

TERMS OF REFERENCE **Nutrition Technical Advisor**

Background

Nutrition International (NI), formerly the Micronutrient Initiative, is a global nutrition organization, headquartered in Ottawa, which aims to transform the lives of vulnerable people, especially women, adolescent girls and children, by improving their nutritional status and health as these groups often have the greatest unmet needs. NI delivers impact through **coverage** by delivering low-cost, high-impact interventions; **leverage** by utilizing new delivery platforms, innovative technology and financing; and **influence** through research, advocacy and knowledge dissemination while mainstreaming gender equality throughout.

The Nutrition Leverage and Influence for Transformation (NLIFT) model, which is central to NI's leverage goals, provides catalytic funding to non-nutrition organizations to integrate nutrition into existing non-nutrition platforms. Established in 2015 with an anchor investment of \$25 million from Canada, the NLIFT business model seeks to expand the reach and impact of evidence-based nutrition interventions by increasing resources for nutrition and harnessing missed opportunities for nutrition impact.

Through NLIFT, NI has partnered with Girl Effect to integrate nutrition content into one of their global mobile platforms, Springster. A leader in targeted social media communication, Springster digitally connects and empowers girls in 66 countries through engaging articles in which real-life experiences, polls and advice on key social issues such as health, education, financial security and personal safety are shared. Springster creates a safe and accessible online space for girls to learn, ask questions and share their opinions without fear of retribution from their families or communities.

With support from NLIFT, Girl Effect will create evidence-based, age appropriate nutrition content for adolescent girls in Indonesia, where it already reaches 1.4 million girls. Springster's primary target audience in Indonesia is adolescent girls, aged 13-18 years, from low income families living in urban and peri-urban communities with poor access to services. Within this target audience, Springster strives to reach the most vulnerable girls, such as those who are out of school, working in "at risk" environments, living with only one parent, raising a child themselves, or married early in life.

With this collaboration, NI is hoping to increase girls' knowledge, awareness and behaviours around nutrition, promote gender equality and girls' empowerment, and

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increase the reach and engagement of the Springster platform in Indonesia to up to 4.8 million users (boys and girls.) Springster offers a unique experience where girls can access and engage with locally and globally developed content on a range of crucial issues in their own language, share their experiences, and connect with experts and peers in a way they have never been able to before. However, nutrition content has been virtually missing from this space.

This initiative, which has the potential to be implemented in many more countries, will break new ground in harnessing the power of social media to deliver accurate and engaging nutrition content to a large audience of adolescent girls, helping them to improve their nutritional status, but also empowering them to reach their full potential.

Scope of Work

The purpose of the consultancy is to provide technical support (i.e. advice and guidance) to the development of nutrition content that will be integrated into Springster's platform in Indonesia [<http://id.heyspringster.com/sections/my-life/ini-5-tanda-kalo-tempe-adalah-sahabatmu/>]. S/he will work with a creative agency (Percolate Galactic) and act as a key technical focal point on content, adequacy and accuracy of messages/stories/polls developed in order to positively influence adolescent girls' knowledge, attitudes and practices, but also selected behaviors towards improved and optimal nutrition. S/he will also contribute to the assessment of the feasibility of building synergies with other NI initiatives in Indonesia.

PERIOD: The NTA is expected to support this project from May 2019 to January 2020 (8 months). The period may be extended.

DUTY POST: Jakarta, Indonesia (Nutrition International Country Office)

TRAVEL: Domestic travelling (within Indonesia) as required and periodic international travel

Status: Part-time consultant (2 days per week with a high probability to increase the number of days to 3 or more)

TASKS, DELIVERABLES AND TIMELINES

The Nutrition Technical Advisor will perform the following tasks:

KEY OUTPUTS AND DELIVERABLES	ESTIMATED DELIVERY DATES
1. Support the development of nutrition content and participate in the nutrition content validation process (i.e. conduct technical review of content as needed) in close collaboration with Nutrition International direct and indirect supervisors.	Project duration

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2. Participate in monthly meetings to update the Springster/NLIFT team on progress, challenges and results.	Project duration
3. Work and liaise with NLIFT team to identify risks and challenges related to the integration of nutrition content into Springster and course correct them.	Project duration
4. Work with the NI Indonesia team to draft a concept note and proposal for building synergies with other NI initiatives in the country.	Project duration
5. Engage and coordinate with the existing NI Indonesia programs related to behavior change communication, social media and digital platforms.	Project duration

Management and Reporting

- 1) The NTA will work under the direct supervision of the N-LIFT Technical Advisor with indirect reporting to Nutrition International Indonesia Country Director;
- 2) S/He will be part of the Indonesia Country Office team and administratively accountable to the Indonesia Country Director;
- 3) S/He will liaise with the Regional Manager, Adolescent Girls' Health and Nutrition to inform on progress, implementation and results of the N-LIFT investment; and,
- 4) S/He will work as a key member of the Nutrition International/Springster/Percolate team under this N-LIFT investment

Qualifications of Nutrition Staff/Consultant

- Masters' degree in nutrition or public health and relevant additional qualifications.
- Minimum 5 years of relevant experience.
- High knowledge of Indonesian culture-s or minimum 20 years of Country-specific experience (Indonesia).
- Strong experience in behavior change communication/ social marketing within the nutrition/health sectors.
- Excellent facilitation skills coupled with an ability to collaborate with non-nutrition stakeholders from different sectors
- Experience in the gender/nutrition nexus and working in health/nutrition for adolescent girls is considered a plus
- Fluency in Bahasa Indonesia and English required
- Excellent communication and writing skills
- Experience working on digital products and platforms, an asset

Interested consultants should submit a cover letter and their resume in English by email to jnihorimbere@nutritionintl.org by April 17 2019 referencing 'Nutrition Technical Advisor for Springster' in the subject line.