Terms of Reference

Short Term Consultant (STC) for Writer/Editor

1. Background

THE WORLD BANK GROUP

Established in 1944, the WBG is one of the world’s largest sources of funding and knowledge for development solutions. In fiscal year 2013, the WBG committed $52.6 billion in loans, grants, equity investments and guarantees to its members and private businesses, of which $16.3 billion was concessional finance to its poorest members. It is governed by 188 member countries and delivers services out of 120 offices with nearly 15,000 staff located globally.

The WBG consists of five specialized institutions: The International Bank for Reconstruction and Development (IBRD), the International Development Association (IDA), the International Finance Corporation (IFC), the Multilateral Investment Guarantee Agency (MIGA), and the International Centre for the Settlement of Investment Disputes (ICSID). The World Bank is organized into six client-facing Regional Vice-Presidencies, several corporate functions, and is introducing fourteen Global Practices as well as five Cross-Cutting Solution Areas to bring best-in-class knowledge and solutions to regional and country clients.

THE “URBAN, DISASTER RISK MANAGEMENT, RESILIENCE AND LAND” GLOBAL PRACTICE (GPURL)

Urbanization is occurring at an unprecedented pace. Cities generate 80% of global GDP and are key to job creation and the pursuit of shared prosperity. Yet one billion city residents live in slums today, and by 2030 one billion new migrants will arrive in cities. This concentration of people and assets will exacerbate risk exposure to adverse natural events and climate change, which affects the poor disproportionately. The absence of secure land tenure underpins deprivation and is a major source of conflict in the urban and rural space. One and a half billion people live in countries affected by repeated cycles of violence. In the absence of services, participative planning and responsive institutions, these trends will result in increased poverty, social exclusion, vulnerability and violence. Finally, avoiding a 4-degree warmer world requires drastically reducing the carbon footprint of cities.

The WBG is in a unique position to support national and sub-national clients to: harness urbanization and enable effective land management in support of both growth and poverty reduction; foster social inclusion of marginalized groups; support the responsiveness and fiscal, financial, and management capacities of local governments – cities, municipalities, and rural districts – to deliver local infrastructure and decentralized services; strengthen resilience and risk management related to natural disasters; reduce conflict and violence; scale-up access to finance for sub-national governments; and reduce the carbon footprint of cities. The WBG brings a combination of lending ($7-8 billion in annual lending to cities), analytical and advisory services
(e.g., social inclusion flagship, urbanization reviews, Sendai dialogue), its growing portfolio of reimbursable advisory services, its convening power (e.g., understanding risk and the land conferences), its leveraging capacity (e.g., guarantees and risk mitigation), and its ability to work with the private sector to tackle the challenges at scale and to effect.

GPURL covers a wide gamut: (i) developing green, inclusive and resilient cities; (ii) enhancing urban and rural development through supporting and managing the urban-rural transition, assisting local development through developing land tenure, management and information systems; and (iii) assisting in disaster risk management through issues of risk assessment, risk reduction (including flood management, urban drainage, coastal management, and retrofitting of infrastructure), disaster preparedness (including hydromet services, early warning systems, and civil defense), risk financing (including CAT-DDO), and resilient reconstruction (including post-disaster damage and loss assessment).

REGIONAL/COUNTRY/GLOBAL UNIT CONTEXT

The Tokyo Development Learning Center (TDLC) program is a partnership of the Government of Japan and the Urban, Disaster Risk Management, Resilience and Land (GPURL) of World Bank based in Tokyo, Japan. TDLC supports and facilitates strategic WBG and client country collaboration with select Japanese cities, agencies and partners for joint research, knowledge exchange, capacity building and other activities that develop opportunities to link Japanese and global expertise with specific project-level engagements in developing countries to maximize development impact. The program is global in reach and thematically focused on urban planning, urban service provision, urban management, social development, land management, territorial development, sustainable tourism, local economic development, competitiveness, and municipal finance.

TDLC also serves as a platform for the dissemination of development knowledge and activities with the Japanese public sector, private sector and public. Activities that favorably present the development efforts of Japan with the World Bank are encouraged by the donor. Engaging directly with municipal officials, academia, and private sector entities in Japan to broaden stakeholder engagement has been a particular focus of this phase of the partnership.

2. Duties and Responsibilities

GPURL is seeking a writer/editor STC as part of the TDLC team. The selected candidate will support TDLC’s various communication related writing assignments in English language, and report to the TDLC Program Manager Victor Mulas. Tasks will include but not limit to:

- Draft and/or edit results stories, blog posts, website articles, fact sheets and other materials, including reports, toolkits or other documents intended for print and online dissemination. The drafting and editing work may require some additional research/interview process, depending on the level of the draft provided by the TDLC.
• Support producing TDLC promotional materials to reflect brand voice and key messages of TDLC.
• Review and proofread translations of documents and communication material in English as needed.
• Staying current topics on urban development, especially the topics related to Japan, for possible integration into the stories/blogs.
• Support in any other tasks related to communications of the TDLC program as required by the task team

3. Level of Effort and Institutional Arrangements
The consultant will work closely with the TDLC communications team. Starting date: ASAP.

4. Qualifications
• Minimum of a BA/BS degree preferably in Communications, Journalism, English, Marketing or other relevant discipline.
• At least 5 years of writing/editing or related experiences. Experience working at International Organizations or fast-paced multicultural environment is a plus
• Writing experience or familiarity with urban development, Japanese cities, international development is a plus.
• Exceptional writing, research, and communication skills.
• Creativity and adaptability.
• Strong understanding of the target audience and industry trends.
• Proficiency with computers, especially content management software, social media platforms, MS Office, and SEO keywords, basic understanding of HTML
• Quick learner & fast-paced with great attention to details.
• Has strong sense of ownership. Can work independently under minimum instruction
• Strong time management and project management skills. Meet deadlines

5. Coverage
The consultant will be paid based on the World Bank standard.

6. Contract Period
The consultant will be hired for 20 days and we will extend the contract based on the performance. Specific working days will be agreed with each consultant.

Application
To apply, email a copy of your resume to The TDLC team tdlc@worldbank.org
Interviews will be taken on a rolling basis.