**Communications Consultant based in Rome, Italy** - **Open**
Posted on: Aug 26, 2019 | **67** View(s)

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| Start Date: | **Oct 01, 2019** | Time Commitment: | **150 Day(s)** |
| Express Interest by: | **Sep 14, 2019** | ST Grade: | **STC1** |

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| Topics: | **Topics not specified** |
| Business Functions: | **Communications, Marketing and Publishing** |
| Skills: | **Communications;Journalism;Data visualization;Writing;Editing** |
| Language Skills: | **English** |

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| Assignment Location: | **Italy** |
| Institution: | **IBRD** |
| VPU: | **DEC** |
| Contact Person: | **Maria Chiara De Sando** |
| Contact Person Email: | **mdesando@worldbank.org** |

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| Task Description: | **Communications Con sultant Short-Term Consultant (STC) Duty station #58; Rome, Italy The
Living Standards Measurement Study The Living Standards Measurement Study
(LSMS) is a household survey program housed within the Development Data Group
(DECDG) of the World Bank that provides technical assistance to national
statistical offices (NSO) in the design and implementation of multi-topic
household surveys. Since its inception
in the early 1980s, the LSMS program has worked with dozens of statistics
offices around the world #58; generating high-quality data, incorporating
innovative technologies and improved survey methodologies, and building
technical capacity. Since 2009, the LSMS Team implements
the Living Standards Measurement Study - Integrated Surveys on Agriculture
(LSMS-ISA) project which collaborates with the national statistics offices of
eight partner countries in Sub-Saharan Africa to design and implement systems
of multi-topic, nationally representative panel household surveys with a strong
focus on agriculture. Most recently, the LSMS launched
'50x2030', a new joint initiative with the UN Food and Agriculture
Organization (FAO) and the International Fund for Agricultural Development
(IFAD), which will be supporting 50 low- and lower-middle income countries
(L/LMICs) across Africa, Asia, the Middle East, and Latin America by 2030 in
scaling up household and farm survey programs to close gaps in data required
for tracking the SDGs. The Initiative will scale up and build upon the
experiences of FAO’s Agricultural Integrated Survey (AGRISurvey) Programme and
the LSMS-ISA. The LSMS also coordinates the Center
for Development Data (C4D2), a Rome-based hub for fostering methodological
innovation and strengthening capacity in household surveys in low- and
middle-income countries. General
Description The World Bank’s LSMS team is seeking
an experienced and dynamic communications professional to work closely with the
LSMS research staff, to share knowledge and promote the results of the program
and its joint initiatives with internal and external audiences. The Consultant will
be responsible for C4D2-related communication activities, and contribute to
LSMS-communications more broadly, working in coordination with and when
relevant under the technical supervision of DECDG and LSMS communication staff
based in Washington, DC. This person will be based in Rome, Italy, at the C4D2
office and will work under the direct supervision of a Senior Economist and the
overall supervision of the LSMS Manager. Duties
and Accountabilities The Communications Consultant is
expected to develop a good understanding of LSMS activities and publications,
and to undertake related communications work. Duties include, but are not
limited to #58; (i) Web Management, Content
Development, and Multimedia Production ·
Updating the LSMS website as appropriate,
liaising with the Rome-based Web Designer and LSMS staff. ·
Writing C4D2- and LSMS-focused blog posts and
soliciting guest blog posts from partners who use LSMS data. ·
Ensuring that presentations, deliverables and
publications are created and disseminated in compliance with the World Bank and
LSMS standard templates. ·
Managing the LSMS mailing list, and producing and
disseminating the quarterly LSMS newsletter using Mailchimp. ·
Coordinating with the 50x2030 communication
staff to ensure LSMS activities are reflected as relevant in 50x2030
communication channels. ·
Coordinating the revision, editing and
production of publications and guidelines. ·
Liaising with the Graphic Designer for layout
of publications and other promotional materials. ·
Maintaining and updating LSMS Facebook page. (ii) Research Support ·
Undertaking desk research for topics and
inputs relevant to C4D2 and LSMS activities and publications. ·
Maintaining a database of LSMS publications,
and others using LSMS data. (iii) Project and Relationship Management ·
Act as the communications focal point for the
LSMS and C4D2 teams. ·
Supervise and coordinate external vendors and
STCs as needed to accomplish communications objectives and have communications
products and gadgets developed and delivered in a timely manner. ·
Work collaboratively with other members of the
World Bank Development Data Group (DECDG) and broader Development Economics
Vice Presidency (DEC) to ensure effective internal and external communication. (iv) Other Activities ·
Tracking and reporting on web and social media
metrics using Google Analytics and other analytical tools. ·
Maintaining an inventory of publications and
ensuring stocks of LSMS publications. ·
Assisting with C4D2 Training activities and
events. Work closely with the Program Assistant to arrange transport to/from
the venue, prepare delegate packs and promotional material, supervise and coordinate
the activities of venue staff, caterers and vendors, oversee procurement of audiovisual
equipment, and manage all communications activities leading up to, and
following, the event. ·
Undertaking other LSMS, C4D2 and 50x2030
communications activities as needed. Selection
Criteria ·
Master’s degree with 3 years of experience in
communications, journalism, marketing or related field. ·
Interest and familiarity with international
development issues and experience working with cross-functional teams. ·
Experience in developing and implementing
communications strategies. ·
Demonstrated experience in effectively
communicating around statistical issue and working with data visualizations an
asset. ·
Strong command of English, with the ability to
write and edit print and online products in a clear and concise manner. Fluency in Italian is a
plus. ·
Understanding of visual communications
principles and experience in creating multimedia content such as presentations,
videos, social media cards, and infographics. ·
Knowledge of HTML or content management
systems such as Drupal and WordPress. ·
Solid knowledge of communications approaches,
tools and methodologies for planning, executing and monitoring communications
strategies, such as Mailchimp and Google Analytics. ·
Experience in managing social media channels. ·
Database
management experience. ·
Proficiency
in Microsoft Office Suite (Excel, Word, PowerPoint and Outlook). ·
Event
management/coordination experience. ·
Proven ability to work independently, and as
part of a team with remote members in a multi‑cultural environment. ·
Good time-management skills and an eye for
detail; ability to work effectively under stress and to juggle multiple tasks
under tight deadlines. ·
High level of initiative, judgment, and
decisiveness in accomplishing tasks. ·
Ability to proactively create solutions or responses
to problems in an autonomous way. ·
Willingness
to support occasional admin duties. Duration The selected candidate will be offered
a Short-Term Consultancy contract of up to 150 days per Fiscal Year.** |