



## SENIOR RESEARCH ASSOCIATE (DEMAND CREATION)

### 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](http://www.harvestplus.org)), is seeking to recruit a Senior Research Associate (Demand Creation) 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.

Senior Research Associate (Demand Creation) will be responsible for crafting, managing and executing an aggressive promotion and marketing campaign that triggers widespread adoption and utilization of the released biofortified crops to enable HarvestPlus and the World Bank funded Multi-sectoral Child Nutrition and Health Project (PMNS) project, to achieve its objective of creating widespread adoption of biofortified crops to improve nutrition among target populations.

### Responsibilities

- Promotion of biofortification through Information, Education, Communication (IEC) materials.
- Activate advocacy and public media campaigns for mainstreaming biofortified crops.
- Identify and develop market options for farmers adopting biofortified crops including options for value addition to diversify utilization.



Bioversity International and the International Center for Tropical Agriculture (CIAT) are part of CGIAR, a global research partnership for a food-secure future. Bioversity International is the operating name of the International Plant Genetic Resources Institute (IPGRI).

Headquarters  
Via dei Tre Denari, 472/a  
00054 Maccarese (Fiumicino), Rome  
Italy  
Tel. +39 0661181  
Fax: +39 0661979661

[alliancebioversityciat.org](http://alliancebioversityciat.org)  
[www.bioversityinternational.org](http://www.bioversityinternational.org)  
[www.ciat.cgiar.org](http://www.ciat.cgiar.org)  
[www.cgiar.org](http://www.cgiar.org)

- Conduct training programmes for farmers, extensions staff and other partner organizations on topics related to production, consumption, processing and nutrition of biofortified crops.
- Prepare reports related to the delivery of biofortified crops.
- Maintain functional and effective partnerships among stakeholders involved in delivery of biofortified crops, mainly, SENASEM, CAPSA, INERA, SNV, PRONANUT, and NGOs involved with food and nutrition security.

## Requirements

- Master's degree in in Sales/Marketing/Agriculture Economics/Project Management
- Advanced courses in Sales and Marketing.
- At least three (3) years of experience facilitating marketing activities with partners in the agricultural sector.
- Experience with operations of the private sector and NGO environment.
- Capacity building skills - should be able to prepare training materials and deliver training for marketing activities.
- Advanced computer use skills (database, spreadsheet, word processing, presentations)
- Ability to work independently with minimal supervision, but also participate as a team member in accomplishment of duties.
- Excellent interpersonal skills with advanced written and verbal communication skills in French, English and local languages
- Strong ability to co-ordinate, prioritize and organize workload; take initiative and work under pressure.

## 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.

Alliance





## 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-2021-03-DEMAND CREATION** 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: 2<sup>nd</sup> April, 2021**

We invite you to learn more about us at:

<http://alliancebioversityciat.org>



Bioversity International and the International Center for Tropical Agriculture (CIAT) are part of CGIAR, a global research partnership for a food-secure future.

Bioversity International is the operating name of the International Plant Genetic Resources Institute (IPGRI).

#### Headquarters

Via dei Tre Denari, 472/a  
00054 Maccarese (Fiumicino), Rome  
Italy  
Tel. +39 0661181  
Fax: +39 0661979661

[alliancebioversityciat.org](http://alliancebioversityciat.org)

[www.bioversityinternational.org](http://www.bioversityinternational.org)  
[www.ciat.cgiar.org](http://www.ciat.cgiar.org)  
[www.cgiar.org](http://www.cgiar.org)