

Job Title: Digital Producer – Short Term Consultant
Team: External Affairs, Europe and Central Asia, World Bank
Language: English
Location: Any one of the following countries: **Armenia, Azerbaijan, Bulgaria, Georgia, Moldova, Russia, Romania, or Turkey.**

Duties and Accountabilities:

The Digital Producer plays a strong technical and quality assurance role in the day-to-day operation of the World Bank’s external websites, as a member of the External Affairs team for Europe and Central Asia. Among the principal responsibilities of the position are:

- Helping develop online communications strategies to support programs in the following countries in the Europe and Central Asia region: Armenia, Azerbaijan, Bulgaria, Georgia, Moldova, Russia, Romania, and Turkey; and maintenance of an online editorial calendar for these countries.
- Preparing, packaging, and adapting high-quality content for the web in English and local languages.
- Conceptualizing and producing high-quality multimedia content, including videos, and infographics.
- Publishing on the content management system in compliance with the Bank’s procedures and practices for digital information management; and ensuring that web content is optimized for search engines and complies with World Bank technical and editorial standards.
- Compiling and publishing web metrics reports and follow-up recommendations.
- Knowledge of economic development issues in the Europe and Central Asia region would be an advantage.

Competencies

- Online Content Editing and Drafting - Ability to draft and edit online communications products and develop drafts of online communications products with minimal supervision.
- Online Communications - Practical experience in a full range of online communications approaches, tools and methodologies; can develop drafts of online communication plans and strategies.
- Online Production Tools - Proficiency with graphic design principles, industry-standard applications, and web technologies.
- Client Orientation - Identifies and meets (internal or external) client/constituent needs; builds productive client/constituent relationships; delivers client-centric solutions; takes responsibility for ensuring client/constituent satisfaction and loyalty.
- Teamwork and Inclusion - Values working in collaboration and respecting the views of others; understands differences in culture and values and the importance of including others’ views in achieving the strategic goals of the World Bank and its partners.
- Knowledge, Learning, and Communication - Shares best practices, trends, knowledge and lessons learned across units and with clients and partners, articulating ideas in a clear and compelling way across audiences of varied levels.

To apply for this position, please send your CV and a Letter of Interest to Paul Clare at: pclare@worldbank.org by **25 February 2022**.