

## The Global Alliance for Improved Nutrition

<b>Job title:</b>	Communications Associate, Commercialisation of Biofortified Crops (CBC)
-------------------	---

<b>Classification:</b>	D3 – Associate	<b>Direct reports:</b>	0
<b>Work location</b>	Nairobi, Kenya	<b>Travel required:</b>	Up to 10%

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
<p><b>Overall purpose</b></p> <p>In 2018, GAIN and HarvestPlus has entered into a partnership with a shared ambition to expand coverage of biofortified nutrient dense foods to at least 190.6 million consumers by 2022. The current focus will be on biofortified varieties of six highly promising crops, developed by HarvestPlus and its partners. These crops form the frontline cluster of sentinel nutritious staple crops to be considered for commercialisation at scale by the partnership. We define commercialisation – the priority delivery approach – as the process of introducing a product into commerce or making it available in the market, rather than producing solely for family consumption</p> <p><a href="https://www.gainhealth.org/partnerships/commercialisation-biofortified-crops">https://www.gainhealth.org/partnerships/commercialisation-biofortified-crops</a></p> <p>GAIN and HarvestPlus is seeking a highly talented Communication Specialist to organise and manage the internal and external communications activities of the commercialisation of Biofortified Foods Programme and heighten visibility of the projects in six selected countries in Asia and Africa.</p> <ul style="list-style-type: none"> <li>• Organise the internal and external communications activities of the Commercialisation of Biofortified Foods Programme at global and country levels</li> <li>• Develop co-branded materials by drafting and editing text, and by creating layout</li> <li>• Manage dissemination of materials</li> </ul> <p>Specific deliverables:</p> <ul style="list-style-type: none"> <li>• Programme communication plan developed and implemented</li> <li>• Global and country level co-branded advocacy / communication materials (flyers, leaflets, fact sheets, success stories, media kits, photographs, video clips, documentaries, radio programs)</li> <li>• Lessons learned booklet, research highlights, success stories and best practices documented</li> <li>• Online platforms populated and information and knowledge resources shared</li> </ul>

## The Global Alliance for Improved Nutrition

### Tasks and responsibilities

- Develop and implement a communications plan that will guide the programme's internal and external communications
- Manage relevant program information such as reports, minutes, research reports and other reference documents and upload the resources onto online platforms channels to improve access to information and knowledge
- Synthesise research reports into high level highlights that guide decision making and promote learning within the programme and across the two partner organisations
- Develop and repackage materials developed by the programme such as lessons learned and best practices
- Work with country teams in 6 countries where the programme is active to develop quality co-branded advocacy / communications materials (e.g. flyers, leaflets, fact sheets, success stories, media kits, photographs, video clips, documentaries, radio programs etc.
- Ensure quality communications materials are developed and disseminated through a variety of channels
- Develop appropriate materials to improve visibility of the programme and promote the GAIN and HarvestPlus brands
- Generate content for social media outlets including Twitter, Instagram, Facebook, Blogs and website.
- Responsible for communications and advocacy activities of the programme at country level
- Support Project Managers in coordinating events and information and knowledge needed by the various crop platforms

### Key organisational relationships

- Reports to the Programme Lead Biofortified Crops, you will work closely with other project colleagues and implementing partners as required for the agreed upon activities
- Work closely with the Programme Services Team (PST), including the teams from Marketplace for Nutritious Foods, Post-harvest Loss Alliance for Nutrition, Nutritious Foods Financing Facility, etc.
- Co-operate with GAIN Country Offices and the GAIN Central Communications Team to support the implementation of activities
- The Associate may, in the future, assume supervisory responsibility for a small team of staff

### JOB REQUIREMENTS

#### Competences (Skills and Attributes)

- Recognised competence in document management, technical writing, and basic competency in graphic design
- Proven ability to use initiative, prioritise, multi-task, and work well under pressure to meet deadlines
- Clear and systematic thinking that demonstrates good judgment, problem solving, and creativity
- Sound project coordination, management, negotiation, and advocacy skills
- Strong communication and knowledge management skills in multi-cultural, multi-lingual environments (written and verbal)
- Flexible, with a willingness and ability to travel in challenging environments
- IT literate with excellent MS Office skills and advanced excel skills
- Ability to operate within the private and public sectors to effectively liaise with food enterprises, development agencies, and governments at senior level

## The Global Alliance for Improved Nutrition

<ul style="list-style-type: none"> <li>• An understanding of both product and commercial decision-making processes</li> <li>• A deep understanding of what makes an efficient business scale their operations, grow and succeed</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• Professional experience working in communications, directly or indirectly related to food supply chains, SMEs</li> <li>• Demonstrated excellence in written/verbal communications, research, writing, and analytical ability</li> </ul>
<p><b>Education</b></p> <ul style="list-style-type: none"> <li>• University degree (Master's, or MBA) in relevant fields such as communications, knowledge management, business and marketing, food technology, economics, or other relevant fields</li> </ul>
<p><b>Other requirements</b></p> <ul style="list-style-type: none"> <li>• Professional proficiency in English is required</li> <li>• Proficiency in another GAIN country language a plus</li> </ul>

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