

Global Alliance for Improved Nutrition

Job title:	Senior Associate, Stakeholder Engagement, Demand		
Classification:	Grade 4	Direct reports:	0
Work location	London, UK / Utrecht, The Netherlands / Nairobi, Kenya / Delhi, India	Travel required:	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.

Everyone needs to eat a more sustainable and healthy diet to achieve good nutrition and do so within planetary boundaries. GAIN's Demand team focuses on influencing what people want as opposed to what's on offer (supply).

Most of the work that's been done to-date has been focused on giving individuals information to make 'better choices', limiting the marketing of certain foods to children via some channels, a little bit on differentiating healthy from less healthy foods through prices or labels, and some promotion of the 'better choices'.

In this role you will shape and influence how our sector thinks about and approaches projects on consumer demand.

DESCRIPTION
<p>Overall purpose</p> <p>The role will primarily support the Demand Generation Alliance (DGA) with some support to the Demand Generation Programme.</p> <p>The DGA focuses on food culture/ preferences and as an alliance, it is a collaboration between 5 international organisations that represent the type of stakeholder we wish to engage: United Nations World Food Programme (WFP), EAT, Global Business School Network (GBSN), World Business Council for Sustainable Development (WBCSD), Consumer Goods Forum (CGF), and Global Alliance for Improved Nutrition (GAIN). Each of these organizations have 1-2 members representatives on the Lead Group. The Demand Generation Alliance, under the current funding, has a global and country focus, primarily in Kenya, Indonesia, and India.</p> <p>The Demand Generation Programme, in conjunction with GAIN's country offices, designs and implements projects to increase the desirability of sustainable and nutritious diets. Our Demand Generation work is active in Benin, Ethiopia, Kenya, Mozambique, Nigeria, and Uganda.</p> <p>The postholder will be expected to lead on the stakeholder engagement necessary to establish these novel ideas and ways of working with our professional audiences, within and outside GAIN, by promoting their widescale adoption to enable the DGA and GAIN to continue its quest for the adoption of more sustainable and healthier diets. This role supports 'communicate and socialize' strategic activities.</p>

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Tasks and responsibilities

Lead the engagement of professional stakeholders to secure support for, and the widespread adoption, of the core ideas of changing food cultures and increasing desirability:

- Translate technical content into easy-to-understand language for each stakeholder segment to ensure that
 - service providers develop the appropriate communication materials
 - delivery of the learning and socialization activities (e.g., events, trainings, webinars)
- Develop, lead, and maintain an effective stakeholder relationship management approach of appropriate scale to track progress, including stakeholder feedback.
- Organize events in coordination with service providers, partners or members
- Manage service providers that will deliver the communication and socialisation plan
- Ensure the effective integration of the communication and socialisation plan

Planning, coordination and organisation of DGA global and country levels:

- Coordination and implementation of the global and country workplan
- Develop and manage a membership database and internal communication with members
- Support budget management by raising and tracking invoices, payments, and future expenditures within the budget totals
- Coordinate Global Lead Group meetings, TAG meetings, network of expert meetings
- Coordinate and support DGA members with Local meetings in Kenya, Indonesia and India
- Liaison with LG members regarding delegated workstreams (eg The Technical Advisory Group)
- Other relevant tasks as assigned by line manager

Strategy Support and its translation into tactical plans

- Convert the strategic goals set out by management into plans consisting of work packages and deliverables
- Input into the periodic review of DGA/ GAIN Demand team direction and strategy
- Support the costing of a workplan to deliver the strategy
- Support fundraising by helping to draft proposals and presentations

Key organisational relationships

- Reports to Programme Lead, Demand Generation
- Close collaboration with DGA Lead Group
- Close collaboration with technical staff in the Demand Generation Programme
- Liaises regularly with GAIN Policy and External Relations, Country Programme, Programme Services, and Knowledge Leadership teams.
- Government, Donors, NGOs, Food businesses and retailers, Academia and others

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JOB REQUIREMENTS
<p>Competencies</p> <ul style="list-style-type: none"> • Clear and systematic thinking that demonstrates good judgment, and problem solving • Demonstrable evidence of moments of inspiration and creativity • Ability to collaborate effectively in turning goals in plans • Evidence of resilience and adaptability whilst continuing to make progress when faced with uncertainty and ambiguity • Excellent communication skills including ability to express complex idea in simple terms, translate technical documents for more general audiences • Demonstrated ability to understand technical literature in anthropology, sociology, food culture, nutrition • Ability to work effectively, both independently, collaboratively across stakeholders and as part of a team • Excellent organizational skills, efficient use of management tools, e.g., GANTT charts, SPRINT process, • High level of professionalism and integrity • Thorough familiarity with word processing, spreadsheet, and project scheduling computer applications.
<p>Experience</p> <ul style="list-style-type: none"> • Extended experience with stakeholder engagement across various sectors and a variety of channels • Experience with the food sector, having worked either in the civic, private and/ or governmental organization • Significant exposure to the area of nutrition development or climate and food issues • Experience in communicating health or science information to diverse audiences • Good experience in project management and budget administration • Evidence of agency management and selection
<p>Education</p> <ul style="list-style-type: none"> • A University Degree in Sociology/Anthropology, Health or Science Communication or a suitable equivalent is required • Diploma or Master's degree in relevant competency area, experience, or task is desirable
<p>Other requirements</p> <ul style="list-style-type: none"> • Fluent written and verbal English • Ability to travel

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