



Job title:	Communication Manager, Demand Creation
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Classification:	Grade 5 - Manager	Direct reports:	0
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Work location	Ethiopia- Addis Ababa	Travel required:	40%
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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. For more details, please visit: www.gainhealth.org

DESCRIPTION
<p>Overall purpose</p> <p>In this role, the Communications Manager will develop, coordinate, and execute communications strategies for GAIN Ethiopia including technical leadership on demand creation strategies to be implemented across projects/programs, as required.</p> <p>Under the guidance of the Policy Advocacy and External Relations Program Manager, and in close collaboration with the GAIN global communications teams, they will strive to foster better understanding and support to GAIN's operational work as well as make sure that GAIN's information, advice, and guidance effectively reaches key audiences to increase uptake of nutritious and safe diets. The successful candidate will be a key resource, supporting the GAIN Ethiopia team by driving external and internal communications, and supporting learning across projects.</p>

Tasks and responsibilities

Strategic Communications

- Develop, coordinate and supervise the execution of GAIN Ethiopia communication strategy and the activities organised across online and offline channels in alignment with GAIN's priorities, corporate communications and country needs.

Content Generation and Media Engagement

- Work closely with GAIN's project teams and travel regularly to the field to deliver compelling content and imagery for both local and global audiences, showcasing GAIN's work in Ethiopia and impact in addressing malnutrition.
- Develop and regularly update a database of communication and advocacy resources that can be utilized by GAIN Ethiopia outreach to various audiences.
- Deliver regular thought leadership content i.e., interviews, podcasts, opinion pieces and related content.
- Liaise closely with global communications in ensuring branding guidelines are accurately utilized and reflected in the development of GAIN Ethiopia assets.
- Identify key opportunities to profile country leadership in relevant convening settings i.e., as speakers in events or webinars or networks of local organisations.

- Develop media plans to coordinate outreach to public and media and messaging to be consistent in with GAIN Ethiopia brand.
- Manage media relations and deliver media briefing kits including press releases or live streaming press conferences and after event transcript files for high level selected milestones.
- Improve better understanding of the country media landscape to reach targeted audiences with tailored information.
- Monitor media coverage in-country, undertaking perception studies, and managing reputational threats as they occur.

Demand creation/behavioural change

- Collaborate with project teams and consultants and provide technical support on the consumers' insight, baseline, endline and other demand creation-related assessments
- Develop feasible and evidence-based demand creation strategies based on the objectives and needs of projects and available resources
- Assess and suggest innovative and successful demand generation interventions to be customized for the project's needs.
- Participate in the ToR development, selection and managements of consultants and other stakeholders for the demand creation/behavioural change intervention needs.
- Liaise with GAIN global and national demand creation/behavioural change teams such as in development of new projects
- Play an active role in the demand creation/behavioural change working groups organized by the Ethiopian government and other platforms representing GAIN

Digital Communications

- Strengthen and position the digital communication at country level through targeted digital engagement and positioning.

- Ensure that the GAIN Ethiopia's digital media platforms (Twitter, Facebook, SharePoint) are well maintained, updated, and aligned to GAIN corporate digital communications.
- Liaise with GAIN global communications to ensure GAIN Ethiopia website page is developed and regularly updated.
- Populate and deliver quality audio-visual services and when needed, commission external vendors to ensure we have availability of quality multimedia tools such as photos, infographics, and videos
- Keep up with digital changes and identifying areas for improvements using pictures, infographics, tell better stories, and creating a fast but lasting impact
- Develop innovative digital initiatives showing impact of GAIN's work, identify relevant platforms for storytelling and engaging with relevant communities

Coordination and Capacity Building:

- Build internal communications capacity by providing timely and effective information on key developments and initiatives to GAIN Ethiopia staff and promote stronger staff engagement.
- Support and/or deliver communications training for in-country teams for high impact communications delivery
- Lead in end-to-end event management and coordination of key high-level events, including demand creation campaigns
- Provide guidance, tools and content to GAIN Ethiopia teams to reinforce coherence in messaging and brand.
- Systematically employ monitoring and metric tools for measuring impact, gauging gaps and assisting fine tuning of our public communications strategy.
- Other relevant duties as assigned.

Key organisational relationships

- Reports to the GAIN Ethiopia Country Director
- Policy Advocacy and External Relations Program Manager – dotted reporting line
- Ethiopia Country Programme and admin/finance teams
- Communications Manager, Country Programmes
- GAIN global Communications and Demand Creation/Behavioural Change team

JOB REQUIREMENTS

Competencies

- A dynamic individual with excellent interpersonal and communication skills in multicultural environments.
- Highly adept in translating complex and technical information tailored to different audiences. Ability to synthesise complex content into simple terms.
- 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.
- Understanding of the food system including overall understanding the importance of nutrition.
- Understanding of government policies related to key advocacy issues.
- Excellent interpersonal skills and ability to coach, inspire and influence. Strong team player.
- Proven ability to work effectively in a team environment and matrix management structure is critical
- Passion for creative storytelling and new ideas with examples to showcase these.
- Demonstrable understanding and commitment to GAIN's core values, vision, mission in the approach to work and relationships.

Experience

- Substantial professional work experience in communication, print and broadcast media
- Strong experience in working with the development or private sector in terms of media promotion.
- Proven ability of developing and managing a communications strategy and coordinating internal and external communications
- Robust experience on demand creation interventions at the market and community level
- Proven ability to write, produce a wide range of communication content including reports, fact sheet, news, article, features, case study etc.
- Proven experience working on social media, graphics design, photography, videography, PowerPoint, Microsoft word and excel and interactive digital media.
- Understanding of nutrition and the country context is a plus

Education

- Bachelor or Master's degree in communications, public relations or journalism or international relations and development or relevant qualification / experience



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