



COMMUNICATIONS ASSOCIATE

The Organization

The Alliance of Bioversity International and the International Center for Tropical Agriculture (CIAT) delivers research-based solutions that harness agricultural biodiversity and sustainably transform food systems to improve people's lives. Alliance solutions address the global crises of malnutrition, climate change, biodiversity loss, and environmental degradation.

With novel partnerships, the Alliance generates evidence and mainstreams innovations to transform food systems and landscapes so that they sustain the planet, drive prosperity, and nourish people in a climate crisis.

The Alliance is part of CGIAR, a global research partnership for a food-secure future.

About the position

The Alliance, on behalf of HarvestPlus (www.harvestplus.org), is seeking to recruit a Communications Associate for an anticipated World Bank Multisectoral Child Nutrition and Health Project (PMNS) in DR Congo. The recruitment of this position is contingent on the award of the project.

HarvestPlus will be providing technical assistance services to the government of the Democratic Republic of Congo (DRC), funded by the government using the proceeds of a loan from the World Bank to the Ministry of Health. This work will range from building capacity and integrating biofortification into government agricultural breeding programs, through development of quality seed markets and dissemination to farmers, through creating demand for biofortified crops through food processors and markets, through developing materials on the nutritional benefits of biofortified crops and training community nutrition promoters.

The Communications Associate will be part of the HarvestPlus team responsible for implementing the HarvestPlus communications strategy. He/she will have overall objective of promoting the widespread and sustained adoption and utilization of biofortified crops (vitamin A maize, iron beans and vitamin A sweet potatoes), as well as generating demand in the market under the World Bank funded Multi-sectoral Child Nutrition and Health Project (PMNS project). He/she will package and communicate information about the program and its activities to different key stakeholders.

Responsibilities

Communications and Event Support:

- Support the development and packaging of print/web/audio-visual/multimedia materials in a variety of formats for donors, policymakers, farmers, consumers, processors and marketers.
- Monitor stories in the print and electronic media that cite the PMNS project and HarvestPlus activities.
- Provide communications support and documentation for all project activities.
- Co-facilitate the dissemination of farmer-friendly information on PMNS project activities through features writing, press releases, field days, and radio and television programs.



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alliancebioversityciat.org
www.bioversityinternational.org
www.ciat.cgiar.org
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- Assist in producing unique photography and video coverage for the PMNS Project events/occasions.
- Support the production of training videos, conducting informative interviews and testimonials aimed at promoting the PMNS Project in DRC.
- Coordinate activities with the global HarvestPlus Communications team based in Washington, D.C. and assist in generating content for global audiences. Attend monthly/quarterly global Communications calls

Creative Design:

- Working with external designers develop and design concepts, graphics and layouts for HarvestPlus promotional materials (brochures, pamphlets, flyers, banners, etc.) in liaison with the Demand Creation Officer.
- Maintain brand consistency throughout all HarvestPlus and PMNS communications materials.
- Generate creative ideas and direct the development of new design concepts, graphics and layouts.
- Review all publications and check materials for errors before printing.
- Work with all HarvestPlus stakeholders and partners to achieve product branding and packaging standards.
- Coordinate activities with the global HarvestPlus Communications team based in Washington, D.C. and assist in generating content for global audiences. Attend monthly/quarterly global Communications calls

Social Media and Website management:

- Create and upload engaging social media content using graphics and illustrations to increase awareness and sensitization of stakeholders.
- Manage all exclusive photographs and video content for HarvestPlus social media platforms.
- Monitor all social media conversations, mentions, and other activities and provide feedback to questions and comments.
- Collect and share feedback from social media channels with HarvestPlus staff and relevant stakeholders.
- Perform all other related duties that may be assigned by the World Bank Project Manager and the Head of Communications.

Requirements

- Bachelor's degree in Mass Communication, Journalism, Public Relations, or related field with minimum of three (3) years' experience performing same role.
- Computer literate and ability to use of Graphic design software – Adobe Suite, and CorelDraw; Microsoft Office Applications - Word, PowerPoint, Outlook applications; Cloud data storage tools - Google drive, DropBox, OneDrive.
- Adept at using major social media platforms such as Twitter, Facebook, YouTube and Instagram.
- Good skills in writing, editing and proofreading, concept and brand creation.

Alliance





- Must be able to work independently with minimal supervision, but also participate as a team member in accomplishment of duties.
- Possess excellent leadership, advocacy, client management, and social skills
- Good training, facilitation, and presentation skills.
- Have demonstrated success in working in multi-disciplinary teams and partnerships.
- Strong interpersonal skills, fluent in French, English and at least one of the local languages in the project implementation areas with strong writing and verbal communication skills.
- Ability to travel extensively within the project target areas.

Terms of employment

This is a nationally recruited position based in Kinshasa, DR Congo. The contract will be for a two (2) year period, subject to a probation period of three (3) months and is renewable depending on performance and availability of resources. The Alliance offers a multicultural, collegial research environment with competitive salary and excellent benefits; we believe that the diversity of our staff contributes to excellence. The Alliance is an equal opportunity employer, and strives for staff diversity in gender and nationality.

Applications

Applicants are invited to visit <http://ciat.cgiar.org/ciat-jobs> to get full details of the position and to submit their applications. Applications **MUST** include reference number **HV-DRC-2021-02-COMMS** as the position applied. Applications should be saved as one document using the candidate's lastname, firstname for ease of sorting.

Notes:

1. *Hiring for this position is contingent upon successful bidding and signing an agreement with the donor.*
2. *The Alliance does not charge a fee at any stage of the recruitment process (application, interview meeting, processing or training). The Alliance also does not concern itself with information on applicants' bank accounts.*

Closing date for applications: 2nd April, 2021

We invite you to learn more about us at:

<http://alliancebioversityciat.org>



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