

Senior Communications Advisor – Climate Risk Finance and Resilience

Short-Term Consultant- Washington DC

March 1, 2023 – June 30, 2023

Disaster Risk Finance and Insurance Program

The World Bank's Disaster Risk Financing and Insurance (DRFI) Program helps developing countries develop solutions to increase their financial resilience against natural disasters. The DRFI Program aims to assist the regional Vice Presidencies in mainstreaming DRFI as part of the broader disaster risk management and climate change agenda. Since its establishment, the DRFI Program has developed a set of products on knowledge management and capacity building and advisory services. The DRFI Program is based in the Finance and Markets Global Practice in partnership with the Global Facility for Disaster Reduction and Recovery (GFDRR) and is supported by multiple funding sources. **The DRFI program hosts the Global Shield Financing Facility (GS-FF) and the Risk Finance Umbrella Trust Fund.**

Roles & Responsibilities:

The roles and responsibilities of this position are as follows:

This role will lead creative communications and storytelling across multiple platforms that deliver engaging and persuasive content aimed at building support for Crisis and Climate Risk Finance with a focus on the new Global Shield Financing Facility.

The Global Shield Financing Facility aims to help developing countries access more financing for recovery from natural disasters and climate shocks. This facility will support the Global Shield Against Climate Risks, a joint initiative launched by the G7 and V20 to better protect poor and vulnerable people from disasters by pre-arranging more financing before disasters strike and channel grants to developing countries through World Bank projects or through projects prepared by other participating partners, including UN agencies and multilateral development banks.

The communications advisor will provide creative and editorial direction for hands-on content development across a range of platforms and formats in support of a strong Crisis and Climate Risk Finance narrative. You will work with colleagues from Ministries of Finance from across the 60+ countries, WB Practice Groups, and regional teams, Civil Society organizations (CSOs) demonstrating a track record of developing and getting buy-in for

institution-wide creative strategy and approaches, as well as driving projects through from conception to delivery. You will have experience leading teams, working with a network of external vendors as well as building a network of reliable, high quality content developers. This role will work with multiple internal and external stakeholders and grow our content partnerships and collaborations to innovate in the way we connect with global audiences in support of our work.

As, Senior Communications Advisor – Climate Risk Finance and Resilience you will use the power of storytelling and technology to deliver outstanding and compelling creative campaigns in all formats and on multiple platforms, including multilingually. You will show a strong understanding of the rapidly evolving communications environment and leverage the power and potential of the rich data and research produced across the Global Shield and DRFI program. You will be responsible for leading the ideation, production, dissemination, and measurement of key creative campaigns and maintaining the highest editorial standards and quality.

Responsibilities:

- Lead a creative team to ideate high quality, innovative and authentic campaigns, from documentaries and long-form narratives to social media content, and for key corporate engagements like the World Bank Group Annual Meetings
- Roll out the GS-FF Communications and Visibility strategy in collaboration with the DRFI KM and Comms team.
- Develop and execute creative campaigns and content development plans that support corporate priorities across the Bank's online platforms including through data visualizations, motion graphics and infographics and other multimedia
- Project manage several communications and learning initiatives in collaboration with the Communications and KML Lead for DRFI
- Lead editorial on key institutional products like the DRFI team's *Women in Risk Finance* Podcast
- Lead editorial and end to end development of the Global Shield Financing Facility's Annual Report
- Convene internal stakeholders to pitch, vet and execute on creative storytelling projects to highlight DRFI's impact, working collaboratively across the broader development network focused on Crisis and Climate Resilience
- Foster a culture and systems that support high-quality content development across the DRFI Communications, Knowledge, and Learning (KML) team. Lead by example with high quality content

development in the DRFI KML and Communications team but also helm a Center of Expertise to actively advise, collaborate and create learning opportunities for the broader ECR team on content and creative.

- Manage centralized digital assets and resources to enable global team-wide storytelling
- Source and utilize external creative talent and manage that talent to deliver against brief, as well as be a content developer in your own right, leading by doing
- Have demonstrated Development sector experience and a track record of innovation, working on creative campaigns in developing countries and leading creative teams within a matrixed and multicultural environment
- Identify target audiences and objectives; measure and communicate campaign effectiveness.

Selection Criteria

To be successful you will have the ability to inspire colleagues, to innovate and take appropriate risks. You will be a strategic thinker, with strong day-to-day project management skills and a fine attention to detail.

In addition, you will have:

- A Master's degree with at least 10 years of experience, or equivalent combination of education and experience
- Understanding (or willingness to learn) key technical concepts on Crisis and Climate Risk Financing
- Excellent project management skills and ability to balance multiple priorities at the same time.
- Substantial experience and demonstrated success in delivering creative concepts, building durable partnerships, developing multimedia content, and directing a creative team. Experience developing and managing "branded content" – including short-form video, documentaries, and multiplatform content for outreach and advocacy campaigns.
- Proven ability to sell creative concepts and excellent presentation skills.
- Experience building and managing multidisciplinary creative teams, including managing large-scale contracts with vendors and freelancers. Industry contacts are a must, agency experience a plus.
- Demonstrated knowledge of digital platforms and how creative content is effectively used for campaigning and earned media to engage global audiences

- Strong contacts within the creative industries and up to date knowledge of content development and trends
- Experience in the Development sector, including commissioning and delivering creative projects in developing countries
- Ability to use metrics and measurement to derive insights for creating and delivering the most impactful content, and using analytics to continually improve delivery; experience in using audience research in content development a must

The selected candidate will report to Kaavya Ashok Krishna, Senior Financial Sector Specialist collaborating closely with the DRFI KM and Learning Team and GS-FF Secretariat. The candidate will be offered an initial contract of 75 days until the end of June 30, 2023.

** Please note that the TOR is an indicative list of outputs which are subject to change based on the needs of the program and the team**

Please email your resume, cover letter and any relevant portfolio samples to kashokkrishna@worldbank.org