

## Short Term Consultant - Communications Analyst for IFC's Japan Office

### Job #:

<b>Organization:</b>	IFC
<b>Sector:</b>	Communications
<b>Recruitment Type:</b>	Local Recruitment
<b>Department/Division:</b>	Regional Communications (CCORC)/ Tokyo Office
<b>Grade:</b>	GE equivalent
<b>Term Duration:</b>	Until end of June 2024
<b>Hire Type:</b>	ST Consultant – 80 days
<b>Location:</b>	Tokyo, Japan
<b>Required Language(s):</b>	English/Japanese
<b>Preferred Language(s):</b>	
<b>Closing Date:</b>	02/11/2024 11:59pm (JST)

### Background:

IFC — a member of the World Bank Group — is the largest global development institution focused on the private sector in emerging markets. We work in more than 100 countries, using our capital, expertise, and influence to create markets and opportunities in developing countries. In fiscal year 2023, IFC committed a record \$43.7 billion to private companies and financial institutions in developing countries, leveraging the power of the private sector to end extreme poverty and boost shared prosperity on a livable planet as economies grapple with the impacts of global compounding crises. For more information, visit [www.ifc.org](http://www.ifc.org)

IFC's Corporate Support Vice Presidency manages, through a Communications and Outreach department, communications and stakeholder engagement—both internal and external—across IFC. As part of the Communications and Outreach department, the Regional Communications Unit helps to advance business development and communicate IFC's impact in regions of coverage. Regional Communications Team members engage with IFC's stakeholders - companies and businesses, development partners, civil society, shareholders, and others -, to promote projects that show IFC's leadership and innovation as the partner of choice for the private sector in emerging and developing economies. They also support efforts to manage reputational risks around IFC's investments and policies. The Regional Communications Unit collaborates regularly with counterparts within World Bank Group.

### Duties and Responsibilities:

The Regional Communications team and Tokyo Office are seeking a Short-Term (ST) Consultant to undertake country-level communications in Japan. The position will be based in Tokyo, Japan, and report to the Communications Lead for East Asia and the Pacific, closely working with the Tokyo Director. As a communications professional, the ST Consultant will participate in the development and implementation of communications strategies, activities, and campaigns, with a greater focus on digital platforms and offer the following support:

- **Strategic advice** - Develop and monitor high-visibility digital communications plans and activities.

- **Content development** - Create and post high-quality digital content on WB Japan (and IFC)'s social media channels to promote IFC's content among targeted audience in Japan
- **Digital outreach:**
  - Proactively support the Tokyo team to implement outreach via digital platforms in support of IFC's communication and operational strategy in Japan, in close coordination with the Asia and the Pacific Regional Communications and other communications teams across regions.
  - Manage the IFC Japan website and social media communications, ensuring a strong content pipeline that delivers relevant news, stories, and knowledge in areas of interest to Japanese audiences.
- **Stakeholder outreach** - Support IFC's engagement with Japanese clients and investors by creating promotional materials that can be leveraged in digital communications.
- **Office communications** - Provide support for internal and external communications activities, including business events/seminars and outreach activities organized by the Tokyo Office, particularly in the context of digital promotions.
- **Coordination** - Work closely with other communications officers in the Regional Communications team to ensure high standards and consistency in strategic communications across all regions. Ensure effective coordination among teams, equipment, facilities, and resources.

### Selection Criteria:

- Bachelor's degree in Communications, Journalism, Political Science, International Relations, Public Affairs, Marketing, Business/Finance with two or more years of experience in corporate communications, international relations, public affairs, or equivalent combination of education and experience.
- Excellent fluency in written and spoken Japanese and English.
- Excellent verbal and written communications skills; effective writing style and experience in crafting high-impact messaging to global and local audiences.
- Proven knowledge in social media and strategic online and web communications:
  - Ability to develop and execute ambitious digital communications plans to advance branding and positioning;
  - ability to convey complex messages succinctly, diplomatically, and in a clear, and also creative style suited to the digital platforms;
  - excellent working knowledge of digital media, including web and social media platforms and processes – particularly Facebook and X – with experience in creating and sharing digital content, mapping audiences and optimizing third party endorsement and cross-promotion;
  - Experience producing for the web and ability to update the content, with a working knowledge of software packages for page formatting, image management, videos, and content preparation.
  - Demonstrated experience in creation of multimedia packages with impactful visual assets; knowledge of relevant tools such as Canva.
- Demonstrated understanding of IFC's operational environment, notably: business model, target audiences (partners, private sector, shareholders, media), and broader World Bank Group' policies and operations and objectives
- Ability to prioritize, work well under pressure and handle multiple tasks, sometimes to tight deadlines.
- Proven ability to operate effectively in a multicultural environment.

To apply, please submit your cv and cover letter through [link](#)

While the STC will be hired for an initial 80 days, the hiring team does not guarantee that he/she will be assigned/use of all 80 days.