

JOB VACANCY ANNOUNCEMENT

Position: Impact Communication Consultant – SBEP

Location: Accra, Ghana

Start Date: April 10, 2023

Established in 2011, The Global Shea Alliance (GSA) is a non-profit industry association based in Accra, Ghana. We currently have 663 members from 38 countries including food and cosmetic brands, suppliers, women's groups, and non-profit organizations.

Through public-private partnerships, the GSA promotes industry sustainability, quality practices and standards, and demand for shea in food and cosmetics. We implement the following activities:

Quality

- Quality trainings for women's groups on kernel collection, processing, and storage.
- Implementation of kernel quality standards in collaboration with members and national/regional standards bodies.
- Small business trainings including accounting, marketing, packaging and formulation workshops.

Promotion

- Annual international conferences in West Africa, Europe, and the United States.
- Annual African cosmetics brand exhibition.
- International policy analysis and advocacy to remove trade barriers.
- Research on shea benefits in food and cosmetics.
- African national association development.
- International consumer and industry media engagement.

Sustainability

- Implementation of multi-stakeholder guidelines for sustainable business practices.
- Large-scale development projects including warehouse construction, business development trainings, health and safety initiatives, parkland management, improved planting materials, and conservation pilot projects.

From December 2021, the GSA is implementing the Shea Business Empowerment Program (SBEP), in partnership with the Mastercard Foundation. The SBEP aims to create 90,000 dignified and fulfilling work opportunities for women in the 5 Northern regions in Ghana. The SBEP will strengthen cooperatives and SMEs in the shea value chain in northern Ghana by providing access to finance, critical skills development, and market linkages.

Specific responsibilities are as follows:

- Identify impact stories based on programme intervention pillars – access to finance for cooperatives and SMEs, technical trainings and business trainings for cooperatives, digital technologies for traceability and market linkages.
- Develop, write, and edit impact stories as part of reporting and for publication on partner website
- Highlight linkages between project impact and intervention areas
- Engage with key project partners to highlight collective effort and impact
- Report impact support on dignified and fulfilling work measure for youth in shea cooperatives.

Qualifications

- Over 5 years work experience in positions of leading and communication on impact projects
- Excellent writing, editing, communication, presentation, and time management skills, with the ability to handle multiple priorities simultaneously
- Ability to tailor the tone, content and form of written output to a range of different audiences and variety of formats or platforms
- Strong understanding of communications, marketing, social media platforms, and tracking technologies
- Ability to synthesize, simplify and communicate data in a lively, accurate and understandable manner
- Passion for rural development and women's empowerment in Africa
- Bachelor's degree required, Master's degree a plus.
- Working proficiency in French (is an advantage)

Other

The Impact Communication Consultant will report to the Project Manager

To apply, please send your CV to msakyi@globalshea.com by April 3, 2023 with the email subject "Impact Communication Consultant".