



### Scope of Work

**Position Description:** Private Sector and Advocacy Advisor

**Country Office:** Sri Lanka

**Sector:** Nutrition

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<b>OBJECTIVE:</b>	Support the Nutrition Unit to build relationships with private sector entities to engage in nutrition issues, including supporting the Scaling Up Nutrition (SUN) Business Network, the National Nutrition Advocacy campaign, and World Food Day.
<b>REPORTS TO:</b>	Country Director
<b>LOCATION:</b>	Colombo, Sri Lanka
<b>START DATE:</b>	September 1, 2018
<b>JOB DURATION:</b>	2 months (with potential to extend, depending on identified needs)

#### I. PRIMARY PURPOSE:

The World Food Programme (WFP) Sri Lanka is seeking service of a private sector and advocacy expert with extensive experience in both sectors to support the Country Office in strategizing and implementing its partnership with the private sector and advocacy outreach, particularly in scaling up national nutrition efforts. The candidate will serve as the main link between private sector members, Government and other key stakeholders, including spearheading relevant surveys and information gathering exercises.. These efforts will feed directly in to the country's broader SUN and nutrition agendas.

#### II. SCOPE

The candidate will be primarily responsible for developing and guiding an engagement strategy with private sector under the SUN Business Network platform. He/she will also liaise with communications experts (internal and external ) and other stakeholders on advocacy and media initiatives in support of nutrition, guiding the Country Office in preparation of the World Food Day and the National Nutrition Advocacy campaign.

#### III. GENERAL TASKS

The candidate's primary tasks will relate to the strategic development of the SUN Business Network Strategy. This includes:

- Mapping of key stakeholders to be engaged within the SBN platform
  - Organize meetings with key government counterpart, private sector companies, development partners to assess their perspective on SBN in Sri Lanka
  - Plan and organize regular networking activities, workshops and other events
- Identifying entry points for the establishment of SBN in Sri Lanka, including key partners, action areas, common themes of interest for the Network
  - Develop an ongoing register of major private sector issues, challenges opportunities and recommendations for change
  - Liaise with relevant government stakeholders on a regular basis to share private sector issues, challenges and opportunities and advocate for recommendations and policy changes, including surrounding mandatory staple fortification

- Support the CO in linking programmes and projects to potential key private sector partners and other stakeholders
- Provide guidance and direction for effective communication and engagement with stakeholders for the World Food Day events in October 2018, as part of a series of activities which build awareness and support for nutrition
- Support the CO in identifying potential private sector engagement entry points, communications strategies, and fund-raising opportunities including from private sector for the National Nutrition Advocacy campaign (due to start approx. January 2019).
- Carry out other tasks, as required, to support the day-to-day activities of WFP's engagement with the private sector and advocacy efforts on nutrition in Sri Lanka

#### **IV. WORK EXPERIENCE AND SKILLS REQUIRED**

##### Work Experience

- At least 15 years experience in communication/marketing, including communications for development (SBCC)
- At least 10 years experience working with private sector or non-government organization in Sri Lanka or abroad
- Practical experience in business strategy development, business processes and / or management

##### Professional Skills

- Strong stakeholder management, networking and communication skills, including an ability to be flexible and adapt to the needs of stakeholders
- Strategic visioning and project planning
- Self-motivated with the ability to work independently and achieve milestones within tight timelines
- Well organised with strong logistical and administrative skills

##### Technical Skills

- Strong research and data gathering & analysis skills
- Strong written communication and information synthesizing skills, including proven ability to communicate diverse and disparate information and messaging in simple and concise formats
- Advanced Microsoft Word, Excel and Powerpoint skills with proven experience

##### Education

- Bachelor's degree in business, management, international development, international studies or related field

#### **VI. Key deliverables**

1. SBN engagement strategy, including stakeholder mapping database, identification of entry points, and detailed, time-bound action plan
2. Communication guidance and oversight for World Food Day Celebrations, October 16  
Engagement strategy and guidance for the National Nutrition Advocacy Campaign, including liaison with communications experts, and identification of fundraising opportunities from private sector