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Description

The 2SCALE program 2019-24 builds on achievements and lessons learnt from a first phase (2012-18, www.2scale.org). It aims to be a flagship program for the Netherlands' food security policy and one of the leading catalysts of inclusive agribusiness in sub-Saharan Africa.

2SCALE is designed to incubate and accelerate inclusive agribusiness development in target countries in Africa (Burkina Faso, Côte d'Ivoire, Ethiopia, Ghana, Kenya, Nigeria, Niger and Mali). Public-private partnerships (PPPs) are the core implementation modality to achieve the objectives of the program. 2SCALE's strategy is three-pronged:

1. **Incubating inclusive business:** through PPPs, 2SCALE works together with private enterprises to develop agribusiness models that promote inclusiveness, develop (new) competitive edge, and have potential for scaling. PPPs support value chain development and agribusiness cluster formation. The agribusiness cluster approach helps smallholder farmers develop farming as a business and supply agricultural products for local, national, regional and international markets. 2SCALE partners with African and multinational agri-food companies as drivers to increase productivity and to improve efficiency and sustainability of supported agribusiness clusters and value chains. Specific attention is given to youth and women to integrate value chains (as farmers, laborers, entrepreneurs, service providers), and to low income / "base of the pyramid" (BoP) consumers that represent the largest market for food products in sub-Saharan Africa.
2. **Replicating inclusive business:** through PPPs, 2SCALE supports the replication of most successful business models, in different settings (regions, industries), with the same or different private partners.
3. **Facilitating sector transformation and policy alignment:** 2SCALE also supports partnering enterprises to drive sector transformation and policy alignment for critical bottlenecks that cannot be solved by the actors within the focus PPPs, and which affects a number of actors in the sector simultaneously.

2SCALE is funded by the Netherlands Ministry of Foreign Affairs, and implemented by a consortium led by the International Fertilizer Development Center (IFDC) and comprising the Base-of-the-Pyramid Innovation Center (BoPInc) and the Netherlands Development Organization (SNV). The Partnerships Resource Center (PrC) supports the consortium as a knowledge partner.

Position summary

2SCALE aims to both inform and involve all its program partners (smallholder producers, food processing companies and others), donors, embassies and interested professionals in agribusiness. The Communication and PR Coordinator will be responsible for supervising and supporting developing stories and content from program activities in close collaboration with 2SCALE colleagues.

Responsibilities

A hands-on Communication and PR Coordinator plays a key role in demonstrating

Communications and PR Coordinator

Hiring organization

International Fertilizer Development Center (IFDC)

Employment Type

Full-time

Industry

Agriculture

Job Location

Nigeria, Kenya, Mali and Ethiopia

the value and impact of our 2SCALE programs. The core tasks are:

1. To coordinate all communication operations in 2SCALE program countries and give guidance to the communication specialists.
2. To re-develop/build and implement 2SCALE's internal communication strategy.
3. To support/contribute, in close collaboration with the Program Director, the compilation and editing of material for 2SCALE's annual highlights, and full program report.
4. To develop and implement a content management strategy for 2SCALE and a digital strategy for our social media channels (quarterly e-newsletters, track records etc.)
5. To ensure the proper use of the 2SCALE brand identity and values by the team.
6. To be the media liaison and contact person for communication opportunities and events.
7. To organize/support communication training and provide support to project leaders on communications topics.
8. To develop good working relationships with key media in all target countries and exploit synergies with communications staff from the 2SCALE consortium partners (IFDC, SNV and Bopinc).
9. To supervise the two communication specialists covering the 2SCALE countries
10. Coordinate at program level a series of thematic area specific media campaigns in close collaboration with the thematic specialist and country team leaders
11. Support CTLs with relevant information on the utilization of the 2SCALE academy.org and provide appropriate reports and feedback to the Program Management team.
12. Manage the 2SCALE website including SEO and other digitization related tasks.
13. Lead the digitization of the 2SCALE onboarding process through the 2SCALE academy.org
14. To develop and implement 2SCALE's Public Relations strategy
15. Event Management – take the lead in the preparation and overall management of key events like 2SCALE anniversary and replication events in collaboration with the 2SCALE program management.
16. Support in developing material for business development.
17. Any other key assignment that the program director deems necessary, for the success of the program.

Qualifications

- Master's degree on relevant subject
- At least 8 Years of experience in relevant programs out of this min 2 years as leading comms and PR team.
- Excellent writing skill
- Good track record on planning, executing, and monitoring communication and PR related assignments.
- Experience in different design software for PR and Communication purposes
- Developing and implementing multi-country events
- Good track record with media outlets
- Previous experience in working with multi-cultural and diversified portfolio.
- Fluency in English. Fluency in French is a plus

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