

## The Global Alliance for Improved Nutrition

<b>Job title:</b>	Communications Associate
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<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 the consumption of nutritious and safe food for all people, especially the most vulnerable to malnutrition.

DESCRIPTION
<p><b>Overall purpose</b></p> <p>GAIN and CARE Kenya have partnered to implement a project known as Catalyzing strengthened policy action for healthy diets and resilience (CASCADE) whose goal is to improve food security and contribute to the reduction of malnutrition amongst women of reproductive age and children under 5 in Kenya. The programme has two strategic objectives: it aims to increase access to and consumption of healthy diets, as well as increasing the resilience of households to economic and climate change-related shocks across in three counties in Kenya. The project aims at doing this through contribution to the improvement of the food and nutrition policy environment in Kenya.</p> <p>GAIN is seeking a highly talented Communication Specialist to organise and manage the internal and external communications activities of the CASCADE project and improve its visibility locally and globally. We are seeking a communication specialist with experience in policy and advocacy communication.</p> <p><b>Roles and Responsibilities</b></p> <p>The position will:</p> <ul style="list-style-type: none"> <li>• Planning and execution of Programme communication strategy – 2022, and for the coming years.</li> <li>• Organize the internal and external communications activities of the CASCADE project</li> <li>• Develop country level co-branded advocacy/communication materials (flyers, leaflets, fact sheets, success stories, media kits, photographs, video clips, documentaries, radio programs).</li> <li>• Develop lessons learned booklet, research highlights, success stories and best practices documented.</li> <li>• Populate and manage online platforms; share information and knowledge resources</li> <li>• Disseminate programme videos and develop shorter clips for various social media platforms.</li> </ul>

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- Work with the GAIN Kenya Communications Manager, the CASCADE team and the global Comms team to develop and implement a communications strategy that will guide the programme's internal and external communication.
- Work closely with the Country team to 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.
- Develop and implement a clear internal and external structure of disseminating project updates using mass emailing platforms e.g. Mailchimp among others.
- Work with the policy and advocacy teams to synthesize research reports into high level highlights and policy briefs that guide decision making
- Work with the country team to develop and repackage materials developed by the programme such as lessons learned and best practices across the two consortium partner organizations
- Work with the country programme team 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.).
- Work closely with the GAIN and CARE Kenya Communication teams to ensure quality communications materials are developed and disseminated through a variety of channels.
- Work with the country team to develop appropriate materials to improve the visibility of the programme and promote the GAIN and CARE international brands.
- Support the global and country teams to generate content for social media outlets including Twitter, Instagram, Facebook, Blogs and website.
- Support communications and advocacy activities of the programme at county and national levels.
- Support the Policy and Advocacy Manager in coordinating both physical and virtual events and coordinate information and knowledge needed for various platforms.

### Key organizational relationships

- The Associate will report to the Kenya communications Manager, work closely with GAIN project teams, the Policy and Advocacy team and GAIN Global Communications
- The Associate will work closely with the other GAIN programme teams based in Kenya as well as those at CARE Kenya

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JOB REQUIREMENTS
<p><b>Competences (Skills and Attributes)</b></p> <ul style="list-style-type: none"> <li>• Recognized competence in document management, technical writing, and basic competency in graphic design.</li> <li>• Strong communication and knowledge management skills in multi-cultural, multi-lingual environments (written and verbal).</li> <li>• IT literate with excellent MS Office skills and advanced excel skills.</li> <li>• Ability to network with and coordinate media fraternity in advocacy and policy processes</li> <li>• Competence in conceptualizing and executing social media campaigns and developing digital media content</li> <li>• Proven ability to use initiative, prioritize, multi-task, and work well under pressure to meet deadlines.</li> <li>• Clear and systematic thinking that demonstrates good judgment, solving, and creativity.</li> <li>• Sound project coordination, management, negotiation, and advocacy skills.</li> <li>• Flexible, with a willingness and ability to travel in challenging environments.</li> <li>• Ability to operate within the private and public sectors to effectively liaise with food enterprises, development agencies, and governments at the senior level.</li> <li>• An understanding of both product and commercial decision-making processes.</li> </ul>
<p><b>Experience</b></p> <ul style="list-style-type: none"> <li>• 3+ years of professional experience working in communications</li> <li>• Exceptional experience in policy and advocacy communication</li> <li>• Demonstrated excellence in written/verbal communications, research, writing, and analytical ability.</li> <li>• Experience in managing online events and webinars</li> <li>• Experience in working with the agriculture, food and nutrition sectors will be an added advantage</li> </ul>
<p><b>Education</b></p> <ul style="list-style-type: none"> <li>• University level degree (Master's, or MBA) in a relevant field 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>

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