

Global Alliance for Improved Nutrition

Job title:	Communication Associate
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Classification:	Grade 3	Direct reports:	0
Work location	Dhaka, Bangladesh	Travel required:	50%

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>The Communication Associate will be a key player in supporting with the effective development, execution and implementation of the country communication strategy.</p> <p>They will be responsible for above the line communications, social media activation, maintaining the country offices' organizational profile, and developing impact-driven case studies working with the Country and GAIN Global Team.</p> <p>Working closely with the Project Manager, Multiple Micronutrient Supplementation (MMS) and the GAIN Bangladesh country office team, the postholder will be responsible for supporting with the following key areas:</p> <ul style="list-style-type: none"> • The development of country communication strategy ensuring alignment with GAIN Bangladesh's Business Plan and GAIN's global communication strategy • The development of creative and media content including videos, photos, success stories, features, press release, graphics, animations, and live streams; • engaging influencers and relationship management with media and relevant stakeholders; • updating relevant media content and documentation linked with food systems for the country offices' organisational profile including: writing press releases, case studies and media briefs. <p>The postholder will regularly provide communication support to the Country Office and will maintain a close working relationship with country leadership team including the Country Director. The role will also be expected to develop with innovative communication ideas to add value to GAIN's portfolios as per commitments made at the UN Food Systems Summit (UN FSS) and Nutrition for Growth (N4G) Summit including Act4Food Act4Change Global Campaign and linkages with environment and climate change.</p>

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Tasks and responsibilities

- **Communication strategy and action plan:** Support with the development and implementation of the GAIN Bangladesh communication strategy following GAIN's vision, mission, global communication strategy and advocacy strategy and develop an annual action plan for communication in consultation with the key team player.
- **Communication materials:** Ensure that the production of communication products and materials is timely executed and followed up to support the country communication strategy including national, regional and global campaigns and to support with resource mobilization.
- **Media relations:** Ensure that effective and timely professional assistance and support are provided in developing, drafting and maintaining contact information, materials and relationships with journalists and media outlets covering all media - print, TV, radio, web etc. Ensure significant engagement of media for youth pledge collection under Act4Food Act4Change Global Campaign. Create scope using different media to disseminate learning from Bangladesh with global and other countries led by the youth under the same global campaign.
- **Social media:** Ensure that the Country Office has a well-maintained social media platform with strong performance, growth and engagement indicators (including social media campaigns covering Country influencing agenda and goals).
- **Celebrities, partners, and special events:** Ensure that the Country Office's contact list of individuals, groups and stakeholders (Government, UN, civil society, development partners, private sector, academia and media) is maintained and further developed, whose support is essential to/can assist in achieving the advocacy and communication objectives.
- **Content / Media Representation:** Represent relevant content and media information in an attractive and engaging format that can be shared with the public, media, project stakeholders, partners, and development partners.
- **Impact Stories:** Visit field sites regularly to document beneficiary needs and success stories for donors, stakeholders, mainstream media and social media. In addition, the position will also develop case studies of Most Significant Changes (MSC).
- **Monitoring:** Coordinate and ensure monitoring activities are undertaken according to the work plan to ensure maximum impact and continuous improvement of country communication efforts. Ensure results and reports are prepared and shared with the management team on a timely basis.
- **Resource mobilisation:** Proactively develop with innovative communication ideas which can add value to all proposals for resource mobilisation and help to develop a program-oriented communication plan during donor proposal writing.

Key organisational relationships

- Reporting to the Project Manager, MMS.
- Country Director
- Respective Team Members of GAIN Country Office
- Country Operation Team
- GAIN Global Communications Team

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JOB REQUIREMENTS
<p>Competencies</p> <ul style="list-style-type: none"> • A dynamic individual with excellent interpersonal and communication skills in multicultural environments. • 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. • Demonstrated collaboration, stakeholder management & team-building skills. • Proven ability to work effectively in a team environment and matrix management structure is critical. • IT literate with excellent MS Office skills and advanced excel skills. • Knowledge of basic design software's like Canva, Adobe Photoshop, InDesign, Illustrator etc. is an added advantage.
<p>Experience</p> <ul style="list-style-type: none"> • Proven professional work experience in communication, print and broadcast media, public relations, or interactive digital media. • Strong experience in working with the development or private sector in terms of media promotion and liaison. • Expertise and experience of working in communication and working with Government, UN, development partners, media, and research agencies • Demonstrated excellence in written/verbal communications, research, writing, and analytical ability • Proven experience working on graphics design, photography, videography, PowerPoint, Microsoft word and excel. • Experience with social media as well as digital and traditional media content creation (including videos, photos, success stories, features, press releases, graphics, animations, and live streams, website content management, reports, fact sheet, news articles, feature case studies etc)
<p>Education</p> <ul style="list-style-type: none"> • Bachelors' degree in Communications, Journalism, Public Relations, Business Administration, or a related field or equivalent work experience.
<p>Other requirements</p> <ul style="list-style-type: none"> • Fluency in English is essential – spoken and written. • Demonstrable understanding of and commitment to GAIN's Core Values, vision, mission in the approach to work and relationships. • Flexible, willing to travel in challenging environments. • Understanding of the food system in Bangladesh including overall understanding the importance of nutrition. • Understanding of the government policies related to key advocacy issues. • Understanding of national media landscape.

WHAT GAIN OFFERS

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