

<b>Job Title</b>	(Senior) Communications Manager
<b>Work Location</b>	Utrecht, the Netherlands (hybrid)

## Our Organization and Mission

The Access to Nutrition Initiative (ATNI) is an independent, not-for-profit organization based in the Netherlands. We publish consistent, standardized analysis and commentary on the food & beverage industry's efforts to improve consumers' access to nutritious foods and beverages.

Every country in the world is affected by malnutrition. Globally, one in three people are either undernourished, overweight, or obese. Over the last 35 years, obesity has more than doubled and has now reached epidemic proportions. Over the next ten years, undernutrition is also set to continue to increase in some countries.

### ATNI's vision is a world in which:

- No one goes to bed hungry
- Everyone eats a healthy, affordable diet that has the nutrients they need to grow and develop fully
- Deaths and illnesses from diets low in essential vitamins and minerals are confined to history

Our aim is to drive change by tracking and driving the food industry's attempts to tackle obesity, diet-related chronic diseases, and undernutrition at the local and global levels. We design and deliver a range of private-sector accountability tools – using our own research, experience, and the knowledge of our growing global stakeholder network. Every action we take is intended to encourage businesses to do more to achieve good health through improved diets and nutrition.

ATNI publishes the Global Index, country Spotlight Indexes, and other tools and initiatives. Our products provide companies with tools to benchmark their performance on nutrition against others in their sector. They provide stakeholders with impartial, objective, consistent, and in-depth information on companies' contributions to improving nutrition. Our aim is to encourage companies both to increase the number of healthier products and to provide greater access to them – in addition to responsibly exercising their influence on consumers' choice and behavior.

We pride ourselves on being innovative and collaborative – and we are increasingly working on new accountability tools and conducting further bespoke research, establishing new partnerships with investors, not-for-profits, and foundations.

For more information on ATNI, please visit our website: <https://www.accesstonutrition.org>.

## Your Role and Responsibilities

ATNI currently has around 20 staff members based in Utrecht, the Netherlands. To strengthen and complement our Program and Communications team – consisting of four Program Managers, a Junior Communications Manager, a Communications Intern, and the Program Director – we are looking for a (Senior) Communications Manager.

As we enter an exciting and busy period, you will manage the internal and external communication activities of the organization. The (Senior) Communications Manager plays a central role and will have the ability to help

shape the further development of communication processes of the organization, as well as to advise on strategic communication topics.

The ATNI team works toward the following objectives:

- To boost visibility and further strengthen ATNI's reputation among our key stakeholders
- To promote ATNI's global tracking tools, projects, and data provision
- To ensure all stakeholders are sufficiently informed about how they can effectively utilize the tools we produce
- To forge links to wider sustainability and single-issue benchmarks and indexes

This position will require hands-on communication experience in a professional international research or not-for-profit organization. A proven interest in and an understanding of nutrition, health, and/or sustainable business is essential.

This position will be based in Utrecht, the Netherlands. The team currently employs the hybrid work model, working both from home and at our office. The (Senior) Communications Manager will be reporting directly to the Program Director.

The (Senior) Communications Manager will play a central role in a dynamic young organization and will have the ability to help shape the expansion of the organization. This is a unique opportunity to make a substantial positive impact on improving global health by helping to fundamentally shape the nutrition standards and practices of the largest food & beverage manufacturers globally.

Your responsibilities include:

Together with a Junior Communications Manager and a Communications Intern, you will be involved in shaping and implementing the organization's communication strategy through the following activities:

- Further develop and (jointly) implement ATNI's communication strategy
- Formalize and implement internal and external communication processes within the expanding organization
- Together with external international PR and Communication agencies, develop media outreach strategies for communicating Index reports and coordinating the implementation of the strategies, including message development, reaching out to media, etc.
- Manage other external communication service suppliers, including design agencies, editors, and website developers
- Lead and prepare ongoing communication of ATNI activities on social media (including Twitter and LinkedIn), the organization's website, blogs, through newsletters, etc.
- Write and edit press statements and other communication tools such as media packs
- Edit reports and presentations, including for board and funders
- Support the writing of nutrition blogs and newsletters, making weekly internal news updates for the ATNI team
- Support in/coordinate organizing and arranging (multi-stakeholder) events worldwide (launch events, outreach events, side events at summits and conferences, etc.)

## Your Qualifications and Skills

To thrive in this role, you'll need the following skills:



## Experience

- At least five to seven years of relevant work experience within a communications department in an international working environment, e.g. international research or not-for-profit organization
- A proven interest in nutrition, health, and/or sustainable business and development

## Education

- Master's degree in (International) Communications, Journalism, Public Relations, or a related field

## Competencies

- Fluent in English, with proven practical and strategic communication skills, both verbal and written. A second or third language is an advantage.
- Good experience in communication strategy development
- Strong experience in using content management systems such as WordPress
- Well-organized, with strong attention to detail and excellent writing skills
- Understanding of communication in public and private sector environments
- Content writing experience: blogs, reports, social media (please share any relevant examples)
- Good knowledge of social media platforms (Twitter and LinkedIn) and of social media analytics
- Good IT skills, including the use of social media, data management platforms, and proficiency in MS Office (Word, Excel, PowerPoint, etc.)
- Demonstrated interest in research, food systems, global nutrition, sustainable business, and/or related topics (SDGs, corporate transparency, benchmarking) is a plus
- Highly motivated, self-directed, and adaptable, with a positive, hands-on problem-solving attitude
- Ability to work efficiently, as part of a team in a fast-paced environment
- Strategic and creative mindset

## Additional Requirements

- Existing necessary permits and approvals to work in the EU

## What ATNI Offers You

- Our office is located in Utrecht, the Netherlands
- 32 or 40 working hours per week
- Work partly from home and partly from our Utrecht office
- A competitive salary and 25 days of vacation based on a full-time basis
- Travel expenses to and from our office
- Be a part of a fast-growing organization and a dynamic international team, offering inspiration and opportunities to develop yourself
- A chance to align your work with your values



## Diversity and Inclusion

ATNI is an Equal Opportunity Employer that values and respects the importance of a diverse and inclusive workforce. It is the organization's policy to recruit, hire, train, and promote persons in all job titles without regard to race, color, religion, gender, age, national origin, veteran status, disability, sexual orientation, or gender identity. We recognize that diversity and inclusion are driving forces in the success of our organization.

## Further Details

**Candidates must have the right to work in the EU before applying. Please note that ATNI is not able to sponsor work visas.**

<b>Application process:</b>	<ul style="list-style-type: none"><li>• Please submit your application as soon as possible. Applications are accepted on a rolling basis until the position is filled.</li><li>• How to apply: Please send a letter of motivation and your CV (max. two pages), along with two writing samples (e.g. a press release, blog post, social media pack) to Martina Asquini: <a href="mailto:martina.asquini@accessnutrition.org">martina.asquini@accessnutrition.org</a></li><li>• Interviews will be conducted virtually over Zoom or Microsoft Teams, as well as in person.</li></ul>
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