

## Global Alliance for Improved Nutrition

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|------------------------|--|-------------------------|-----------|
| <b>Job title:</b>      | Senior Associate, Policy, Advocacy and Demand Generation |                         |           |
| <b>Classification:</b> | Grade 4  | <b>Direct reports:</b>  | 0         |
| <b>Work location</b>   | New Delhi, India   | <b>Travel required:</b> | 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 the most vulnerable to malnutrition.

### Policy & Advocacy at GAIN

GAIN has been increasingly focusing on Policy & Advocacy to positively impact nutrition related policy and delivery systems and food system transformation through supporting concerted efforts on policy priorities for the government at the national and sub-national levels and through multistakeholder dialogues. At the country level, policy efforts are aligned to national priorities and contexts to drive relevant positive change towards better nutrition for all.

### Demand Generation Alliance to address food cultures and choices

In 2021, GAIN and its partners launched a new alliance, [The Demand Generation Alliance \(DGA\)](#), with a vision for healthy and sustainable foods as the preferred consumer choice. The mission of the DGA is to address food culture as a pathway to enable those preferences. Food culture requires concerted, cross sector efforts that are aligned towards that shared goal, hence the need to form an alliance.

The DGA consists of a global and country structures, which work closely together to ensure a cohesive workplan and strategic focus. At the global level, there is the Global DGA, and it is led by 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 \(GAIN\)](#), which hosts the alliance.

At the country level, new alliances will be developed in line with the DGA 3-pillar operating model. In countries the operating model will consist of:

- Building Knowledge – support research and learning, apply the strategic framework to address food culture
- Strengthening Collaboration – develop and coordinate a local alliance to achieve a shared understanding of the need to shift society-wide preferences and commit to coordinated action in the food culture to achieve that aim. Open local membership to actors interested in DGA's work
- Enabling Action - deepen in-country engagements, identify a preference issue, nurture a coalition, support local fundraising efforts

| DESCRIPTION   |
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| <p><b>Overall purpose</b></p> <p>The Senior Associate, Policy, Advocacy and Demand Generation – Nutrition is a key member of the technical team working across project teams for policy and advocacy efforts and to lead the DGA activities in India. The role involves extensive external stakeholder engagement to identify and lead policy priorities in nutrition and food systems, and convene the demand generation alliance and coalition on a periodic basis to achieve program objectives.</p> |

## Global Alliance for Improved Nutrition

In close collaboration with the PEAS team, the postholder will support the Senior Policy Advisor in implementing country level policy activities. The role also requires coordination with project teams at the country office to identify, plan, design, and execute areas of policy support.

Additionally, they will work closely with the DGA team to establish a new demand generation alliance in India and lead across all three pillars, but with a special focus on 'Strengthen Collaboration' and 'Enable Action'. The overall purpose is twofold: 1) to ensure that the local DGA Alliance is a well-functioning ecosystem of connected actors engaged with food culture issues, and 2) to nurture a coalition emerging from the local alliance.

### **Tasks and responsibilities**

Under the Policy and External Relations Team, key activities will include:

#### **Manage strategic policy action**

- In close collaboration with the Sr Policy Advisor, execute activities under advisory groups for fortification including the Technical Advisory Committee and other high-level events to amplify advocacy efforts for fortification
- Actively lead translation of policy decisions into tasks and projects and ensure their effective and timely implementation
- Supervise implementing partners to undertake youth and adolescent nutrition activities for India, including project design, implementation, administrative tasks, and budget tracking. Tracking progress related to deliverables and providing timely inputs for corrective action, if any
- Provide technical advice to support staff on policy and advocacy opportunities
- Prepare high level publications, briefs, memos, smart decks, and engage in other content development support (inputs/notes requested by government partners/stakeholders, developing first drafts of Opinion Editorials, writing country memos and country briefs, publication drafts etc.)
- Compile relevant information & synthesize findings for reports, briefs for engagement with government and other stakeholders. Meet urgent data requests that require data analysis from several databases/ data sources and reports
- Lead and facilitate planning and preparation of high-level meetings, events, and visits; prepare reports and follow-up on action points aligned to policy priorities  
Maintain a reference document repository.

Under the guidance of DGA Team, key activities will include:

#### **Project coordination and implementation**

- In close coordination with Global DGA, lead the implementation of country workplan, as work packages, to ensure that deliverables are met
- Ensure timely completion of internal processes including project delivery, reporting, monitoring, learning, and evaluation, and budget management
- Provide technical guidance and leadership to the implementing agency to coordinate and facilitate local management meetings (including ensuring that agendas, power-point presentations, talking points, meeting notes are taken and follow up actions aligned)
- Develop Request for Proposals (RFPs) and manage service providers to deliver activities as per project plan
- Ensure local procurement of service providers as needed, including Request for Proposals (RFPs), contract management, raising local purchase orders Ensure positive, timely, respectful communication with local members using a variety of tools and formats
- Responsible for adherence to procurement processes for the project, budget forecasting and utilization
- Provide technical advice to project managers demand generation activities

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### Stakeholders' engagement

- Represent GAIN in meetings with external stakeholders including government, NGOs, private sector.
- Supervise the implementing agency to maintain an effective stakeholder relationship management
- Track progress, including soliciting stakeholder feedback, of the alliance
- Provide technical oversight for the preparation of project summaries and any technical materials for external engagement
- Ensure delivery of learning and socialization activities (e.g., events, trainings, webinars) by implementing agency
- Lead the implementing agency to organize events in coordination with service providers, partners or members
- Work closely with global DGA colleagues to ensure effective integration of local activities with the overarching global plan (i.e., Global DGA)

### Key organisational relationships

- Reports to Senior Policy Advisor and India Program Lead
- Close collaboration with the PEAS team and DGA Programme Lead, with technical staff in the Demand Generation Programme
- Liaises closely with Country Programme, GAIN Policy and External Relations
- Government, Donors, NGOs, Food businesses and retailers, Academia, and others

## JOB REQUIREMENTS

### Competencies

- Clear and systematic thinking that demonstrates good judgment, and problem solving
- Diplomatic, respectful engagement with external stakeholders
- Works effectively as a team leader, team member, and comfortable with autonomy
- Ability to collaborate effectively in turning goals into plans
- Fosters strong teamwork spirit, by setting clear and measurable goals, contributing to a positive team. culture, and welcoming and respecting diverse opinions
- Excellent organizational skills and follow-through
- Evidence of resilience and adaptability whilst continuing to make progress when faced with uncertainty and ambiguity
- Excellent communication (written and oral) skills including ability to express complex idea in simple terms, translate technical documents for more general audiences
- Ability to work effectively, both independently, collaboratively across stakeholders and as part of a team
- High level of professionalism and integrity
- Ability to work within tight timelines
- Thorough familiarity with word processing, spreadsheet, and project scheduling computer applications.

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### Experience

- Extensive experience with stakeholder engagement and management across various sectors, including government, academia, NGO, private sectors.
- Significant exposure to the area of nutrition and food or climate change and food issues
- Experience in communicating health or science information to diverse audiences
- Strong experience in project management and budget administration
- Experience working in a public/private partnership environment, and engagement with government, desirable.

### Education

- Relevant college degree in Sociology/ Anthropology, Development studies, Political Science, or a suitable equivalent is required
- A university degree from the above discipline including relevant professional certificates and demonstrable working experience is highly desirable.

### Other requirements

- Fluent in local language
- Fluent in written and verbal English
- Ability to travel

### WHAT GAIN OFFERS

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