

Global Alliance for Improved Nutrition

Job title:	Project Associate, NAWIRI Demand Creation		
Classification:	D3 – Associate	Direct reports:	0
Work location	Marsabit or Isiolo County, Kenya	Travel required:	Regular inter-county

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>The USAID Office of Food for Peace (FFP) funded 5-year Development Food Security Activity (DFSA) in Kenya, Nutrition in ASALs Within Integrated Resilient Institutions (NAWIRI) Project aims to sustainably reduce levels of acute malnutrition among vulnerable populations in Isiolo and Marsabit counties of the arid and semi-arid lands (ASAL) regions of Kenya. NAWIRI interventions are expected to include those which work with local private-sector actors (e.g. producers and processors) who support the value chains for milk and meat, as well as work to support the role of the private sector in the local food system more broadly.</p> <p>To help inform this work, GAIN is a partner on the consortium leading the Market and Food Systems work. GAIN will work alongside other partners on the CRS-led NAWIRI consortium to undertake project activities that seek to understand: the functionality of the local private sector actors; the functionality of local market systems; the implications of this for acute malnutrition patterns in the ASALs; ways in which the private sector could be leveraged to improve availability, accessibility, affordability, and / or desirability of nutritious foods to vulnerable households in Marsabit and Isiolo in the ASAL areas.</p> <p>Reporting to the Project Manager, the Project Associate will provide technical expertise to create and sustain consumer demand for nutritious foods in Isolo and Marsabit Counties. The Associate will be responsible for consumer-facing market activities that encourage the purchase of nutritious foods.</p>
<p>Tasks and responsibilities</p> <p><u>Marketing</u></p> <ul style="list-style-type: none"> Assess nutritious foods marketing opportunities and work with the Project Manager to develop / revise market expansion strategy for the GAIN supported SMEs Support business case development for implementation and further scale for the SMEs and project overall <p><u>Promotion</u></p> <ul style="list-style-type: none"> Facilitate the development of the position of branded nutritious food based on lower-income family preferences. Identify effective and efficient promotion activities in collaboration with civil society, government and private sectors, and facilitate the implementation of such activities With support from Programme Services Team and GAIN Communication Team, facilitate the development of communication materials, social marketing and communication campaigns in collaboration with partners.

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Distribution and Sales

- Explore existing or establish new market delivery channels to improve access to nutritious food as part of NAWIRI
- Support existing public delivery channels to increase take-up of nutritious food by the target population
- Support suppliers and sales forces with product positioning and retail promotion strategies

Project management support

- Participate and contribute to development and implementation of project work plans.
- Provide assistance to the project manager by documenting and monitoring the project progress against project workplan and budget.
- Collect, document, collate and analyse project data for monitoring and management information purposes
- Provide support for the timely submission of high-quality reports, success stories and other documents as per organizational procedure and donor requirements.
- Preparation of monthly updates and organizing time bound meetings with project stakeholders.
- Contribute to quarterly reports, activity-specific reports, and drafting of project success stories.
- Providing support to the project manager in organising key events planned under the project.

Project quality

- Working with the Project Manager, comply with and implement process according to GAIN's various policies, e.g. gender, diversity, environmental and safeguarding etc.
- Plan, coordinate and organize time-bound project site visits
- Identify any potential issues or risks that could affect the progression of the project. Work with the Project Manager to identify potential solutions.
- Conduct regular follow up and monitoring of the activities implemented by project partners or businesses; prepare timely monitoring reports with findings and recommendations

Key organisational relationships

- Reports to NAWIRI Project Manager
- Close collaboration with the NAWIRI project consortium partners, GAIN Kenya team, and GAIN Geneva.
- Liaises regularly with GAIN Programme Services Team and Knowledge Leadership teams.
- Government, Donors, NGOs, Private Sector, Academia and others

JOB REQUIREMENTS

Competencies

- Clear and systematic thinking that demonstrates good judgment, expert problem solving, and creativity
- Ability to work effectively as a team member and independently
- Good communication skills
- High level of professionalism and integrity
- Thorough familiarity with word processing, spreadsheet, and project scheduling computer applications.

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Experience

- Experience in marketing or advertising of foods to consumers, required
- Good experience in Agri-food sector in Kenya
- Experience in food sales, highly desirable
- Experience working in a public/private partnership environment desirable.
- Experience working in the ASAL areas desirable.

Education

- A Bachelor's Degree in Business Management (Sales and Marketing) or a suitable equivalent is required.
- Diploma or equivalent certification in project management is highly desirable.

Other requirements

- Fluent written and verbal English
- Local language proficiency desirable
- Must be willing and able to work and stay in the ASAL area with travels across Marsabit and Isiolo counties

WHAT GAIN OFFERS

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