

Global Alliance for Improved Nutrition

Job title:	Marketing Advisor
-------------------	-------------------

Classification:	D5–Manager	Direct reports:	0
Work location	Maputo, Mozambique	Travel required:	Up to 30%

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.

Our current strategy in Mozambique takes a food systems approach to increase and improve the availability, accessibility, affordability and use of high-quality nutritious and safe diets. Additionally, the organisation also provides nutrition services by identifying weaknesses in the systems, addressing these with innovative, sustainable solutions in partnership with a diverse set of actors to reduce nutrients deficiencies and improve the nutritional status of vulnerable populations, notably infants, young children, women, and women adolescent girls.

The GAIN Mozambique team is now developing large scale integrated programmes that combine demand creation, supply and policy / enabling environment components in the right proportion. This new role – Marketing Advisor – is now needed to lead the work on demand creation part of our programmes.

DESCRIPTION
<p>Overall purpose</p> <p>The Marketing Advisor will provide technical advice and expertise for designing, implementing, and monitoring of demand creation strategies for a range of projects and integrate them with other components such as Supply and Enabling Environment. Additionally, they will build the capacity of GAIN's partners and their staff to ensure effective delivery in the field.</p>
<p><u>Tasks and responsibilities</u></p> <p>Reporting to the Head of Programmes, the Marketing Advisor will provide technical advice and expertise for the demand creation components of a range of programmes that will contribute to improving the quality of target groups' diets (in combination with other programme components).</p> <p>Technical Oversight</p> <ul style="list-style-type: none"> • Co-lead with project managers the development of workplans for the demand creation components of projects, that efficiently distribute tasks and resources adequately across the fiscal year. Address issues that may cause delays in a timely manner.

Global Alliance for Improved Nutrition

- Provide technical support and oversight to the budgeting and forecasting for the demand creation/marketing components of projects.
- Oversee and/or lead the procurement process for the demand creation/marketing component including the request for proposal, proposal evaluation, contracting, and payment processing.
- Provide technical oversight of the preparation of project summaries and any technical materials for external engagement.
- Represent GAIN in meetings with external stakeholders including government, NGOs, private sector.

Strategic Leadership in Design and Implementation of Demand Creation

Design and Implementation primarily relates to operationalizing the demand creation strategy and the effective use of human and financial resources

- Provide technical oversight to the design of the demand creation/marketing strategy for the GAIN Mozambique projects.
- Lead the implementation of the demand creation/marketing strategy for the GAIN Mozambique projects.
- In close collaboration with the project managers, revise plans / strategies in view of emerging data. Lead the piloting of new strategies or plans through internal approvals.
- Oversee the development of Agency briefs and ensure good interpretation of the brief by the agency. Develop agency briefs if necessary.
- Manage agencies to implement and deliver various parts of the workplan, including supervision of agency's work to ensure quality of deliverables, workflow for review of deliverables by relevant GAIN staff.
- Develop and execute the food business engagement strategy,
- Develop the last mile distribution strategy and retailer engagement, including suppliers, brokers, and promotion.
- Develop the community engagement strategy.
- Support Implementation Monitoring, including media, retail sales, and community activity monitoring.

Internal Stakeholder Management

- Provide technical advice to project managers and support staff focused on value chain, retail engagement, consumer, and community engagement, to support the effective activity and financial management as well as internal reporting of the project.
- Supervise the consumer engagement activities at retail and community settings, including engagement with civil society partners.
- Supervise the retailer engagement activities, including supplier linkages, market management, retail promotion activities.

Key organisational relationships

- Reports to the Head of Programmes, GAIN Mozambique.
- Regular engagement with GAIN partners (including government officers, NGOs and private sector).
- Mentoring of GAIN Mozambique programs staff directly linked demand creation work to SBCC activities.
- Close collaboration with project managers and other technical specialists.
- Liaise with global PST colleagues, especially the demand creation experts

Global Alliance for Improved Nutrition

JOB REQUIREMENTS
<p>Competencies</p> <ul style="list-style-type: none"> • Clear and systematic thinking that demonstrates expert problem solving, creativity, and good judgement. • Goal-oriented, results-driven, ability to take initiative and comfortable with ambiguity. • Understands and can interpret technical reports (media coverage reports, retail sales reports, consumer insight reports) & monitoring data to develop or revise strategies and prepare recommendations. • Strong influencer, able to build and maintain effective working relationships externally and internally. • Excellent organizational skills, efficient use of management tools, e.g., GANTT charts, SPRINT process. • Excellent communication skills, notably working within diverse and collaborative spaces. • Works effectively as a team leader, team member, and comfortable with autonomy. • Fosters strong teamwork spirit, by setting clear and measurable goals, contributing to a positive team culture, and welcoming and respecting diverse opinions. • High level of professionalism and integrity. • Thorough familiarity with word processing, spreadsheet, and project scheduling computer applications.
<p>Experience</p> <ul style="list-style-type: none"> • Demonstrated experience in brand management, as well designing, leading and implementing multiple marketing strategies and campaigns • Creative asset and agency management with experience in developing work plans • Substantial experience on consumer-facing advertising, brands and/or retail strategies, required. • Good experience in budget administration, required. • Good experience in people management, required. • Experience working in a public/private partnership environment, and engagement with government, desirable.
<p>Education</p> <ul style="list-style-type: none"> • Qualified Masters' degree level in communications and marketing management/ social science/ economics/business or an equivalent experience.
<p>Other requirements</p> <ul style="list-style-type: none"> • Willingness and ability to travel in-country and a small number of global trips • Fluent in both English and Portuguese is essential

WHAT GAIN OFFERS
<ul style="list-style-type: none"> • Flexible working hours • Friendly working environment • Professional development opportunities