

Global Alliance for Improved Nutrition

Job title:	Senior Associate, Consumer Communication and Promotions		
Classification:	C4 – Senior Associate	Direct reports:	0
Work location	Nairobi, Kenya / Utrecht, The Netherlands / London, United Kingdom / Addis Ababa, Ethiopia	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 the most vulnerable to malnutrition.

GAIN's [Demand Generation Programme](#) aims to address motivation, opportunity, and capacity of consumers to purchase and consume nutritious, sustainable, and safe diets and foods. Our programme is active across GAIN's six African countries and in Indonesia. Demand Generation Programme leverages 4 key principles: build an emotional connection with consumers rooted in a deep insight, personalize the connection through participation in the campaign, reinforce the connection through those around these consumers, and ensure it is easy to act (i.e., buy or consume). Emotionally compelling consumer communications and engaging promotional activity at points of purchase in retail settings are therefore critical to success of this approach. The core channels used in this approach include radio, TV, digital, out-of-home, and retail and community engagement. We seek a dynamic individual with significant experience implementing a wide range of mass media, retail, and community activities to drive brand engagement and nutritious foods purchases primarily among urban consumers.

DESCRIPTION
<p>Overall purpose</p> <p>The Senior Associate Consumer Communication & Promotions is a key member of the global technical team that provides essential support to GAIN projects on consumer demand in multiple countries. You will have the opportunity to co-design marketing strategies with country teams and provide technical support to the country teams, who are responsible for implementation of strategies to improve desirability, purchasing, and consumption of nutritious and safe food.</p> <p>You are responsible to ensure that the design, production, and implementation of creative ideas is technically sound and aligned to the overall programmatic strategy. The primary focus is on supporting communications through mass media (radio, TV, social media, out of home) and promotional strategies through retail and community events. Ideally, the role holder will also be able to support social and behaviour change communication strategies.</p> <p>You will work in a cross-functional, cross-disciplinary team ensuring coordination and cohesion among programmatic strategies across demand, supply and enabling environment. The cross functional team consists of in-country and global programme staff with expertise in consumer insights, brand marketing, agribusiness, retail marketing, policy, and community engagement.</p>

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The primary tasks and responsibilities are:

Technical support

- Contribute to the creative design process, by ensuring the core idea/brand (developed by the insight team) is translated into appropriate consumer-relevant communication activities, and by drafting/reviewing agency briefs
- Review communication strategy and materials submitted by the agencies, including logos, key messages, photography, tag lines, look and feel, among others and provide timely feedback and recommendation for change
- Advise on the procurement process and agency management by assisting local staff to find service providers, define and assess agency deliverables, and in timely delivery of materials by ensuring agency and project timelines are aligned
- Review roll-out plans, including media plans and closely follow up for timely delivery and cost-effectiveness, and support timely adaptation/revision of implementation plan, where necessary
- Monitor media and event activities implementation by defining relevant KPIs to help and review monitoring reports to identify changes needed
- Advise on the budgeting process to ensure mass media and promotion activities are adequately resourced.
- Provide technical guidance on local procurement process for the mass media and promotion components, including drafting/reviewing request for proposal, proposal evaluation, and contracting
- Provide technical guidance and technical review project summaries and technical materials for external engagement
- Where there are capacity gaps, support project staff by temporarily covering needs until a staff member is recruited

Demand Generation Strategic Support

- During project/programme inception phases, participate in design teams development work to provide technical support on mass media and promotion
- Ensure that repository of brands books and brand briefs are maintained
- Provide technical training to internal and external partner on brands when needed
- Deliver presentations to support internal learning and develop best practices checklists
- Contribute to donor reporting

Key organisational relationships

- Reports to Programme Lead, Demand Generation
- Relevant country project teams that include a demand creation/marketing component
- Close cooperation with other PST colleagues as well as subject matter experts in KL

JOB REQUIREMENTS

Competencies

- Clear and systematic thinking that demonstrates effective problem solving, creativity, and good judgement.

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- Excellent organizational skills, attention to detail, efficient use of management tools, e.g., GANTT charts, SPRINT process.
- Strong communication skills, notably working within diverse and collaborative spaces.
- Able to build and maintain effective working relationships with external service providers (e.g., agency management).
- Works effectively as a team member, and comfortable with autonomy.
- Fosters strong teamwork spirit, contributing to a positive team. culture, and welcoming and respecting diverse opinions.
- High level of professionalism and integrity.
- Computer literate with good skills in PowerPoint, Excel, MS Word, Outlook

Job specific competencies

- Understands and can interpret technical reports (media coverage reports, retail sales reports, consumer insight reports) & monitoring data to develop or revise activities and prepare recommendations.
- Outcome focused and results driven.
- Knowledge of nutritious foods, agribusiness and/or the food sector.

Experience

- Proven marketing and communications experience as a specialist, with focus on developing mass media campaigns and strategies within various consumer-facing advertising, brand engagement and/or retail promotion strategies, required.
- Experience managing various design/production agencies and executing effective campaigns.
- Good experience in proposal development and budget administration, required.
- Good experience in working in multi-disciplinary project teams, required.
- Experience with community engagement strategies for behaviour change, desirable.
- Experience working in a public/private partnership environment, and engagement with government, desirable.

Education

- A Bachelor's Degree in Advertising, Marketing or a suitable equivalent is required or an equivalent experience.
- Diploma or equivalent certification in advertising or media is highly desirable.

Other requirements

- Fluent written and verbal English
- Fluent in French, desired
- Must be willing and able to travel to field sites frequently

WHAT GAIN OFFERS

Global Alliance for Improved Nutrition

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