

Global Alliance for Improved Nutrition

Job title:	Marketing Advisor
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Classification:	Grade 5	Direct reports:	1 - 5
Work location	Kampala, Uganda	Travel required:	Up to 30%

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 those most vulnerable to malnutrition.

GAIN is starting a new office in Uganda to design and implement multiple programmes to improve quality of diets of the Bottom of Pyramid (BoP) population during 2023-2026. Because this population shows overreliance on starchy staples and does not consume enough nutritious foods. For example, vegetable consumption is just over half of the WHO recommended 200g per day per person and fruit consumption is just over a quarter of similar recommended levels.

Our initial focus is on motivating Ugandan consumers to improve the quality of their diets, initially through increasing consumption of vegetables. Improving desirability of vegetables is seen as key to achieving this goal, and this new role – Marketing Advisor – is expected to play the leading role in delivering this.

DESCRIPTION
<p>Overall purpose</p> <p>The Marketing Advisor will provide technical advice and expertise for designing, implementing, and monitoring of demand creation strategies initially for the vegetable project and over time for a range of other projects. S/he will work with other GAIN colleagues to integrate these strategies with other components required to ensure shifts in consumption such as Supply and Enabling Environment. Additionally, they will build the capacity of GAIN's partners and their staff to ensure effective delivery in the field.</p>
<p><u>Tasks and responsibilities</u></p> <p>Reporting to the Country Representative, the Marketing Advisor role will be responsible for the following.</p> <p>Design and Implementation of Demand Creation Strategies</p> <ul style="list-style-type: none"> • Lead the design of the marketing strategy for the vegetable project. • Manage selection of different types of marketing agencies – research, advertising, media and promotion. • Develop relevant briefs for these agencies and ensure good interpretation of the brief by the agency. • Manage agencies to implement and deliver various parts of the workplan, including supervision of agency's work to ensure quality of deliverables, workflow for review of deliverables by relevant GAIN staff. • Develop the community engagement strategy. • Develop retail promotion and last mile distribution strategy.

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- With support of Project Coordinator, manage implementation monitoring, including media, retail sales, and community activity monitoring. Also revise plans / strategies in view of emerging data.
- Provide technical oversight of the preparation of project summaries and any technical materials for external engagement.
- Contribute to development of new concepts, proposals and opportunities to generate new sources of funding for GAIN programmes in the country.

Oversee Project Management

NB – the Project Coordinator will manage the operational project management activities.

- Supervise the planning and implementation of project activities and deliverables to ensure they are completed in a timely manner, in accordance to GAIN's Project Management Guidelines, and in collaboration with the PST & KL focal points, local partners, and country leadership.
- Review resource allocation, budgets and forecasting, ensuring efficient use of project funds.
- Support risk management to minimize project risks.
- Supervise the convening, facilitation and associated documentation of project governance (QUAD) teams and provide guidance and strategic recommendations on course corrections to be implemented by the project team and / or executing agencies.
- Effectively advise and provide practical support to relevant project stakeholders to keep critical coordination mechanisms functioning.
- Oversee reporting of the program progress including monthly, quarterly and annual reporting as per GAIN, donor and government requirements.

Relationship Management

- Represent GAIN in meetings with external stakeholders including government, NGOs, private sector.
- Establish and maintain close collaboration with GAIN subject matter experts in PST and KL.
- Maintain high level liaison with government stakeholders (county level) and other organizations working on complementary projects in the country context to share knowledge and best practice.
- Provide technical advice to other project managers / colleagues on marketing aspects of their projects
- Plan and support the creation of communications materials, in coordination with the Communications Lead.

Key organisational relationships

- Reports to the Country Director, GAIN Uganda.
- Close collaboration with other country team members and global members of Country Programmes Team
- Liaise with global PST and KL colleagues working on demand creation.

JOB REQUIREMENTS

Competencies

- Clear and systematic thinking that demonstrates expert problem solving, creativity, and good judgement.
- Goal-oriented, results-driven, ability to take initiative and comfortable with ambiguity.
- Understands and can interpret technical reports (media coverage reports, retail sales reports, consumer insight reports) & monitoring data to develop or revise strategies and prepare recommendations.
- Strong influencer, able to build and maintain effective working relationships externally and internally.
- Excellent organizational skills, efficient use of management tools, e.g., GANTT charts, SPRINT process.
- Excellent communication skills, notably working within diverse and collaborative spaces.

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<ul style="list-style-type: none"> • Works effectively as a team leader, team member, and comfortable with autonomy. • Fosters strong team spirit and contributes to a positive team culture. • Welcomes and respects diverse opinions. • High level of professionalism and integrity. • Thorough familiarity with word processing, spreadsheet, and presentation applications.
<p>Experience</p> <ul style="list-style-type: none"> • Demonstrated experience in brand management, as well in designing and implementing successful consumer-facing advertising and retail promotion strategies and campaigns. • Proven experience of managing different types of marketing agencies, especially creative, promotion & media agencies. • Understanding of the media and promotion environment in Uganda. • Good experience in budget administration, required. • Good experience in people management, required. • Experience working in a public/private partnership environment, and engagement with government, desirable.
<p>Education</p> <ul style="list-style-type: none"> • Qualified Bachelors' degree level in communications and marketing management/ social science/ economics/business or an equivalent experience.
<p>Other requirements</p> <ul style="list-style-type: none"> • Willingness and ability to travel in-country and a small number of global trips • Fluent in English
<p>WHAT GAIN OFFERS</p>
<ul style="list-style-type: none"> • Flexible working hours • Friendly working environment • Professional development opportunities