

Job Description

Sri Lanka – CIRCULAR – Behaviour change, Outreach & Impact Specialist (W/M)

Job details:

Localisation:	Expertise France office in Colombo
Type of contract:	Wage portage
Contract duration:	16 months
Themes:	Sustainable Development, Circular Economy
Country of the mission:	Sri Lanka
City of the mission:	Colombo
Work structure:	Full time
Remuneration:	Based on profile
Estimated start date:	04/05/2026
Application closing date:	10/04/2026

Mission description:

To support the implementation of the the Awareness raising component under the European Union funded project “Circular Economy in the Food Sector (CIRCULAR)” in Sri Lanka.

The **Behaviour change, Outreach & Impact Specialist (W/M)** position will be part of the Colombo-based Implementation Team (the Project Team). He/she will provide technical leadership and advisory support on behaviour change communication strategies aimed at reducing Single-Use Plastic (SUP) in the food sector.

Under the management of the Project Manager and the supervision of the Deputy Project Manager, the Specialist will support the design, implementation, monitoring, and improvement of behaviour change oriented communication in collaboration with project partners, civil society organizations, and local authorities.

Indicative tasks to be carried out by the specialist would include:

1. Provide technical assistance to the Project Team and community-led initiatives implemented by CSOs and local authorities to promote behavioural change for SUP reduction in the food sector.
2. Support the design, development, and implementation of evidence-based behaviour change and communication strategies and campaigns.
3. Oversee the development of behavioural change communication products and ensure their compliance with EU and project communication and visibility guidelines.
4. Liaise with project partners to ensure harmonization, coherence, and complementarity of messages and interventions.
5. Act as focal point with the European Union Delegation and implementing organizations on communication-related matters.

6. Coordinate communication-related activities and products with Expertise France Headquarters and the AFD Regional Office.
7. Analyse monitoring and evaluation findings and use evidence to adapt and refine communication strategies.
8. Document and disseminate success stories, lessons learned, and best practices at national and regional levels.
9. Perform any other related duties as assigned to support the overall objectives of the project and organization.

EU CIRCULAR Project

“Circular Economy in the Food Sector (CIRCULAR)” project, is a three-year initiative funded by the European Union and partly co-funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). The project is jointly implemented by Expertise France (EF), the Food and Agriculture Organization of the United Nations (FAO) and the Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ).

CIRCULAR takes an integrated approach to promoting a circular economy in Sri Lanka’s food sector, focusing in particular on reducing food loss and waste, as well as limiting the use of Single-Use Plastics (SUP). The overall objective of the project is to promote a Circular economy approach in the food sector, while increasing resilience to food crises and climate change. The specific objectives (outcomes) of the project are twofold:

Specific Objective 1 (SO1): to increase recovery, processing and supply of edible and safe food surplus and/or waste for the benefit of vulnerable consumers and/or food producers (implemented by FAO).

Specific Objective 2 (SO2): to enhance effectiveness of the sustainable production, distribution and consumption models related to food waste/loss and single-use plastic food packaging (implemented by EF and GIZ).

Expertise France contributes under the following outputs:

- Output 2.1: Increased awareness (and behavioural change) among the general public, economic operators, consumers and civil society about public incentives, sustainable products, solutions and services on the market.
- Output 2.3: MSME, startups, social enterprises, cooperatives have increased access to finance and BDS related to sustainable and gender sensitive business models and practices.

Expertise France (EF) will work on reducing SUP in the food sector by raising awareness of actors along the SUP supply chain via Output 2.1., and enabling access to finance for growth- and expansion-stage companies via Output 2.3.

Position Requirements:

Education

- ✓ Bachelor’s degree in communication, media studies, social sciences, development studies, public relations, or a related field.
- ✓ A Master’s degree will be considered an asset.

Professional experience

- ✓ Minimum of 6 years of professional experience in behaviour change communication, advocacy, public awareness, or development communication.
- ✓ Experience working with bilateral or multilateral donors (particularly the EU), international organizations, NGOs, or public institutions will be a strong asset.
- ✓ Demonstrated experience in designing, implementing, and evaluating behaviour change or social marketing campaigns.
- ✓ Experience in environmental sustainability, waste management, or circular economy programmes is an asset.

Qualification and skill

- ✓ Excellent proficiency in English and Sinhala and/or Tamil.
- ✓ Strong analytical and writing skills, with experience in producing high-quality communication materials and reports.
- ✓ Knowledge of behaviour change theories, social and behaviour change communication (SBCC) approaches, and monitoring tools.
- ✓ Familiarity with EU visibility and communication guidelines is an asset.
- ✓ Proficiency in digital communication tools, social media platforms, and multimedia content development (i.e CANVA, Adobe creative suites)
- ✓ Strong coordination and stakeholder management skills.
- ✓ Ability to work independently, take initiative, and manage multiple tasks effectively.

Additional Information:

Deadline to apply: 10 April 2026 at 19:00 (Paris time) / 22:30 (Colombo time).

Expertise France reserves the right to choose a candidate before this date.

To apply, please send your **resume** (max.4 pages) **and cover letter** (max. 2 pages) *via* the link below.

<https://expertise-france.gestmax.fr/cv/upload/vacancy/14997>

Incomplete applications will not be considered.