



Global Lead, Consumer Insights

Position Overview

Sight and Life (SAL) is a humanitarian organization with a track record of developing innovative and effective nutrition solutions, informed by its deep experience in generating consumer insights. In the past several years, nutrition has been increasingly prioritized in the global development agenda, and *Sight and Life* is on the forefront of that work. Specifically, there is a growing call for the private sector to engage more deeply with societal nutrition goals, and consumer insights is a powerful approach to drive that collaboration.

Reporting to the Managing Director, the Global Lead for Consumer Insights is responsible for growing SAL's consumer insights and demand creation and generation portfolio. This includes developing relationships with partners and funders, crafting new initiatives, overseeing and executing current initiatives, and supporting programs that have a consumer insights and demand creation component. As a member of SAL's Leadership Team, the Global Lead will contribute to the development of short- and long-term strategic and operational planning within SAL, participate in resource mobilization efforts, promote the organization's culture, act as an ambassador to external stakeholders, and contribute to the broader knowledge creation and dissemination activities of SAL.

RESPONSIBILITIES

Technical (60%)

- Engage the private sector, public sector, and philanthropic donors to develop consumer insights and demand generation programs that further SAL's mission and are a strategic fit.
- Identify synergies and cultivate prospective partnerships with key stakeholders and the broader food and nutrition sector in support of SAL's mission.
- Oversee the design and implementation of the consumer demand strategy for SAL's programs by ensuring rigorous consumer demand and behavioral science research and analytics.
- Provide strategic guidance to the SAL consumer insights and demand creation team to ensure SAL's programming is grounded in consumer understanding.
- Serve as an internal technical resource for partnership engagement and management and for developing evidence-based nutrition programs that advance SAL's strategic goals.

People Management (10%)

- Lead, manage, and coach direct reports towards the attainment of annual goals.
- Offer guidance and mentorship to all early stage career employees and trainees.

Leadership (30%)

- Serve as a member of SAL's Leadership Team, actively contributing to the organization's strategic and operational planning and performance management.
- Plan, edit, and write articles for the *Sight and Life* Magazine and other relevant publications.

- Develop workshops, project briefs, presentations, blogs, and reports as required for SAL activities, projects, and events.
- Represent and promote SAL with private and public sector stakeholders, with current and prospective funders, and at global and regional conferences and meetings relevant to the organization's strategic areas of engagement.
- Conceptualize and develop or contribute to concept notes and grant proposals for resource mobilization, including leading the technical design of proposals that are innovative, comprehensive, and results-oriented.

QUALIFICATIONS

Education and Experience

- An advanced degree in an applicable field such as: Masters in Business Administration; Masters in Public Health; Masters or PhD in Nutrition, Marketing, Behavioral Sciences/Economics, Psychology, or Anthropology.
- Minimum 7-10 years of relevant work experience in private sector required. Experience working with government/public sector a plus.

Skills Required

- Excellent verbal and written communication skills in English (especially technical writing), including across cultures and backgrounds. An additional language would be an advantage.
- Demonstrated senior management-level capacity to manage diverse and varied job responsibilities in a solutions-oriented and time-sensitive manner.
- Proven ability to build and manage a strategic portfolio of external partners, including private sector, consumer research agencies, creative agencies across multiple sectors, government, NGO, UN agencies, and funders. Strong networks in these communities preferred.
- Excellent analytical, information-gathering, and presentation skills.
- Exceptional interpersonal and relationship-building skills, including demonstrated ability to manage complex projects and partnerships in multicultural environments.
- Flexibility and ability to work independently with limited structural support.
- Willingness to travel (domestic and international), up to 30% of the time.

Place of work: Basel/Switzerland area (or remote, but with regular physical presence in Basel)

Please submit a cover letter and C.V. to Felix Waelti via email at info@waeltipartners.ch.

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