**Marketing Assistant, Publications Marketing and Outreach** - **Open**  
Posted on: Aug 29, 2019 | **55** View(s)

|  |  |  |  |
| --- | --- | --- | --- |
| Start Date: | **Sep 23, 2019** | Time Commitment: | **150 Day(s)** |
| Express Interest by: | **Sep 09, 2019** | ST Grade: | **STT4** |

|  |  |
| --- | --- |
| Topics: | **Topics not specified** |
| Business Functions: | **Graphic Design;Marketing;Brand Strategy;Brand Management** |
| Skills: | **graphic design;marketing;event coordination;HTML;CSS;Amazon Marketing;Adobe InDesign;Adobe Illustrator;Adobe Photoshop;Microsoft Suite** |
| Language Skills: | **English** |

|  |  |
| --- | --- |
| Assignment Location: | **United States, HQ** |
| Institution: | **IBRD** |
| VPU: | **GSD** |
| Contact Person: | **Diane Eunhee Kim** |
| Contact Person Email: | **dkim6@worldbank.org** |

|  |  |
| --- | --- |
| Task Description: | **Background The World Bank Group’s (WBG) knowledge and learning products, including its publications, provide the world with important insights into the Institution. The dissemination of knowledge, data, and information on development is a core aspect of its business. World Bank publications are highly visible and a key component of the Institution’s brand; they are promoted and distributed to a worldwide audience on commercial and complimentary bases. In support of the Program’s knowledge-sharing efforts, the Marketing Assistant will work closely with the Publications Marketing Team in the Bank’s Global Corporate Solutions (GCS) Department and collaborate with other publishing colleagues, authoring units, and partners, as needed. Job DescriptionThe Marketing Assistant is expected to provide support for the program’s digital promotions, Amazon marketing, and event/campaign coordination. The responsibilities are as follows #58; Digital Marketing • Manage the WBG publications e-newsletter channel. • Produce, design, and publish monthly newsletters and announcements regarding the new publications. • Optimize open rates, perform list hygiene, and report on results. • Track and provide regular updates on the results of online campaigns. • Apply editorial processes and approval workflows among content stakeholders in the Publishing Program. Promotional and Marketing Materials • Design and produce marketing collaterals, including brochures, flyers, (e)-posters, banners, and other promotional materials, under the guidance of the Publications Marketing Team Lead.• Compose and edit content for various marketing and promotional materials. Event Marketing and Others• Support the Program’s promotion events during the Bank’s Spring and Annual Meetings. • Develop event announcements, send out invitations, and provide post-event reports and follow-ups. • Provide support for team projects, outreach programs (both internal and external), promotional events, and ad hoc tasks. • Provide administrative assistance as needed for the team’s other responsibilities (publications sales and distribution). Selection Criteria • Graphic design skills; proficient in Adobe Suite including InDesign, Illustrator and Photoshop; proficient in HTML and CSS; basic understanding of printing. • Familiarity with the Adobe Campaign digital marketing platform, as well as web and social media content; other multimedia marketing experience would be a plus. • Experience in Amazon Keyword Marketing and Analytics tool.• Proficient in Microsoft Word, Excel, Outlook, and Sharepoint. • Strong written, editorial, and oral communications skills in English.• Sound knowledge of analytics tools for websites, Google, Amazon, and social media. • 3-5 years of work experience in Communications, Marketing, Publishing or a related field. • Ability to prioritize, work well under pressure, and handle multiple tasks within tight deadlines without sacrificing quality. The contract rate will be commensurate with the successful candidate’s experience. Interested candidates are requested to submit a résumé and cover letter to Diane Kim (dkim6@worldbank.org) no later than Monday, September 9, 2019.** |