

Short-Terms Consultant (STC); Senior-level Communications Officer, IFC Tokyo Office

Context

IFC, a sister organization of the World Bank and member of the World Bank Group, is the largest global development institution focused on the private sector in emerging markets. IFC works with more than 2,000 businesses worldwide, using its capital, expertise, and influence to create markets and opportunities in the toughest areas of the world. In fiscal year 2018, IFC delivered more than \$23 billion in long-term financing for developing countries, leveraging the power of the private sector to end extreme poverty and boost shared prosperity.

Japan partners with IFC on investments and advisory services that promote private sector-led growth in emerging markets. Japan plays a critical role in supporting IFC's operations in East Asia and Pacific, the Mekong region, Eastern Indonesia and Sub-Saharan Africa.

The Department

IFC is seeking an experienced senior-level communications officer, short-term consultant (STC), to help design and implement a communications strategy to raise IFC's profile in Japan, both among public and private sector stakeholders. The STC will be based in Tokyo and will provide strategic communications support to IFC's Director for Japan and his team. The STC will work in close coordination with IFC's Partnerships, Communication and Outreach Vice Presidency as well the World Bank colleagues based in Japan. The ideal candidate will be a native Japanese speaker, with full proficiency in English, and with professional media background. A deep knowledge of the media infrastructure and an extensive network in Japanese media world is an important asset. Also, former experience working with public and private sector stakeholders, and development organizations in Japan and in emerging markets will be considered as key assets for this position.

The STC position will be up to 150 working days to the end of June 2019.

Duties and Accountabilities

The STC will report to Director of IFC Tokyo Office and be a member of the broader Partnerships, Communication and Outreach Vice Presidency.

The specific duties and accountabilities of the STC include:

- Contribute to the design, planning and implementation of an external communications strategy to raise awareness of and build domestic support for IFC's program in Japan, with a particular focus on government representatives, parliamentarians, the private sector, investors, prospective potential future hires, and the broader public in Japan.
- Increase coverage and understanding of IFC's work and value addition in the media by providing newsworthy information about IFC, and organizing media interviews with senior IFC officials with key outlets in Japan.
- Prepare media briefs for senior IFC officials and staff media interviews.
- Conceptualize, prepare, produce and disseminate communication products (e.g., speeches, news releases, brochures, Q&As, presentations, briefing notes, online and social media content, etc.) about IFC's program in Japan tailored to different audiences.

- Support the planning of high-level management visits and IFC's participation in high-profile events, including business development events targeting Japanese companies and investors.
- Track and analyze current events, political developments, public opinion related to IFC, utilizing information from traditional and non-traditional sources, to help assess potential risks that could impact IFC.
- Monitor Japanese media on a regular basis and flag reputational risk issues, and help craft appropriate responses in close coordination with IFC's External Relations team.
- Coordinate on communications activities with relevant colleagues within IFC's Partnerships, Communication and Outreach Vice Presidency and the World Bank in Japan to ensure alignment with corporate standards and the maximization of synergies.
- Develop appropriate frameworks to track and report on the effectiveness of IFC's external communications strategy in Japan on a regular basis.
- Perform other duties as assigned.

Selection Criteria

- Master's degree and at least eight years of professional experience, or bachelor's degree and at least 13 years of experience in a relevant professional discipline (communications, journalism, development finance, or business administration); previous experience working in professional media environment is a strongly desired profile. Experience with a multilateral or international organization will also be considered as a competitive advantage.
- Deep knowledge of the media infrastructure and an extensive network in Japanese media world, as well as former experience working with public and private sector stakeholders, and development organizations in Japan and emerging markets.
- Significant experience in developing, planning and executing communications strategies.
- Experience in communicating complex technical concepts in a clear, compelling and concise manner and constructing messages that are tailored to a range of audiences.
- Proven writing, editing and speaking skills in both Japanese and English.
- Experience in operational communications, and/or providing strategic communications advice to international development focused projects.
- Capacity to work simultaneously on a variety of issues and tasks independently, adjusting to priorities and achieving results with agreed objectives and deadlines.
- Ability to maintain client relationships in the face of conflicting demands and to provide evidence-based advice and solutions based on sound diagnosis and knowledge.
- Demonstrated ability to function as a team player, within and across teams, and deliver on complex and sometimes parallel tasks on very tight deadlines.
- Excellent interpersonal skills with an interest in working in a multi-cultural and diverse environment.

The World Bank Group values diversity and encourages all qualified candidates who are nationals of World Bank Group member countries to apply, regardless of gender, gender identity, religion, race, ethnicity, sexual orientation, or disability.