



Name: Nina Narvsten, Swedish
Email: ninanarvsten@gmail.com
Phone: +46 (0)762 888657, Skype: nina.narvsten
Website: AmazingEarth.info

Professional
Experience

STIR EDUCATION, India - Head of Communication and Organizational Culture

June 2016 - March 2017

Set up and lead the departments for both Communications and Organizational Culture and People Development. STIR Education is a young and fast growing organization with operations in India and Uganda.

- Identified and analyzed organizational needs through e.g. extensive focus group sessions with all staff in both countries for deeper understanding, and identified development priorities in accordance with a five year organizational strategic plan.
- Created job descriptions and hired staff for the People Management and Organizational Culture department for both Uganda and India.
- Drove and managed the development and implementation initiatives (organizational values, policies and culture), along with cross country staff management and support.
- Built the foundation for both external and internal communications, and identified and structured the strategic needs, and created a one-year plan and budget.
- Set up internal communications structures, along with identifying staff capacity building needs for high quality documentation (impact story, case study, photography, quote and use of evidence based data), branding and messaging.
- Developed stakeholder specific key messaging and conducted capacity building of staff, as well as on quality documentation and branding guidelines.
- Developed various communications toolkits, e.g. website, newsletters and briefs demonstrating a new model and approach, and evidence based impact and scale.

Be!Fund (non-profit education trust), India - Programme Manager

September 2015 - December 2016

- Assigned to manage staff of their social enterprise program, investing in young entrepreneurs from low-income backgrounds.

ACTIONAID, Uganda - People4Change and Partner Capacity Building Coordinator

Sep 2011 - Aug 2015

Lead and manage the development, implementation and accounting of the People4Change programme - a partner capacity building initiative by ActionAid International, with an annual budget of approximately Euro 800.000, funded by DANIDA.

- Managed and coordinated the development, implementation, monitoring and reporting, plans and budgets of programme interventions in line with organizational guidelines, policies and country strategic priorities.
- Assessed partner capacity gaps and mobilized International human resources for building the capacity of local partner organizations.
- Ensured coherence with International Strategic Objectives, and compliance with donor funding requirements and partnership agreement.
- Transformed the People4Change initiative into a successful and popular programme and set as best practice example for other implementing ActionAid countries.
- Developed ample and quality documentation and evaluation through e.g. Most Significant Change Stories shared nationally and internationally.
- Successfully developed job descriptions and identification and recruitment of high level professionals on a yearly basis.
- Supervised, motivated, appraised up to 10 staff, including performance appraisal, staff development and conflict resolution, quarterly reporting to donor.
- Significantly integrated and raised the awareness of the programme across partners, and developed and designed successful campaign and communication toolkit.

AWANI, Indonesia - Marketing Manager

Jan 2010 - Aug 2011

Asian food brand with a long-term commitment to ensuring sustainable farming systems in Indonesia in accordance with WTO regulations.

- Lead the marketing department, coach and influence creativity and a positive and productive environment.
- Communication and campaign strategy and market/visibility analysis.
- Branding, concept and design, consistency with company identity and values.
- Identify and develop/maintain media/public relations.

AMAZING EARTH - See www.amazingearth.info for full profile

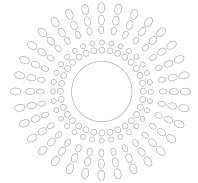
Founder, Communication Strategy and design, Art Director, Editor

April 2007 - May 2016

Based in Indonesia for five years as freelancer within the environmental sector. Main clients include WWF-Indonesia, WWF-US, Conservation International (CI), The Nature Conservancy (TNC) and Starling Resources.

Concept development, identity/profile, design, copy writing and strategy across media:

- National and international communication material and campaigns targeting various stakeholders such as beneficiaries/clients, donors/sponsors, allies/networks, the public, national government for international forums and conferences.
- Internal communication tools and materials according to brief requirements.
- Edit, rewrite and finalize "6 Year Strategy Plans" for nine Local Rights Programme Areas, ActionAid International Uganda, in close collaboration with respective unit.



WWF, Indonesia - Community outreach and Communication strategy

Feb 2006 - Jan 2007

WWF - Aceh, post tsunami relief related:

- Support in development of advocacy and communication strategy for community outreach activities in the effected areas of Aceh Darussalam, including rural participatory issue analysis.
- Community outreach and mobilization for advocacy activities in rural fishery communities on fishing practice and soil eruption post-tsunami.
- Field research and data collection for newsletter and articles, copy writing.
- Support in strategy plan towards improving the organizations visibility and contextual positioning and liaise with other NGO actors for network and coalition building. Objective under "Rebuilding Aceh and sourcing of timber".
- Capacity building of staff members on how to communicate information to stakeholders and advocate messages, collect field information for communication purpose, photography, transform into effective communication, target group analysis.
- Graphic design of the "Timber for Aceh" International campaign.
- Narrative for documentary on housing situation "Aceh -one year after".

WWF - The Coral Triangle Initiative:

- Graphic design of national and international communication material and campaigns, internal and external communication.
- Field research and data collection for publications and communication.
- Copy writing for publications and reports.

● **Swedish Society for Nature Conservation - Assistant, communications**

July 2004 - Dec 2005

- Support in communication for visibility and public awareness, local fundraising.
- Preparation of press releases and statements, compiling data for analysis.
- Design and development of new website.
- Editing for publications, social media and web content.
- Participate in creating innovative ways of raising awareness through limited funds.

● **MICROMACRO - Founder and creator**

Jan 2002 - Jan 2004

Internet magazine seeking to inspire and engage people in national and global environmental issues. A forum for people to connect, discuss ideas and initiate projects.

- Initiate and carry out market survey, design of concept.
- Copy writing, website design and development, editing and daily operations.
- Developing marketing strategy and campaign strategy.
- Design and development of campaign material and messages.
- Public relations and fundraising (Daily paper featured MicroMacro after its launch).

ADVERTISING AGENCIES

● **ID Communication** (www.idkommunikation.com), Oct 1999 - Dec 2001

Web Design & Development

- Work closely with clients, team members and departments on creative solutions.
- Graphic design, website development, copy writing/editing.

● **Grey, Sweden** (www.grey.com), Sep 1997 - Aug 1998

Creative Director Assistant

- Graphic design, photography.
- Coordination of project tasks and between departments.

Academic Education

○ **School of Oriental and African Studies (SOAS)**, Feb 2014 - Oct 2014

NGO Management (Module within MSc Sustainable Development)

Module include NGO identity and relationships, governance, leadership, adapt to and shape the environment, financial and sustainable resource mobilization, managing for effective impact.

MacMeckarna (University), Aug 1998 - April 1999

Cross Media Publishing: Media communication and Media production

Berghs School of Communication (University), Sep 1996 - Sep 1997

Communication strategy and design

Relevant Training

- Project Management for Development - LINGO, Feb 2015
- Policy Advocacy and Research – MS Training Centre for Development, Nov 2014
- Monitoring and Evaluation - MS Training Centre for Development, June 2014
- Finance for non Finance - ActionAid International Uganda, April 2013
- Safety and Security - ActionAid International Federation, Nov 2012
- Human Right Based Approach - ActionAid International Uganda, Jan 2012

Languages

Fluency in both spoken and written: Swedish, English	Good understanding: French, German
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References and recommendations are available upon request