

Job title:	Communication Associate
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Classification:	D3 – Communication Associate	Direct reports:	0
Work location	Dhaka, Bangladesh	Travel required:	50%

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. GAIN’s purpose is to advance nutrition outcomes by improving the consumption of nutritious and safe food for all people, especially the most vulnerable to malnutrition. Working with both governments and businesses, GAIN aims to transform food systems so that they deliver more nutritious food for all people. GAIN has a proven record of facilitating practical solutions that increase the nutritional value and safety of foods in ways that work for consumers, businesses, and governments. For more details, please visit: www.gainhealth.org

DESCRIPTION
<p>Overall purpose</p> <p>The Communication Associate will be a key player in ensuring that the Country Office takes the lead in developing the communication strategy including below and above the line communications, social media activation, organizational profile, and develop impact-driven case studies working with the Country and GAIN Global Team.</p> <p>Working closely with the Project Manager, MMS and the GAIN Bangladesh country office team, they will be responsible for supporting with a) the development country communication strategy and plan aligning with GAIN Bangladesh’s Business Plan and GAIN’s global communication strategy and b) managing the development of 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 relevant stakeholders; d) updating different information linked with food systems for organisational profile including writing press releases, case studies and media briefs.</p> <p>They will regularly provide communication support and maintain a working relationship with country leadership team including the Country Director and operational team. The role will also be expected to come up with innovative communication ideas to add values to GAIN’s portfolios, dissemination of information as per commitments made at the UN Food Systems Summit (UN FSS) and Nutrition for Growth (N4G) Summit including Act4Food Act4Change Global Campaign and linkages with environment and climate change.</p> <p>Tasks and Responsibilities</p> <ul style="list-style-type: none"> • Communication strategy and action plan: Support with the development and implementation of a communication strategy following GAIN’s vision, mission, country strategy, global communication strategy and advocacy strategy and develop an annual action plan for communication in consultation with the key team player. • Communication materials: Ensure 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 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. Ensure Significant engagement of media for youth pledge collection under Act4Food Act4Change Global Campaign. Create scope using different media to disseminate learning from Bangladesh with global and other countries led by the youth under the same global campaign. • Social media: Ensure that the Country Office has a well-maintained social media platform with strong performance, growth and engagement indicators (including social media campaigns covering Country influencing agenda and goals). • 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.

- **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 all proposals for resource mobilisation and help to develop a program-oriented communication plan during donor proposal writing.

Key organisational relationships

- Reporting to the Project Manager, MMS.
- Country Director
- Respective Team Members of GAIN Country Office
- Country Operation Team
- GAIN Global Communications Team

JOB REQUIREMENTS

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.
- Flexible, willing to travel in challenging environments.
- Understanding of the food system in Bangladesh including overall understanding the importance of nutrition.
- Understanding of the government policies related to key advocacy issues.
- Demonstrated collaboration, stakeholder management & team-building skills.
- Proven ability to write, produce and publications of the report, fact sheet, news, article, feature case study and storybooks.
- Fluency in English is spoken and written.
- Proven ability to work effectively in a team environment and matrix management structure is critical.
- Demonstrable understanding of and commitment to GAIN's Core Values, vision, mission in the approach to work and relationships.
- IT literate with excellent MS Office skills and advanced excel skills

Experience

- Proven professional work experience in communication, print and broadcast media, public relations, or interactive digital media.
- Strong experience in working with the development or private sector in terms of media promotion and liaison.
- Expertise and experience of working in communication and working with Government, UN, development partners, media, and research agencies
- Demonstrated excellence in written/verbal communications, research, writing, and analytical ability
- Proven experience working on graphics design, photography, videography, PowerPoint, Microsoft word and excel.
- Experience with social media and content creation
- Proficiency in Adobe Creative Cloud Programmes (Adobe InDesign, Photoshop and Illustrator) is an additional asset

Education

- Bachelors' degree in Communications, Journalism, Public Relations, Business Administration, or a related field or equivalent work experience.

WHAT GAIN OFFERS

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