

Global Alliance for Improved Nutrition

Job title:	Project Associate - Demand Creation, Vegetables for All		
Classification:	Grade 3	Direct reports:	0
Work location	Nairobi, Kenya	Travel required:	Regular inter-county

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>Overall purpose</p> <p>In Kenya, 94% of adults do not meet the WHO recommendations of 400 grams of daily fruit and vegetable consumption. In 2015, a national survey found that 15.3% consumed fruits daily and 50.9% consumed vegetables daily. Many African countries do not produce enough vegetables to meet their populations' nutrient needs. This low production is exacerbated by high losses in the value chain.</p> <p>GAIN Kenya has designed a program to respond to this situation by stimulating increased access and increasing consumption through demand creation.</p> <p>The project will create partnerships with private agricultural companies, NGOs, and leverage county governments existing extension services to improve agricultural practices and food-safe farming practices.</p> <p>Reporting to the Senior Project Manager, the Project Associate, Demand Creation will provide technical support to create and sustain consumer demand for nutritious foods. The Associate will contribute to the design and implementation strategy of this project and will be responsible for innovative customer facing marketing activities to improve desirability, purchase, and consumption of nutritious and safe vegetables.</p> <p>The role also facilitates activities to ensure partners are committed to the project, supporting implementation processes by partners and ensures accountability.</p>
<p>Tasks and responsibilities as part of Program</p> <p>Marketing</p> <ul style="list-style-type: none"> • Support with the day-to-day activity of the vegetable brand to ensure that strategies are effectively executed • Champion activities to increase awareness, desire and purchase intent of vegetables by target population • Working closely with the Senior Project Manager, identify vegetables marketing opportunities and support with the development of the market expansion strategy with partners • Support business case development for implementation and further scale for the project overall <p>Promotion Responsible for monitoring all marketing, branding and brand activation activities</p> <ul style="list-style-type: none"> • Identify effective and efficient promotion activities in collaboration with GAIN team, civil society, government, and private sector, and facilitate the implementation of such activities • Increase community support to encourage discovery and drive desirability of vegetables • Ensure effective media planning & evaluation to attain maximum ROI by coordinating with media agencies

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- With support from Programme Services Team and GAIN Communication teams, facilitate the development of communication materials, social marketing, and communication campaigns in collaboration with partners.
- Gathering market and industry insights that will positively impact the business. Have a drive and curiosity for scoping opportunities such as emerging channels

Distribution and Sales

- Support vendors and sales forces with vegetables positioning and retail promotion strategies
- Support existing public delivery channels to increase uptake of nutritious food by the target population
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Project Management Support

- Participate and contribute to development and implementation of project work plans
- Provide assistance to the Senior Project Manager by documenting and monitoring the project progress against project workplan and budget.
- Support with agency and vendor communication in order to meet project objectives
- Collect, document, collate and analyse project data for monitoring and management information purposes
- Provide support for the timely submission of high-quality reports, success stories and other documents as per organizational procedure and donor requirements.
- Preparation of monthly updates and organizing time bound meetings with project stakeholders.
- Contribute to quarterly reports, activity-specific reports, and drafting of project success stories.
- Providing support to the Senior project manager in organising key events planned under the project.

Project Quality

- Comply with and implement according to the project various policies, e.g., gender, youth, diversity and safeguarding etc.
- Plan, coordinate and organize time-bound project site visits
- Identify any potential issues or risks that could affect the progression of the project. Work with the Project Manager to identify potential solutions.
- Conduct regular follow up and monitoring of the activities implemented by project partners or businesses; prepare timely monitoring reports with findings and recommendations

Key organisational relationships

- Reports to the Senior Project Manager
- Close collaboration with the Marketing Advisor, GAIN Kenya team, and GAIN Geneva.
- Liaises regularly with GAIN Programme Services Team and Knowledge Leadership teams.
- Markets, Vendors, SMEs, Government, Donors, NGOs, Private Sector, Academia and others

JOB REQUIREMENTS

Competencies

- Clear and systematic thinking that demonstrates good judgment, expert problem solving, and creativity
- Strong project management, stakeholder management and facilitation skills
- Strong consumer mindset
- Ability to work effectively as a team member and independently
- Proven ability to prioritize, multi-task and to work well under pressure to meet deadlines.
- Excellent communication and presentation skills
- High level of professionalism and integrity

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<ul style="list-style-type: none"> • Thorough familiarity with word processing, spreadsheet, and project scheduling computer applications. • Proven ability to work cross-functionally
Experience <ul style="list-style-type: none"> • Proven experience in a project management, marketing or advertising support role, with focus on consumer-facing advertising, brands and/or retail and distribution strategies, required • Agency and vendor management experience Experience in food sales and activation, highly desirable • Trade marketing experience, highly desirable • Experience working in a public/private partnership environment desirable. • Knowledge of traditional and digital advertising trends in Kenya
Education <ul style="list-style-type: none"> • A Bachelor's Degree in Business Management (Sales and Marketing); Bachelor of Commerce (Marketing option) or a suitable equivalent is required. • Diploma or equivalent certification in project management is highly desirable.
Other requirements <ul style="list-style-type: none"> • Excellent command of written and spoken English and Swahili.

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