

Terms of Reference

Short Term Consultant (STC) for Communications

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 communication STC as part of the TDLC team. The selected candidate will support TDLC's communication campaigns in Japanese and English language, and report to the Program Officer Victor Mulas. Tasks will include but not limit to:

- Support to design a communication strategy to promote work agenda of TDLC;
- Draft and/or edit results stories, blog posts, one-pagers, fact sheets and other materials, including reports, toolkits or other documents intended for print and online dissemination;

- Draft talking points, briefs and other internal communications materials related to the work of TDLC;
- Conceive and supervise production of multimedia products (videos, slide shows, podcasts, and infographics) around projects and results for internal and external audiences;
- Lead the conception, design and production of promotional materials;
- Provide marketing and logistics support for events;
- Help prepare, package and adapt material into effective digital content;
- Ensure editorial and technical quality assurance of unit content featured on internal and external channels;
- Translate and/or review translations of documents and communication material between Japanese and English and vice versa as needed.
- Conduct media relations in Japan, including arranging interviews.
- Daily maintenance and update of TDLC's English and Japanese language websites.
- Help implement marketing and outreach strategies as needed; target and engage key audiences.

3. Level of Effort and Institutional Arrangements

The consultant will work closely with the TDLC team. Starting date: ASAP.

4. Qualifications

- Minimum of a BA/BS degree in Communications, Journalism, Marketing or other relevant discipline and 2 or more years of relevant experience;
- Excellent communication skills in English, proficiency in Japanese is required;
- Proven experience to communicate effectively using multiple platforms: newsletters, blogs, social media;
- Experience managing and creating content for websites and maintaining websites in both English and Japanese, using Content Management System (CMS), specifically Adobe Experience Manager (AEM);
- Experience using social media channels (Facebook, Twitter) to strengthen outreach efforts
- Demonstrated knowledge of Web metrics (e.g. use of tools such as Adobe Analytics)
- Experience conceptualizing multimedia and interactive content (such as slideshows, videos, and timelines);
- Experience with basic graphic design for communication products and presentations;
- Excellent writing skill; ability with minimum supervision to write, re-write or edit substantive and complex communication products and develop drafts of moderately complex products in a clear, concise, and web-friendly style;
- High levels of initiative, judgment, and decisiveness in accomplishing tasks; proven ability to work independently; good time-management skills and meticulous attention to details; ability to work effectively under stress and to juggle multiple tasks within tight deadlines;

- Understanding of World Bank operations and urban development is a plus;
Application

To apply, email a copy of your resume to Victor Mulas vmulas@worldbank.org.
Interviews will be taken on a rolling basis.