

**TERMS OF REFERENCE
(INDIVIDUAL CONSULTANT)**

DISASTER RISK FINANCING AND INSURANCE PROGRAM

- **Position:** Digital Communication & Knowledge Management Consultant
- **Summary:** Disaster Risk Financing and Insurance Program, STC. An initial contract of 50 days with the possibility to extend for up to 150 days
- **Dates:** November 15, 2022, through June 30, 2023

Background

Natural disasters represent a growing fiscal burden for government budgets in developing countries. Advanced economies are generally able to dedicate increasing resources to reducing vulnerability, including enforcement of building codes and retrofitting of lifeline infrastructure. The financial losses caused by natural disasters continue to rise, and developing countries experience the greatest impacts. Natural disasters generate significant fiscal risk and create major budget volatility. Even countries with robust disaster risk management programs can still be highly exposed to the economic and fiscal shocks caused by major disasters. Disaster Risk Finance (DRF) is a growing discipline that addresses the fiscal impacts and economic losses caused by natural hazards (e.g. cyclones, droughts, earthquakes, floods) and supports countries to increase their financial resilience to natural disasters.

The Crisis and Disaster Risk Finance (CDRF) global team in the Equitable Growth, Finance and Institutions (EFI) Practice Group of the World Bank provides client countries with expertise on financial risk management for disasters, climate shocks and other crises. We offer a suite of analytical and advisory, financial, and convening services strategically designed to help vulnerable countries shift away from being crisis responders to becoming proactive risk managers. Through developing or strengthening pre-arranged finance and systems, we help countries take early action that can save lives, reduce costs and humanitarian needs, and protect development gains against disasters, climate shocks, and over time, a wider range of crises.

To further strengthen the CDRF Communications and Knowledge Management (KM) agenda, the CDRF Team is looking for an organized, motivated, proactive, and team-oriented young professional that will support the Communications/KM team on several ongoing tasks, including content management, design, marketing, and dissemination. This is a high-impact opportunity in a fast-growing team with potential for growth and the ability to work on highly creative projects.

Activities

The consultant will work in collaboration with the CDRF Knowledge and Learning team and undertake the following tasks:

- Design and develop collateral, social media updates for CDRF Knowledge events.
- Update and maintain CDRF mailing lists, websites, web platforms and social media channels
- Develop and disseminate CDRF biweekly internal and external newsletters.
- Coordinate in-person, hybrid and virtual learning events.
- Regularly update and file documents to the CDRF Knowledge Management repository.
- Edit CDRF Audio blogs and Podcasts as necessary.
- Design and edit short technical videos on relevant CDRF topics.
- Other tasks related to communications and KM as requested by the DRFI Comms/KM Lead.

Selection criteria

- Degree in relevant field (E.g., Design, Journalism, Education, Instructional Design, International Relations, Knowledge Management, Communications).
- Excellent writing and editing skills, and an ability to convey complex ideas in a clear and direct manner.
- Experienced storyteller with background in creative and graphic design.

- Excellent design skills and proficiency in Adobe Creative Cloud (Photoshop, Illustrator, InDesign, Premiere Pro and Acrobat) and other software for the design and production of marketing and communication materials.
- Proven work experience as a video editor; Ability to manage on-set/off-site shooting, post-production editing, and maintenance of all digital assets.
- Proficiency in Mailchimp, Constant Contact and other newsletter platforms.
- Experience usage of online content management such as SharePoint, Drupal sites.
- Systematic, highly organized and very detail-oriented, with a strong ability to perform multiple tasks in a fast-moving environment and meet tight deadlines.
- Strong work ethic, and commitment to teamwork and knowledge sharing.
- High level of creative energy, proactive.
- Basic knowledge/ understanding of financial concepts.
- Knowledge of disaster risk financing is a plus.

Timetable and payment schedule

- This assignment will be undertaken as a fee-based contract based on the number of hours worked and invoiced. The consultant will report to Kaavya Krishna, Senior Financial Sector Specialist. The initial contract will 50 days with the possibility to extend for up to 150 days for the year.

Application package:

- Please send us your resume, a short note about yourself, and a portfolio/ writing sample (in PDF).
- Please use the subject line "Online Communications Officer- CDRF" in the subject line.
- Email your application package to Peijing Li (pli2@worldbank.org)