Terms of Reference

Short Term Consultant (STC) for Community Management (CoE and TDD alumni groups)

1. Background

THE WORLD BANK GROUP

Established in 1944, the WBG is one of the world’s largest sources of funding and knowledge for development solutions. In fiscal year 2013, the WBG committed $52.6 billion in loans, grants, equity investments and guarantees to its members and private businesses, of which $16.3 billion was concessional finance to its poorest members. It is governed by 188 member countries and delivers services out of 120 offices with nearly 15,000 staff located globally.

The WBG consists of five specialized institutions: The International Bank for Reconstruction and Development (IBRD), the International Development Association (IDA), the International Finance Corporation (IFC), the Multilateral Investment Guarantee Agency (MIGA), and the International Centre for the Settlement of Investment Disputes (ICSID). The World Bank is organized into six client-facing Regional Vice-Presidencies, several corporate functions, and is introducing fourteen Global Practices as well as five Cross-Cutting Solution Areas to bring best-in-class knowledge and solutions to regional and country clients.

THE “URBAN, DISASTER RISK MANAGEMENT, RESILIENCE AND LAND” GLOBAL PRACTICE (GPURL)

Urbanization is occurring at an unprecedented pace. Cities generate 80% of global GDP and are key to job creation and the pursuit of shared prosperity. Yet one billion city residents live in slums today, and by 2030 one billion new migrants will arrive in cities. This concentration of people and assets will exacerbate risk exposure to adverse natural events and climate change, which affects the poor disproportionately. The absence of secure land tenure underpins deprivation and is a major source of conflict in the urban and rural space. One and a half billion people live in countries affected by repeated cycles of violence. In the absence of services, participative planning and responsive institutions, these trends will result in increased poverty, social exclusion, vulnerability and violence. Finally, avoiding a 4-degree warmer world requires drastically reducing the carbon footprint of cities.

The WBG is in a unique position to support national and sub-national clients to: harness urbanization and enable effective land management in support of both growth and poverty reduction; foster social inclusion of marginalized groups; support the responsiveness and fiscal, financial, and management capacities of local governments – cities, municipalities, and rural districts – to deliver local infrastructure and decentralized services; strengthen resilience and risk management related to natural disasters; reduce conflict and violence; scale-up access to finance for sub-national governments; and reduce the carbon footprint of cities. The WBG brings a combination of lending ($7-8 billion in annual lending to cities), analytical and advisory services
(e.g., social inclusion flagship, urbanization reviews, Sendai dialogue), its growing portfolio of reimbursable advisory services, its convening power (e.g., understanding risk and the land conferences), its leveraging capacity (e.g., guarantees and risk mitigation), and its ability to work with the private sector to tackle the challenges at scale and to effect.

GPURL covers a wide gamut: (i) developing green, inclusive and resilient cities; (ii) enhancing urban and rural development through supporting and managing the urban-rural transition, assisting local development through developing land tenure, management and information systems; and (iii) assisting in disaster risk management through issues of risk assessment, risk reduction (including flood management, urban drainage, coastal management, and retrofitting of infrastructure), disaster preparedness (including hydromet services, early warning systems, and civil defense), risk financing (including CAT-DDO), and resilient reconstruction (including post-disaster damage and loss assessment).

REGIONAL/COUNTRY/GLOBAL UNIT CONTEXT

The TDLC program is a partnership between Japan and the World Bank launched in June 2004. The program is managed by GPURL under the oversight of a Steering Committee comprising representatives from the Ministry of Finance, Japan (MoF), and the World Bank. Well positioned as a global disseminator of development solutions, TDLC offers both internal and external stakeholders a one-stop-shop for identifying, accessing, and making effective use of Japanese and global knowledge and best practices through four core components: Technical Deep Dives (TDDs) and events, post-TDD technical assistance (known as TDLC operational support), insights and publications, and the City Partnership Program (CPP). All TDLC programs are synergistically integrated to identify and unpack innovations and demand-driven development solutions from Japan and beyond, thereby responding to the urban development needs of emerging countries in a timely manner. TDLC has overseen three phases of the program, covering the period FY03-FY20. Following the success of Phase III, the Bank and GOJ Ministry of Finance (MOF) have reached an agreement for a fourth phase of the program (hereinafter “Phase IV”) to be implemented over the period FY21-25.

The thematic areas of focus include (i) urban planning - compact city development, land readjustment, land use planning, public space management, transit-oriented development, (ii) urban service provision - solid waste management, water supply management, sewage management, street lighting, (iii) urban management - metropolitan planning, ICT for municipal management, municipal organization structures, legal frameworks for urban/municipal management, project planning and management, (iv) accessibility, aging population, (v) municipal finance - financial management, revenue management, intergovernmental finance, local tax system, and (vi) disaster risk management (DRM) collaborating with Tokyo DRM Hub - flood risk management, seismic risk management. The team also focus on some cross-cutting topics such as digital transformation in cities (DX), and Quality Infrastructure Investment (QII) in urban context.
2. Duties and Responsibilities

GPURL is seeking a community manager STC as part of the TDLC team. The selected candidate will support TDLC’s Community of Experts (CoE) (community of practice for urban experts and practitioners in Japan and abroad) initiatives in Japanese and English language, as well as supporting TDD alumni group’s activity and maintenance, and report to the TDLC Program Manager Victor Mulas. Tasks will include but not limit to:

- **Strategy**: Working closely with the TDLC team, h/she will develop community strategies to further alumni engagement and TDLC brand recognition. Implementing social media strategies based on responding to member demand and questions on topics in a timely manner, in line with member feedback and program goals. Conduct a competitive analysis to understand how the TDLC CoE can be recognized in Japan based on other communities, institutions and organizations. Also to work on strategies for revitalizing and connecting the TDD alumni members to current TDLC activities.

- **Member Engagement**: Getting to know urban experts and practitioners in Japan and abroad - their needs, and challenges, and helping them connect with one another to develop valuable relationships based on trust and mutual respect. Helping the TDLC team to identify and cultivate community champions that are willing to take on responsibilities and co-leadership roles within the CoE. Re-engaging TDD alumni members to TDLC activities working closely with TDLC KM team, updating members with new knowledge and resources. The task also includes the member’s list management for both the CoE and TDD alumni.

- **Coordinating Activities and Content**: Working closely with the KM team, design and implement specific CoE and TDD alumni activities based on the community strategy, initiate relevant discussions, and make sure that core CoE and TDD alumni members are actively involved in creating content and participating in organizing online activities.

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1 In 2020, TDLC made a soft launch of a Community of Experts (CoE) of urban practitioners and other key Japanese and global stakeholders to support TDLC activities and integrate Japanese and global best practices into TDLC’s ecosystem. In FY22, TDLC will increase the number of interactions with these experts through technical BBLs, focus group meetings, and communication tools (e.g. newsletters), bringing these experts into the global dialogue of city development and management. Through these activities, TDLC will scale up the operationalization of Japanese and global best practices, helping client countries digest and contextualize good urban practices to apply best practices in the field. The CoE will be placed to silo-break and accelerate the TDLC activities including but not limited to City Partnership Program (CPP), knowledge activities such as Technical Deep Dives (TDDs), Operational Support and Research.

2 TDD Alumni

TDLC has generated a community of over 1,400 participants engaged through more than 30 TDDs. To leverage this network of knowledge and expertise globally among client countries and speakers, this year TDLC created the TDD alumni network through virtual groups and other platforms such as LinkedIn. In these times of travel restrictions, online sharing of knowledge has become paramount to continuing engagement with World Bank counterparts and to providing them with the support needed. Leveraging the audiovisual content produced by the TDDs, and TDLC research and content generation more broadly, TDLC will actively engage the alumni network and allow TDD participants to continue engaging with TDLC knowledge activities even after their TDD is completed.
• **Knowledge Dissemination:** Package event content for reuse, draft and/or edit results stories, blog posts, one-pagers, fact sheets and other materials, including reports, toolkits or other documents intended for print and online dissemination.

• **Platform Launch and Management:** Coordinating content of the SNS platforms in coordination with the communications focal point ensuring that there always is fresh and relevant content. Monitoring social media accounts and responding to comments or questions. Performing administrative duties such as accepting or rejecting membership requests, responding to members’ connectivity or other usability issues by rapidly contacting the platform support team.

• **Monitoring and Evaluation:** Documenting community’s engagement and outputs, and capturing the outcomes, including dynamically tracking and managing community engagement statistics by member and event.

• **Other Support as Needed**

3. **Level of Effort and Institutional Arrangements**

The consultant will work closely with the TDLC team. Starting date: ASAP.

4. **Qualifications**

• Minimum of a BA/BS degree (preferably in Communications or other relevant discipline). Master degree is preferred but not mandatory.

• More than 3 years of experience in launching community initiatives (e.g. building an online forum, creating an event series and writing an email newsletter)

• Has the capacity to consider and experiment how to best engage with target audience, using new tools as necessary

• Has basic knowledge on website & SNS. Enjoy and excel working with SNS channels (FB, Twitter, Linked-in, etc.)

• Excellent communication and writing skills in English, proficiency in Japanese is required.

• Has strong team working and co-creation mind-set.

• Strong commitment to work.

• Quick learner & fast-paced with great attention to details.

• A sharp analytical mind, good political judgement and diplomatic skills, understanding the nature and stakes of target audience

• Has strong sense of ownership. Can work independently under minimum instruction

• Strong time management and project management skills.

• Willing to take leadership on tasks if required.

• Understanding of World Bank operations and urban development is a plus;

**Application**

To apply, email a copy of your resume to The TDLC team tdlc@worldbank.org

Interviews will be conducted on a rolling basis.