

REQUEST FOR PROPOSALS (RFPs)

**INTERIM ASSOCIATE, STRATEGIC COMMUNICATIONS AND ADVOCACY – LARGE SCALE FOOD
FORTIFICATION (6-MONTH FULL TIME POSITION)**

I. BACKGROUND

1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the United Nations in 2002 to tackle the human suffering caused by malnutrition. Due to COVID19, conflict in Ukraine and climate change, malnutrition and hunger have worsened significantly since 2019, reversing a decade of progress. There is growing recognition that our food systems need to change if we are to reverse these trends.

GAIN's Strategy aims to transform food systems to make healthier diets from sustainable food systems accessible to all people and especially those whose are most vulnerable to shocks. By 2027, we aim to improve the access of 1.5 billion people to nutritionally enhanced staple foods, improve the access of 25 million people to healthier diets, and support positive food system change in 10 countries. This is bold and complex, and the only way to achieve this is to work together with partners including governments, businesses, and civil society at the country and global level. These goals, and the ways of achieving them, build on our twenty-year legacy of transforming people's lives with improved nutrition through concerted action and effective policy change.

2. ABOUT LARGE-SCALE FOOD FORTIFICATION

Large-Scale Food Fortification (LSFF) is a cost-effective and proven method to combat micronutrient malnutrition by adding one or more essential nutrients to widely and regularly consumed foods during processing. Since 2002, GAIN has supported the roll-out of LSFF in approximately 40 low and middle-income countries. GAIN's support includes the expansion of LSFF programmes where there is a need for an additional food vehicle, technical assistance to improve compliance with existing national fortification standards and mandates, and monitoring and measurement of programmes. GAIN-supported LSFF programmes reach over a billion people annually. GAIN supports mandatory fortification of commonly consumed foods and condiments, including salt, edible oils, wheat flour, maize flour, and rice. GAIN supports governments in creating effective fortification policies and provides technical assistance to support industry's ability to fortify. The consumption of fortified staples and condiments can play a major role in the prevention of micronutrient deficiencies across entire populations - particularly in women of reproductive age and adolescent girls - thus helping to ensure adequate nutrition during the critical periods of preconception and the 1,000-day development window for babies and young children. GAIN and partners continue to drive new investments in fortification through advocacy and generating evidence on the actual and potential contribution of fortification in the context of national nutrition strategies. Although deficiencies of essential micronutrients are prevalent nearly everywhere, the uptake of large-scale food fortification is not uniform across all countries and regions. More attention and investment are needed to expand the reach of LSFF and to increase political will and investment to strengthen existing programs so that they are more effective in combatting micronutrient deficiencies worldwide.

3. ASSIGNMENT BACKGROUND

GAIN's Large Scale Food Fortification advocacy initiative supports global, regional, and national level advocacy campaigns to strengthen food fortification programs and push for greater prioritization of and investment in food fortification. Focus countries for this initiative currently are Bangladesh, Ethiopia, and Nigeria. Regionally, GAIN leads the secretariat for the Eastern and Southern Africa Regional Coordination Mechanism for Food Fortification and seeks to support and strengthen similar regional initiatives elsewhere. GAIN coordinates the Global Fortification Technical Advisory Group (GF TAG) and co-chairs GF TAG working groups on LSFF advocacy and communications.

This interim role will add capacity to GAIN's efforts to facilitate improved communication and coordination across the wider food fortification community, support efforts to utilize communications tools around key global, regional, and national moments and initiatives, and strengthen "future fortified" as a sector-wide brand.

II. OBJECTIVES

GAIN is seeking a consultant to support its communications, alliance-building, and advocacy efforts for LSFF on a full-time basis through the end of 2025. The consultant will support GAIN's efforts to serve the wider food fortification community in a coalition leadership role to improve communication and coordination, including through the Global Fortification Technical Advisory Group (GF TAG) and its advocacy and communications working groups. Working with GAIN's LSFF team, the consultant will support efforts to strengthen the GF TAG through engagement of its membership and outreach to new potential partners. The consultant will support efforts to use strategic global moments and initiatives (Nutrition for Growth, Global Alliance Against Hunger and Poverty, UN Food Systems Summit, Scaling Up Nutrition Global Gathering, UN General Assembly, and others to be identified) to increase political will, support, and resourcing of LSFF programs in low and middle-income countries (LMICs). The consultant will support GAIN's efforts to strengthen "future fortified" as a sector-wide brand, including through regular social media engagement and coordination of a Future Fortified newsletter to share knowledge products, event invitations, and other information across the global LSFF community. The consultant will co-lead creation and execution of a global communications and advocacy strategy for LSFF alongside coalition partners and support strategic utilization of communications tools to support LSFF advocacy campaigns at regional and national level in priority geographies.

III. SCOPE OF WORK

Partnerships

- Lead the global LSFF community in creating a joint strategy to improve communication and collaboration
- Facilitate wide dissemination of learning and research products across the sector and externally as appropriate
- Support the global LSFF community to capitalize on relevant major events and initiatives
- increase GF TAG stakeholder engagement and strengthen the GF TAG by bringing in new members

- Develop and solicit content for a sector-wide newsletter to share current research, information, events, and initiatives with the global LSFF community, facilitating greater awareness of the work happening across the sector and fostering collaboration and collegiality
- Provide logistical support and contribute to leadership of the GF TAG, including its advocacy and communications working groups
- Support GAIN's existing LSFF partnerships and scope additional stakeholder groups and organizations for GAIN to partner with in its LSFF work

Communications

- Shape a narrative around the importance of LSFF in the current political moment (declining aid, growing need, and increasing instability)
- Strengthen online presence for LSFF as an issue and GAIN as an organization (in the LSFF space) via content creation for social channels and newsletters
- Create a strategy to elevate the visibility and increase use of the Future Fortified brand
- Provide communications support to spotlight LSFF as a highly cost-effective intervention that requires more investment and prioritization to reach its full potential impact – scan the landscape and identify “hooks” for communications to increase visibility and support for LSFF
- In collaboration with the LSFF advocacy/communications team, continually update and develop the online LSFF advocacy toolkit
- Maintain and grow an international listserv of LSFF supporters and practitioners
- Review production/design and facilitate rollout of GAIN branded, GF TAG and Future Fortified branded materials such as fact sheets, infographics, briefing papers, reports, etc.
- Maintain regular contact with program leads from partner organizations to identify appropriate opportunities for sharing work with the wider LSFF community. Meet regularly with GAIN Knowledge Leadership colleagues to identify relevant work on LSFF and micronutrient malnutrition that should be disseminated through the GF TAG and Future Fortified channels.
- Ensure that LSFF communications activities are well coordinated with GAIN global communications initiatives. Support and amplify GAIN communications efforts around nutrient enriched/biofortified crops
- Provide communications support to raise GAIN's profile as a leader in the global LSFF space

Advocacy

- Support the use of strategic communications for advocacy purposes at global, regional, and national levels
- Contribute to global/regional/national campaign planning from a communications/coalition-building perspective
- Support and advise GAIN's advocacy and communications leads in focus geographies

IV. EXPECTED DELIVERABLES

- a. A plan to improve communication and collaboration across the LSFF sector, incorporating ideas and feedback from the Global Fortification Technical Advisory Group (GF TAG)

- b.** Communications strategies created and implemented as part of LSFF advocacy initiatives, e.g. at the World Health Assembly, UN Food Systems Summit +4 Stocktaking, G20 Summit, and UNFCCC COP – elevation and
- c.** Research and learning products from LSFF implementing organizations effectively shared and taken up by the wider LSFF community
- d.** GF-TAG convened bi-monthly to discuss agenda items contributed by a range of member organizations
- e.** GF-TAG advocacy and communications working groups convened monthly, facilitating contributions from multiple organizations to advance a shared agenda
- f.** Increased engagement by the GF TAG as indicated by number of organizations suggesting and leading agenda items for meetings, number of organizations advancing initiatives linked to the GF TAG, number of organizations represented at regular meetings, and/or number of new organizations joining the GF TAG
- g.** Messaging points compiled and shared communicating the importance of LSFF in the current political/economic moment (declining aid, growing need, increasing instability)
- h.** Relevant social media content shared via future fortified and GAIN social channels (1 post/week minimum)
- i.** Proposed plan to increase visibility and use of the Future Fortified brand
- j.** Online LSFF advocacy and communications toolkit maintained & updated in light of upcoming advocacy priorities and opportunities
- k.** GF TAG listserv maintained & updated as needed
- l.** Production of a monthly Future Fortified newsletter sharing new initiatives and knowledge products across the LSFF sector
- m.** Regular coordination and communication with GAIN’s communications team
- n.** Support and advice to advocacy, communications, and LSFF leads in GAIN country offices as needed

Candidates will be reviewed by the Selection Team. Proposals should consist of a CV, relevant writing samples, and a cover letter describing the candidate’s suitability for the position.

V. EXPECTATIONS FROM APPLICANTS

Candidates will be reviewed by a Selection Team. Proposals should consist of a CV, relevant writing samples, and a cover letter describing the candidate’s suitability for the interim position.

Key competencies of a successful applicant are:

- Ability to think strategically and creatively about issues related to communications, advocacy, coalition building, and public policy
- Strong understanding of how traditional and digital media can be used to advance advocacy campaigns, including proficiency in pitching stories/pieces and creating content

- Ability to take initiative, set priorities and work under pressure to meet deadlines
- Ability to work effectively both independently and in a cross-cultural team environment
- Excellent analytical and organizational skills and expertise in problem solving
- Excellent communication skills in English (oral and written)
- Strong stakeholder management skills, with a proven ability to work in an environment requiring collaboration with government, industries and international organizations
- Strong coalition-building/partnership skills, cultivating joint ownership, understanding and accommodating organizational interests, delegating work and sharing credit
- Highly adept in translating complex and technical information tailored to different audiences and ability to synthesize complex content into simple terms

VI. TIMELINE

The candidate should be available on a full-time basis from 15 May – 30 November 2025.

Proposal submissions must be received via email by GAIN on or before 11:59 pm EST on Friday 25 April 2025.

VII. UNACCEPTABLE PROPOSALS

The following proposals may not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Incomplete proposals.

Proposals that are not signed.

VIII. REVISIONS

Proposals may be revised by electronic mail, provided such revision(s) are received before the deadline.

IX. INSTRUCTIONS FOR RESPONDING

a. Contact details for submitting the technical and financial proposals:

Submission of the proposal should be made in a single email with the specifications below:

Submission type	Address	Subject
Soft Copy submitted by email	ksundell@gainhealth.org	Response to RFP: Interim Associate Strategic Communications and Advocacy

Completed Proposals will comprise a CV, cover letter, writing samples, and hourly rate. Proposals should be submitted by email.

Finalists may be asked to provide references (contact information) of clients for whom similar work has been executed.

GAIN will not necessarily accept the lowest bidder, or any proposals submitted except when the requirements are fully met.

b. Proposal Completion

- Proposals must be signed by the applicant.
- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. If clarification is necessary, applicants are advised to contact GAIN through the email ksundell@gainhealth.org.
- While GAIN has used considerable efforts to ensure an accurate representation in this RFP, the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN; Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms their understanding of the RFP conditions; failing to comply may result in the disqualification of their submission.

c. Right of rejection

- GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission.
- The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments, or damages directly or indirectly linked to the preparation of the submission.

d. References

GAIN reserves the right, before awarding of the contract, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical, and other qualifications and abilities of the applicant.

e. Release of Information

After awarding the contract and upon written request to GAIN, only the following information will be released:

- Name of the successful bidder; and
- The applicant's own individual ranking.

X. TERMS AND CONDITIONS OF THIS SOLICITATION

a. Notice of Non-binding Solicitation

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicant's proposal, as well as the option of accepting partial components of a proposal if appropriate.

b. Confidentiality

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held strictly confidential.

c. Right to Final Negotiations on the Proposal

GAIN reserves the right to negotiate the final costs and the final scope of work of the proposal.

GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

Payments will be made monthly through the term of the contract following provision of a monthly invoice containing a brief report on activities and deliverables.

d. Mandatory Requirements

In addition to the evaluation criteria outlined above, the applicant's proposal should also respond to the following mandatory requirements:

- Fees: The fees shall be quoted as an hourly rate inclusive of all applicable taxes and/or institutional overhead. The fees must be quoted in United States Dollar (USD).
- Experience: Current curriculum vitae/resume.
- References: A list of references that can be contacted to discuss the consultants qualifications for the temporary position.
- Writing samples

GAIN reserves the right to contact the individuals and contractor(s) to verify the information provided in the Proposal.

e. Review Process

The review process will involve a review panel with participants selected by GAIN.

f. Limitations regarding third parties

GAIN does not represent, warrant, or act as an agent for any third party as a result of this solicitation. This solicitation does not authorize any third party to bind or commit GAIN in any way without GAIN's express written consent.

g. Final Acceptance

The acceptance of a Proposal does not imply agreement of its terms and conditions. GAIN reserves the right to negotiate the final terms and conditions, including the costs and the scope of work, when negotiating the final contract to be agreed upon between GAIN and the applicant.

h. Validity Period

The Offer of Services will remain valid for a period of 30 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter a services contract subject to GAIN's terms and conditions.

Please note that should you not hear from GAIN within 1 month after the application deadline, please consider your application unsuccessful at this time.

i. Intellectual Property

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, and specifications developed by the applicant shall vest exclusively and entirely with GAIN.

Subject to the terms of the contract to be concluded between GAIN and the applicant, the applicant is required to adhere to and comply with the following:

- GAIN's Design Application or Branding guidelines.

j. Scope of Change

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification, or interpretation of the documentation will be authorized or paid to the applicant, unless such change, modification or interpretation has received the express prior written approval of GAIN.