

Global Alliance for Improved Nutrition

Job title:	Business Associate – Supply Chain for Nutritious Food
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Classification:	Grade 3	Direct reports:	0
Work location	Addis Ababa, Ethiopia	Travel required:	70% within the country

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.

GAIN fights malnutrition in Ethiopia through innovative and sustainable models that increase access to affordable nutritious foods among communities vulnerable to malnutrition. The Economic Growth through Fruit Transformation project is designed to create jobs and income generation opportunities and to improve access to affordable, safe, and nutritious dried papaya-based snacks by building a value chain for papaya processing in Ethiopia.

DESCRIPTION
<p>Overall purpose</p> <p>The Business Associate shall report to the Project Manager- Supply Chain for Nutritious Food and will take on the facilitation and technical support with the developing business, distribution and monitoring models of the solution and build a model with tools for capacity building of fruit processors in terms of business development, distribution and marketing to be able to scale. In addition, s/he will monitor and evaluate the business, distribution and market flow of the product through different channels. The Business Associate should also support with inputs on how to strengthen the enabling environment for value addition to fruit processing in Ethiopia.</p> <p>The Business Associate will work closely with the local and global private sector, including public and private support structures, other civil society organizations, academia and government to achieve impact through scalable models of the papaya-based food products distribution and marketing.</p>
<ul style="list-style-type: none"> • • Responsibility • Support with the development of tools and conduct a baseline assessment or landscape analysis at the beginning and through the stages of the project development and implementation to understand the business, distribution and market landscapes and to monitor, track and evaluate the project achievements systematically. • Establish the value chain analysis and define partners and their roles and responsibilities within the chain and develop a comprehensive plan to link the partners with the value chain actors and support the collaboration of partners within the value chain. • In collaboration with the project team develop financially viable business model through a realistic proposition for the product solutions that will be developed, including the distribution modality by taking the

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following aspects into consideration: product(s) to be developed and sold, costs of operation, capacity to produce the product, willingness to pay, pricing and sales needs.

- In collaboration with the project team, facilitate and support the design and test a multi-channel approach (retail and institutional) including value propositions for each channel.
- Support with the development of delivery channels map based on the market targets in collaboration with consultants through assessing a door-to-door delivery channel and retailers/consumers' insight assessment
- Conduct consumer insights to understand including their needs, wants and priorities, which will feed into the value propositions.
- Work closely with the project manager- Supply chain for nutritious food and consortium members to achieve the market and nutrient needs throughout the product development process including assessing the acceptability of the product within the prototype development process and providing recommendation on the intended prototype improvements based on the consumers feedback and willingness to pay.
- In collaboration with the team, provide technical support to the processors on the product package and brand development as well as marketing strategy and promotional tools development in collaboration with the marketing specialist, by taking the product facts, consumers' values and touch points into consideration.
- Monitor and track the financial feasibility and sustainability of the business and recommend any improvements through the project implementation.
- In collaboration with the team facilitate and develop a scalable and adaptable model/strategy for the scaleup of the solution and which can be applied to other fruits.
- Other roles and responsibilities depending on the demand of the project

Key organisational relationships

- Project Manager - Supply chain for nutritious food
- Supply chain for nutritious food team
- GAIN Ethiopia country team
- Global project support team
- Interaction with all external project partners and key stakeholders

JOB REQUIREMENTS

Competencies

- Strong communication and negotiation skills
- Basic computer literacy with Excel, MS Word, Power Point skills and other software.
- Able to prioritize, multi-task, and work well under pressure with frequent deadlines.
- Strong facilitation skills
- Analytical, with the ability to effectively liaise with government offices and private business sectors.
- Proactive with a commitment to quality and accuracy with close attention to detail.
- Strong analytical and numerical skills

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Experience

- At least five years' experience in similar roles and responsibilities in marketing, business and brand development
- Understanding and experience with international development, particularly food systems, agriculture, nutrition and other similar topics.
- Understanding of the role of business in contributing to Sustainable Development Goals
- Experience working on food and/or nutrition area is a plus
- Experience with last mile distribution tracking and reaching the BoP is an asset
- Experience with writing comprehensive reports and development of tools to be used for scaling of projects
- Experience in business project management support and demonstrated success in working with various partners and service providers in time-bound projects

Education

- A Bachelors' Degree in Business Administration/Supply Chain Management/Marketing, or a suitable equivalent is required

Other requirements

- Fluent written and verbal English and a good command of Amharic
- A willingness and ability to travel

WHAT GAIN OFFERS

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