



## Communications Associate - Terms of Reference

### Background

The **Micronutrient Forum** (MNF) serves as a global catalyst and convener for sharing expertise, insights, and experience relevant to micronutrients in all aspects of health promotion and disease prevention, emphasizing the integration with relevant sectors.

Our global platform brings experts and diverse stakeholders together to accelerate action on nutrition and micronutrients to improve health for all. We promote dialogue and collective action on vitamins, minerals, and other nutrients across multiple sectors by bridging nutrition science, policy, programs, and responsible business practices for health and well-being.

### Scope of Work

Joining the MNF as a **Communications Associate** is an excellent opportunity to support global efforts to end child malnutrition. The Associate who fills this position will work with a dynamic team to translate knowledge and evidence into communications materials for decision makers to help drive new policies and actions. The role will also involve developing advocacy and social media campaigns for broader audiences to generate positive momentum with diverse stakeholders including governments, donors, academic and civil society partners. The position will provide an opportunity to network with thought leaders in global nutrition.

The MNF is seeking a savvy professional who shares our mission and possesses strong communication skills, a willingness to learn, and likes to work with others in a collaborative setting.

### Responsibilities

- Support the development/implementation of communication strategies
- Write and disseminate necessary press releases and communication materials
- Engage with various media outlets to promote and disseminate MNF work
- Assist in developing content for the website, newsletter, and social media platforms
- Support the planning and execution of MNF events during the year
- Develop visual collateral to communicate MNF messages
- Manage MNF social media platforms
- Provide high-quality and timely copyediting of all key communications material
- Ensure communication materials adhere to MNFs style guide
- Liaise with the MNF team to coordinate content for ongoing communications activities
- Analyze and distribute metrics on the communication campaigns

### Requirements

- BSc/BA in Marketing, Communications, Journalism and/or Public Relations
- Minimum two years of experience with communication or marketing activities with preference in the non-profit or development sector
- Excellent written and verbal communications skills; English as native language
- Superb time management and organizational skills
- Strategic thinker, creative, and innovative
- Excellent interpersonal skills, proactive, self-motivated, team player, and diplomatic
- Experience with digital communication and graphics tools such as WordPress and social media platforms
- Proficient in Microsoft Office Suite

### Work and Reporting Structure

The Communications Associate will primarily work from home. Start date of November 1, 2021 or earlier if possible. The position is for 30 hours per week for 2 months to the end of 2021 with the possibility of extension. The Associate reports directly to the Director of Advocacy and Communications and will work closely with the MNF management team and extended team members.

### Payment

Compensation to be discussed and based on experience and skill set.

### Applications

Interested individuals should apply by sending a CV and expression of interest to [info@micronutrientforum.org](mailto:info@micronutrientforum.org) with "MNF Communications Associate" as the subject.

The application deadline is **Friday, October 22, 2021**.