COMMUNICATIONS ASSOCIATE, THE POWER OF NUTRITION, JOB DESCRIPTION

Contract  Permanent

Hours  Full time (37.5 per week)

Location  Hybrid office/home-working – minimum one day a week in London office, near Spitalfields (available five days a week)

Salary  £32,000 - £35,000 p. a. dependent on experience, life Insurance, pension and excellent benefits scheme

Reports to  Senior Communications Manager

CONTEXT

The Power of Nutrition’s vision is a world where every child has the right nutrition to achieve their full potential. Our purpose is to raise money and create partnerships to advance the fight against malnutrition in Africa and Asia.

At the end of last year (2022), we achieved our headline target to help prevent more than 600,000 cases of stunting (a sign of chronic malnutrition – where a child is too short for their age), several years early. We did this through securing funding and overseeing 21 large-scale nutrition programmes in 16 countries.

Since being established in 2015, we have:

- Reached more than 133 million of the world’s most vulnerable people with nutrition interventions, 300% more than our original target.
- Averted with our partners over 600,000 cases of stunting, two years ahead of target.
- Mobilised more than $643 million for nutrition programming through our unique co-investment model and effective fundraising.
- Spent just 3 cents to generate the next $1 for nutrition programmes.

Malnutrition is the underlying cause of 45% of all child mortality. In Sub-Saharan Africa and Asia, nearly 4 in 10 children are growing up with stunted bodies and brains – and malnutrition levels are on the rise due to covid, conflict and climate change. Putting a stop to malnutrition is one of the best means we have to transform children’s health, education and livelihoods, in turn helping communities and countries escape the cycle of poverty. Yet, it’s chronically underfunded over overlooked, receiving less than 1% of national government budgets.

The Power of Nutrition is a unique partnership platform that brings together organisations to help address the huge funding gap and run best-practice nutrition programmes at scale. We convene investors such as the Children’s Investment Fund Foundation, UBS Optimus Foundation and Unilever and donor governments with implementing partners such as UNICEF, Save the Children and GiveDirectly.

This is an exciting time to join The Power of Nutrition to help deliver our new Strategy for 2022-5 - Transforming global nutrition financing, together. We are an organisation that has been through a period of transition (and our model has evolved) and we are extremely ambitious for growth – to reach those who need our support the most.
More information on our work can be found at www.powerofnutrition.org.

**JOB SUMMARY**

This is an exciting opportunity for a communications professional to support our team in bringing our 2022-5 strategy to life, crucially helping The Power of Nutrition build its profile and expand its reach to new audiences.

The Communications Associate will work closely with the Senior Communications Manager to support our external communications, including developing and delivering plans that help explain our work and impact to target audiences in a compelling way. You will support across a range of communications channels and activities, with autonomy to lead certain projects. Working closely with internal colleagues as well as our partner organisations, you’ll help us ‘sell’ nutrition as a priority issue, showing how it supports not just the health of mothers and children but contributes to supporting all of the Sustainable Development Goals.

You will join a lean but ambitious team with senior expertise in international development, health, finance, and business. You will sit in the Partnership & Brands team (fundraising), supporting the wider organisational priorities as well as working on cross-organisational projects.

This position is a brilliant opportunity for an entrepreneurial, energetic communications professional with around two to three years of experience. The right individual will be an excellent communicator with the ability to develop positive, collaborative relationships across the organisation as well as with external partners. You will have a passion for writing, be familiar with social media, have an eye for design and an ability to turn complex topics into compelling stories. Your values will align with ours (see https://www.powerofnutrition.org/who-we-are/) and you will passionately believe in our vision of a world where every child has the right nutrition to achieve their full potential.

**JOB DESCRIPTION**

**Key responsibilities and duties (this is not an exhaustive list and the role may vary over time)**

**Partner communications and storytelling**

- Draft engaging collateral and assets for partner engagement, in-line with TPoN brand guidelines
- Turn complex text into compelling stories in a variety of channels, e.g. blog, programme teasers, programme case studies
- Provide fact-checking, copy-editing and formatting assistance during the creation of mailers, teasers, pitches, proposals, website content and other promotional materials
- Support with creating and growing bank of human-interest stories from our programmes and use these case studies appropriately in fundraising collateral
- Support team with account management to ensure excellent partner stewardship, e.g. identifying programme highlights to share, relevant articles of interest

**Newsletters**

- Plan, design and draft content for the quarterly newsletter
- Oversee newsletter database and use other channels (e.g. social media) to increase reach
- Monitor and evaluate newsletter performance
- Develop new plan for newsletters, e.g. segmenting and tailoring content for different audiences

**Social media**

- Oversee social media channels (LinkedIn and Twitter) creating engaging content plans which appeal to our audiences
• Design and draft social media assets to engage existing and new partners and grow our channels' audiences
• Engage with existing and new partners on social media

**Website**
• With support, be responsible for the website, ensuring regular updates and that all content is up-to-date and accurate
• Work with wider team to create new content for website, e.g. editing blogs, programme pages, news

**Events**
• Identify event opportunities to profile TPoN, e.g. speaker opportunities, sponsored events
• Look after annual events calendar, sharing relevant opportunities for learning, networking and profiling
• Maximise impact and visibility of events through social media
• Work with Senior Communications Manager on wider events strategy to raise TPoN profile
• Project manage TPoN owned events, e.g. webinars

**Media**
• Identify proactive opportunities to profile TPoN in media that reaches our target audience
• Respond to reactive media enquiries
• Monitor relevant outlets and news stories on a regular basis, flagging any key news with team members

**Sector knowledge**
• Develop a good understanding of international development, particularly in relation to nutrition and how this plays a role in wider socio-economic growth
• Support on TPoN’s mission to be a ‘tenacious sector champion’ - promoting nutrition for the wider public good
• Maintain a good level of commercial acumen and understanding of companies ESG agenda's and how they have an impact on investments - and use this in our communications materials

**Membership of the team**
• Be a positive contributor at team and wider organisational meetings, showing curiosity and bringing a communications angle to discussions
• Build a close working relationship with the Partnerships & Brands team along with wider organisation - this role sits within Partnerships & Brands but supports all divisions
• Good working relationship with the Programmes and Investments team to understand our offer and translate into a compelling opportunity for investors

**Skills, personal attributes and experience**
• Some marketing / communications experience, ideally in a charity / not-for-profit organisation
• Experience in social media / website management
• Excellent communications (verbal and written) and interpersonal skills
• Experience developing compelling content for a variety of audiences and in different formats
• Ability to communicate effectively with a wide range of stakeholders
• Eye for design and excellent proofreading
• Be comfortable driving projects independently within a flexible working environment and hybrid team structure
• Strong project management and excellent time management skills and an ability to work on multiple activities
• Good working knowledge of MS Office suite
• Proactive, creative thinker with an ability to introduce new ideas and tactics
• Personable, team-oriented with a good sense of humour and strong sense of purpose

Please apply by 31 July 2023 by sending a CV and concise cover letter as to why you are a good fit for the role (no more than two pages of A4) to the email: humanresources@powerofnutrition.org