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Communications Officer

Job #:	req8292
Organization:	IFC
Sector:	Communications
Grade:	GF
Term Duration:	3 years 0 months
Recruitment Type:	Local Recruitment
Location:	Dhaka,Bangladesh
Required Language(s):	English
Preferred Language(s):	Bangla
Closing Date:	8/28/2020 (MM/DD/YYYY) at 11:59pm UTC

Description

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. We work in more than 100 countries, using our capital, expertise, and influence to create markets and opportunities in developing countries. In fiscal year 2019, we invested more than \$19 billion in private companies and financial institutions in developing countries, leveraging the power of the private sector to end extreme poverty and boost shared prosperity. For more information, visit www.ifc.org.

IFC is looking for a communications professional with the task of leading on communications for the organization across Bangladesh, Bhutan, Afghanistan and Pakistan. We're looking for someone with the ability to design, execute and evaluate the impact of communications strategies, activities, and campaigns in support of IFC's work across the countries, with a clear ability to devise compelling narratives on the development impact of IFC's operation.

IFC's Partnerships, Communications and Outreach Vice Presidency manages multilateral engagement and communications – both internal and external – across IFC. The Vice Presidency is responsible for content creation, branding, reputational risk management, relationships with shareholders in Western Europe and Japan, fundraising, and multilateral engagement.

The role of the Communications Officer is part of the Vice-Presidency's Global Business Partners unit (CGB) which coordinates the communications network across the regions where IFC operates. The network's objectives include supporting IFC's operations, strengthening IFC's brand, and communicating its development impact to internal and external clients to demonstrate that IFC is the premier development institution focused on the private sector. The network promotes IFC's thought leadership and a better understanding of the key role of the private sector in development. The network also helps manage reputational risks around IFC's regional investments and policies.

Role and Responsibilities:

The Communications Officer will be based in Dhaka, Bangladesh, and work in CGB under the supervision of the Communications Lead for low income and fragile and conflict affected states for Asia and the Pacific. His/her primary responsibility is to be the main focal point for communications work across Afghanistan, Bangladesh, Bhutan and Pakistan to support operations country management, as well as and other members of the South Asia regional management and operational teams. He/she has overall responsibility for designing, executing, and monitoring/evaluating the impact of communications strategies, activities, and campaigns in support of IFC's work in Bangladesh, Bhutan, Afghanistan and Pakistan, as well other countries in Asia, as needed. The position will require close work and collaboration with IFC's extended term communications consultant, based in Pakistan, who also covers Afghanistan.

The Communications Officer will articulate compelling narratives on the development impact of IFC's operations in Bangladesh, Bhutan, Afghanistan and Pakistan by working closely with IFC investment and advisory teams, regional strategists and economists, as well as with clients in the private and public sector. The Communications Officer will engage early in the project cycle with country officers and investment and advisory teams, and provide guidance to the Regional Director, Regional Managers and other operational staff/management on communications and risk management issues. The Communications

Officer will contribute to campaigns and content initiatives, develop productive relations with key media, and manage digital communications.

He/she will lead on all aspects of communications that relate to countries of coverage as assigned, while being flexible to work across other countries and regions, as needed, to ensure a high performing global communications team is in place. He/she will work closely with other communications officers and consultants in IFC's Partnerships, Communications and Outreach Vice Presidency, operational departments, as well as with the corresponding World Bank teams in the region.

Specific responsibilities include, among others:

- Proactively manage all internal and external strategic communications for Bangladesh, Bhutan, Afghanistan and Pakistan, in partnership with operational teams, and ensure that high quality, strategic communication plans are consistently implemented. This includes ensuring clarity, accuracy, relevance, and engaging narratives in all materials produced by the regional communications teams.
- In cooperation with industry and advisory teams, draft talking points for Regional and Country Managers, as well as RVPs and Regional Director, as needed.
- Increase IFC's presence in media and foster a better understanding of IFC's work in Bangladesh, Bhutan, Afghanistan and Pakistan through developing media contacts and promoting newsworthy content and narratives in local, regional, international publications and internal and external digital platforms, including social media.
- In line with that, work closely with IFC's social media communications at the regional and global level, to raise IFC's profile in countries with demonstrated metrics.
- Develop external branding programs by working closely with the Campaigns and Content and External Relations teams on key projects that demonstrate IFC's development impact and brand.
- Work closely with the Campaigns and Content team in writing creative and engaging feature and human-interest stories, blogs, profiles, and other materials for internal and external publication, and ensure that the Campaigns and Content team is well supported (this could include assigning staff to travel to project sites, conducting phone interviews of stakeholders, identifying suitable projects to focus on in collaboration with operational and regional management teams, etc.)
- Oversee the development of videos for internal and external use according to IFC guidelines and protocols. And oversee gathering of photographic material for outreach.
- Work to oversee the proactive monitoring and mitigation of reputational risks and be the key point of contact for engagement with civil society organizations (CSOs) for Bangladesh, Bhutan, Afghanistan and Pakistan. This involves supporting IFC operational teams and regional/industry managers in developing specific strategies for high profile or potentially sensitive projects, and providing support on reputational risk management, crisis management, and proactive CSO engagement to investment and regional teams on controversial projects in close partnership with the headquarters-based Risk and Public Affairs team. He/she will engage with major external and internal stakeholders, as needed, with a focus on current events, public opinion, social or political issues, and other external or internal developments related to the IFC's work.
- Work with other members of the Asia Communications team to develop thought leadership activities that help identify development challenges in specific countries, sub-regions, or sectors and the potential solutions, with emphasis on the World Bank Group's "cascade" and "upstream" approach, Creating Markets, and IFC's 3.0 strategy. This includes helping teams to communicate strategically on new products like Country Private Sector Diagnostics (CPSDs) to ensure successful and high profile in-country launches and dissemination.
- The candidate should be available to travel widely in the future across the countries/sub-regions of coverage in the Asia region.

The Communications Officer will be based in Dhaka, Bangladesh.

Selection Criteria

- Master's degree in Communications, Journalism, Political Science, International Relations, Public Affairs, Marketing, Business/Finance with five or more years' experience in corporate communications, international relations, public affairs, political science, or other related field, or equivalent combination of education and experience. In addition, a degree in Business Administration and/or working experience in Investment Operations will be valued.

- State-of-the art knowledge in the field of strategic communications, and ability to address a range of issues related to a business group, including taking the lead on highly visible and sensitive assignments.
- Highly developed verbal and written communications skills, ability to convey complex messages succinctly and diplomatically.
- Demonstrates an in-depth understanding of target audiences, highly effective writing style, and expertise in high-impact messaging to global audiences.
- Crafts strategic, high-level company positioning in the market, and has a strong understanding of reputational risk and branding.
- Has excellent working knowledge of digital media, including social media platforms and processes – particularly Facebook and Twitter – with experience in creating and sharing digital content.
- Shows sensitivity when delivering politically sensitive communication to large group/public forums and/or strategic parties.
- Effectively counsels /coaches team members, senior management in their delivery of messages to a variety of constituents, even on challenging topics.
- Anticipates problems and opportunities; with potential problems, surfaces contributing factors and resolves them before there is negative impact.
- Coaches others in selecting and using appropriate problem-solving methods.
- Can proactively advise management on the implications and risks for IFC operations when choosing between certain communication strategies. Creates highly effective strategic vision and has sound judgement.
- Experience in working closely with senior leaders on communications.
- A strong media contacts book.
- Proven ability to operate effectively in a multicultural environment.
- Operational experience in Bangladesh, Bhutan, Afghanistan and Pakistan and/or countries in Asia region and knowledge of private sector development.
- Understanding of multilateral development banks, including the World Bank Group, its policies and operations a plus, as well as basic understanding of current development topics and issues.
- Fluency in written and spoken English required.
- Fluency in Bangla desired.

Poverty has no borders, neither does excellence. We succeed because of our differences and we continuously search for qualified individuals with diverse backgrounds from around the globe.