campaigns and story telling</li> <li>• Ability to manage multiple projects involving coordination with various departments both internally and externally</li> <li>• Experience in managing a budget</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Significant experience in the field of digital communications, marketing, creative story-telling and social media at local, regional and global levels</li> <li>• Passion for creative storytelling and new ideas with examples to showcase these</li> <li>• Previous experience working in similar positions</li> </ul>
<p><b>Education</b></p> <ul style="list-style-type: none"> <li>• Degree in communications, marketing, public relations, journalism, international relations development studies</li> </ul>
<p><b>Other requirements</b></p> <ul style="list-style-type: none"> <li>• Proficiency in another GAIN country language would be an asset</li> </ul>

WHAT GAIN OFFERS
<ul style="list-style-type: none"> <li>• Flexible working hours</li> <li>• Friendly working environment</li> <li>• Professional development opportunities</li> </ul>