

The Global Alliance for Improved Nutrition

Job Title:	Senior Associate, Planning and Communications		
Classification:	D4 – Senior Associate	Direct Reports:	None
Work Location	GAIN's African country offices- Nigeria (Lagos), Ethiopia (Addis Ababa) or Kenya (Nairobi)	Travel Required:	Up to 25%

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. We aim to make healthier food choices more desirable, more available, and more affordable. GAIN's mission is to advance nutrition outcomes by improving the consumption of nutritious and safe food for all people, especially the most vulnerable to malnutrition.

DESCRIPTION
<p>Overall purpose</p> <p>GAIN's Nutrition Enterprise Unit (NEU) serves as GAIN's centre of excellence on supporting Small and Medium Enterprises (SMEs) in nutritious food value chains. This includes the delivery of technical assistance to SMEs, development of financial services for SMEs and advocacy for SMEs. It also supports several other projects seeking to develop specific nutritious food value chains. The unit is active in all five African and four Asian countries where GAIN maintains offices.</p> <p>Under the guidance and direct supervision of GAIN's Communications Manager-Country Programmes, the Senior Associate, Planning and Communications will support the formulation and implementation of communications and advocacy strategies that aim to increase the standing and awareness of the NEU with a broad range of stakeholders including government officials, private sector, non-government, media, and civil society organizations.</p>
<p>Tasks and Responsibilities:</p> <p><u>Communication strategy and action plan</u></p> <ul style="list-style-type: none"> Building on GAIN's corporate communications strategy, work closely with the Communications Manager-Country Programmes, NEU Lead, NEU Program Managers, Knowledge Leadership team, and the global communications team, to design and implement the unit's communication strategy and work plan <p><u>Content generation and media engagement</u></p> <ul style="list-style-type: none"> Lead the development and dissemination of content that raises the awareness of the unit's work (e.g., press releases, videos, pamphlets, publications, articles etc.) with special consideration to the variety of targeted audiences Develop and regularly update a database of communication and advocacy resources that can be utilized by the unit for outreach to various audiences Develop and maintain the unit's media contact list covering all media - print, TV, radio, web etc. Regularly liaise with media outlets to ensure that the appropriate information and messages are reaching the public

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- Ensure that the unit's digital media platforms including websites and social media accounts are well maintained and aligned to GAIN corporate digital communications
 - Input into periodic management reports, presentations and other relevant material for meetings/briefings, roundtables, events, solicitations to ensure good communications to the target audience
- Participate in field visits to document project updates that can be used to develop human interest stories, case studies, success stories, and other communication resources that can be utilized to engage various stakeholders e.g., SMEs, other private sector, policy makers, investors etc.

Creating Visibility for GAIN/Supporting NEU's Capacity to Advocate:

- Ensure the timely production of advocacy materials to support the engagement of various in country and global stakeholders on relevant thematic areas aligned with NEU's mandate and goals e.g., women empowerment, youth entrepreneurship, innovation etc.
- Provision of logistics support for the organization of advocacy and knowledge-sharing events.
- Organize and implement SME related promotional campaigns (i.e., SME Day)
- Organize communication activities such as media coverage and interviews during the GAIN's event and activities
- Liaise with GAIN's global communications team to raise the profile of the unit's work to global audiences
- Work closely with GAIN's global communications team in ensuring branding guidelines are accurately utilized and reflected in the development of the unit's communication assets

Monitoring:

- Regularly monitor the communications work plan to ensure maximum impact and continuous improvement of communication efforts
- Prepare reports to assess the effectiveness of communication activities and identify areas for improving audience outreach

Key Organizational Relationships

- The Senior Associate will report directly to GAIN's Communications Manager-Country Programmes and will work closely with the NEU Lead and other unit team members

JOB REQUIREMENTS

Competencies

- A dynamic individual with excellent interpersonal and communication skills in multicultural and multi-stakeholder environments
- Ability to prioritize, multi-task, and work well independently under pressure to meet deliverables and deadlines
- Self-motivated, proactive, and solution-oriented with a commitment to quality and accuracy.
- Well-developed dialogue, negotiation, and advocacy skills
- Strong understanding of utilizing mixed media channels to profile and engage SMEs
- Ability to contribute to developing advocacy strategy/materials for issues relevant to the NEU embedded in an understanding of government policy landscape

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- Proven ability to write, format, design, and publish reports, fact sheets, news articles, feature case studies, storybooks, and other related communication materials
- Proven record in digital engagement in creative ways to promote the voice of key stakeholders in the private and public sector
- Demonstrated understanding of and commitment to GAIN's Core Values, vision, mission in the approach to work and relationships

Experience

- Demonstrable experience in communication, interactive digital media, print and broadcast media
- Expertise and experience of working in communication with Government, UN, development partners, media, or research agencies
- Strong experience in promoting the development of the private sector
- Proven ability to work effectively in a team environment and matrix management structure is critical
- Proven experience using social media platforms, graphic design software in addition to photo and video editing software. Full command of Power Point, MS Excel, MS Word, and Outlook

Education

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

Other Requirements

- Fluency in written and spoken English is required
- Additional language in one advertised countries in an asset Willingness and ability to travel globally
- Must be eligible to work in one of GAIN's African country offices, Lagos, Addis Ababa, Nairobi, Dar es Salaam

WHAT GAIN OFFERS

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