

Global Alliance for Improved Nutrition

Job title:	Marketing Advisor
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Classification:	D5 – Manager	Direct reports:	1 - 5
Work location	Abuja, Nigeria	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.

GAIN's projects aim to address supply and demand constraints, as well as to support an enabling environment, to improve consumption of nutritious and safe food among urban and rural dwellers in communities/households affected by malnutrition. We seek a highly dynamic individual who can lead on the demand creation/marketing component of GAIN Nigeria's work.

DESCRIPTION
<p>Overall purpose</p> <p>The Marketing Advisor is a key member of the technical team that provides essential support to GAIN Nigeria projects. The postholder is responsible for ensuring that all project pathways and strategies focusing on the primary stakeholders' access and utilization of designated nutritious food and related value chain components of GAIN's programme are technically sound and aligned for timely delivery.</p> <p>Therefore, the objective of this position is to deliberately device context specific communication and marketing strategies and processes within projects that will address both cultural, economic and policy related hinderances that could impact target stakeholder's ability to access and consume nutritious food.</p> <p>The postholder will have the opportunity to co-design and provide technical support for the implementation of innovative marketing strategies to improve the desirability, purchasing, and consumption of nutritious and safe food including biofortified staples, green leafy vegetables, dairy, and poultry products among others. The role holder will also provide technical management support to a number of demand creation project staff. In addition, based on the dynamic nature of the prospective postholders roles and anticipated deliverables, s/he will be responsible for identifying and managing other related technical capacity/resources that maybe required as the need arises to achieve specific project outputs within the context of demand creation. This could be in the form of short consultancies across different project in coordination with the project holders.</p> <p>The postholder will work in a cross-functional team ensuring coordination and cohesion among programmatic strategies across supply, demand, and enabling environment. The cross functional team consists of programme staff with expertise in consumer and brand marketing, agribusiness, retail marketing, policy, and community engagement, based in Nigeria and globally.</p>

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Tasks and responsibilities

Strategic Leadership in Design and Implementation of Demand Creation

- Lead the implementation of the demand creation/marketing strategy for the GAIN Nigeria projects.
- In close collaboration with project managers, revise plans / strategies in view of emerging data. and lead the piloting of new strategies or plans through internal approvals.
- In coordination with project holders and key partners develop the consumer and market engagement strategy and coordinate their relationship to foster access to nutritious food and vendors at all levels.
- Support Implementation Monitoring, including media, retail sales, and community activity monitoring.
- Demonstrable network and experience managing demand creation initiatives from inception to closure within core hub of marketing/mass media agency will be an advantage.
- Supervise the retailer engagement activities, including supplier linkages and market relations.

Technical Oversight

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

Internal Stakeholder Management

- Provide technical advice to project managers and support staff focused on demand creation value activities, retail engagement, consumer consultative forum and related community activities aimed at facilitating access to nutritious food including internal reporting that provides update on this programming area across projects.

Key organisational relationships

- Reports to the Deputy Country Director/Head of Programmes, Nigeria.
- Closely coordinates with the technical staff in supply side component of the project.
- Close cooperation with the Demand Creation team within PST as well as subject matter experts in KL and Comms.

JOB REQUIREMENTS

Competencies

- 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.
- Excellent organizational skills, efficient use of management tools, e.g., GANTT charts, SPRINT process.

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- 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.
- Excellent communication skills (including written, oral and presentation skills)
- Attention to details and good medical detailing skills.
- Strong problem solving & analytical skills.
- Excellent interpersonal skills and ability to work with people from diverse background.

Experience

- Experience in the development and deployment of marketing communication materials that focus on consumer appeal through context specific channels/approach is required.
- Experience in marketing communications; digital marketing and marketing research.
- Experience in mass media and advertising (ATL, PR, and BTL marketing activities), public relations (PR) and commercial business development activities.
- Good experience in budget administration, sales techniques, and financial management.
- Good experience in consumer and vendor relationship management, required.
- Experience working in a public/private partnership environment, and engagement with government, desirable.

Education

- A master's degree in marketing, business administration, communications or a suitable equivalent is required.
- A university degree from the above discipline including relevant professional certificates and demonstrable working experience is highly desirable.

Other requirements

- Fluent written and verbal English.
- Ability to travel.

WHAT GAIN OFFERS

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