

Global Alliance for Improved Nutrition

Job title:	Project Associate, Demand Creation		
Classification:	D3 – Associate	Direct reports:	0
Work location	Nairobi, 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>GAIN and HarvestPlus share an ambition to expand coverage of biofortified nutrient dense foods to at least 200 million consumers by 2022, realizing a higher reach of up to three times this (600m) from the initial investment by 2028. The focus will be 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. They include iron-enriched beans and pearl millet, zinc-enriched wheat and rice; and vitamin A-enriched cassava and maize. In Kenya, the biofortification project targets iron-enriched beans.</p> <p>In order to achieve the vision of scaling up the commercialization of biofortified crops, GAIN and HarvestPlus aim to produce evidence, mechanisms, tools, networks and investments to scale up the marketing and purchase of biofortified planting materials for farmers and foods for consumers. This will include playing a brokering role; rallying governments, businesses and investors to improve demand for, and access to, nutrient dense staple crops. GAIN also helps to develop the category fortified foods (industrially and naturally fortified).</p> <p>Reporting to the Project Manager, the Project Associate will provide technical expertise to create and sustain demand for nutritious foods across various counties. The Associate is responsible for marketing activities that will grow the market share for iron fortified beans.</p>
<p>Tasks and responsibilities as part of bean biofortification project</p> <p>GAIN works with existing bean processors and retailers to support their market entry into fortified beans. Our business support services include technical assistance on specific business activities (packaging, product positioning, B-to-B marketing, etc), grants/loans, and advice on marketing strategy.</p>
<p><u>Marketing and promotion</u></p> <p>Under the supervision of the project manager;</p> <ul style="list-style-type: none"> • Assess iron-enriched bean market opportunities and develop / revise market expansion strategy for processors. • Support processors, retailers with integrated marketing and communication strategies for iron-fortified beans. • Explore existing or establish new distribution channels to improve access to iron-enriched bean category. • Facilitate product positioning new iron fortified product by processors. • Collaborate with market research agencies and creative agencies for marketing and communication needs. • Support businesses with retail promotional strategies where appropriate

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- Identify promotion channels in the public sector, i.e., civil society, government, and facilitate the implementation of promotion activities for iron-fortified beans in this sector (e.g., key messaging, promotion materials, etc)
- With support from Programme Services and Communication teams, lead the development of communication materials, promotion strategies in collaboration with processors and public sector partners.

Project management support

- Participate and contribute to overall project implementation.
- Plan, coordinate and organize time-bound project site visits. Participate in site visits to companies to monitor and report on the effectiveness of the project's interventions.
- Identify any potential issues or risks that could affect the progression of the project and work with the project manager to identify potential solutions.
- Conduct regular monitoring of the activities implemented by partners and prepare timely monitoring reports with findings and recommendations.
- Provide support for the timely submission of monthly and quarterly success stories and other documents as per organizational procedure and donor requirements.
- Compliance with and implementing GAIN's various policies, e.g. gender, diversity, environmental and safeguarding etc

Support the Project Manager with

- Project baselining and monthly data collection that will feed into the defined M&E indicators, as well as reporting to project stakeholders including donors.
- Organising key events planned under the project.
- Review consultancy assignments

Key organisational relationships

- Reports to Project Manager Commercialization of Biofortified Crops Kenya.
- Close collaboration with the Biofortification project consortium partners, GAIN Kenya team, GAIN Global team and SUN Business Network.
- 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.

Experience

- Good experience in Agri-food sector in Kenya
- Experience in business-to-business fast moving consumer good sales, highly desirable.
- Experience in marketing or advertising of foods to consumers, desirable

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- Experience working in a public/private partnership environment 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.

WHAT GAIN OFFERS

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