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**

**Overall purpose**

The Communication Associate will be a key player in organising and coordinating the internal and external communications activities of across the Bangladesh country office portfolio. They will be responsible for supporting with the implementation of the country communication plan in areas such as: social media activation, organisational profile and developing impact driven case studies working with Country and GAIN Global Team.

The postholder will regularly provide communications support and maintain a working relationship with country leadership team including Country Director and operational teams.

Working closely with the Communications Manager, Asia Country Programmes, they will be responsible for:

- a) supporting with the planning and development of country communication plan in line with GAIN’s global communication strategy
- b) Developing creative and media content including videos, photos, success stories, features, press release, graphics, animations, and live streams;
- c) engaging influencers and relationship management with media and all relevant stakeholders;
- d) Organising the dissemination of materials including writing press releases and media briefs.

The position will report to the Project Manager, MMS and will closely work with the GAIN Bangladesh country office team.

**Tasks and responsibilities**

**Communication strategy and action plan**

- Working closely with the Communications Manager, Asia Country Programmes and global communications team, support with developing and implementing communication strategy and action plan following GAIN’s vision, mission, country strategy, global communication strategy and advocacy strategy in consultation with Portfolio Lead, Project Managers, and key partners.
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- Ensuring that the production of communication products and materials is timely executed and followed up to support country communication strategy, national, regional and global campaigns and to support resource mobilization.

**Media, content/communication creation for GAIN Bangladesh**

- Providing support with guidance, video documentation, photography, or asset generation for the program's teams at GAIN.
- Media relations: Effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media - print, TV, radio, web etc.
- Social media: Ensure that the Country Office has a well-maintained social media platform with strong performance, growth and engagement indicators.

**Stakeholder engagement**

- Celebrities, partners and special events: Ensure that the Country Office's contact list of individuals, groups and stakeholders (Government, UN, civil society, development partners, private sector, academia and media) is maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives.
- Representation: Represent the information in an attractive and engaging format that can be shared with the public, media, project stakeholders, partners, and development partners.

**Other**

- Field visit: Visit field sites regularly to document beneficiary needs and success stories for donors, stakeholders, mainstream media and social media. In addition, the position will also develop case studies of Most Significant Changes (MSC).
- Monitoring: Regular monitoring activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts and profiling the organizational requirement accordingly. Ensure results and reports are prepared and shared on a timely basis.
- Resource mobilisation: Proactively come up with innovative communication ideas which can add value to projects linked with Multiple Micronutrient Supplementation (MMS), youth pledges and other elements where messages and communications need to be disseminated among stakeholders.
- Contribute to ideas for resource mobilisation and help to develop a program-oriented communication plan during donor proposal writing.

**Key organisational relationships**

- Reporting to Project Manager, MMS
- Portfolio Leads
- Project Managers
- Country Director
- Respective Team Members of GAIN Country Office
- Country Operation Team
- GAIN Global Communications Team

**JOB REQUIREMENTS**
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Competencies
- A dynamic individual with excellent interpersonal and communication skills in multicultural environments.
- Ability to prioritize, multi-tasking, and work well independently under pressure to meet deliverables and deadlines.
- Ability to work in a multi-cultural, cross-functional team with a flexible and adaptable approach.
- Clear and systematic thinking that demonstrates good judgment, expert problem solving, and creativity.
- Dialogue, negotiation, and advocacy skills are up to the mark.
- Self-motivated, proactive, and solution-oriented with a commitment to quality and accuracy.
- Understanding of the food system including overall understanding the importance of nutrition.
- Understanding of government policies related to key advocacy issues.
- Demonstrated collaboration & team-building skills.
- Proven ability to write, produce and publications of the report, fact sheet, news, article, feature case study and storybooks.
- Demonstrating an understanding of and commitment to GAIN's Core Values, vision, mission in the approach to work and relationships.

Experience
- Practical professional work experience in communication, print and broadcast media, or interactive digital media.
- Expertise and experience of working in communication and working with Government, UN, development partners, media, and research agencies.
- Strong experience in working with the development or private sector in terms of media promotion.
- Proven ability to work effectively in a team environment and matrix management structure is critical.
- Proven experience working on social media, graphics design, photography, videography, PowerPoint, Microsoft word and excel

Education
- University degree level (Bachelors or Masters) in Communications, Journalism, Public Relations, Business Administration, or a related field or equivalent work experience.

Other requirements
- Flexible, willing to travel in challenging environments.
- Fluency in English is spoken and written.

WHAT GAIN OFFERS
- Flexible working hours
- Friendly working environment
- Professional development opportunities