

The World Bank
Tokyo Disaster Risk Management Hub
Terms of Reference (TOR) for Short Term Consultant (STC)
Communications Specialist

Position: Communications Specialist (bilingual - English & Japanese language)
Location of Project: Tokyo, Japan (in-person or virtual, as needed)
Duration: 30 working days (intermittent) from 1 July 2024 to 31 Dec 2024

A. BACKGROUND AND CONTEXT

1. The World Bank Tokyo Disaster Risk Management (DRM) Hub is the implementing unit for the “Japan-World Bank Program for Mainstreaming Disaster Risk Management in Developing Countries” (hereafter, the Program). The Program’s objective is to connect Japanese and global expertise in DRM with developing countries through World Bank country strategies and operations. The World Bank Tokyo DRM Hub, under the Global Facility for Disaster Reduction and Recovery ([GFDRR](#)), works in partnership with World Bank regional and thematic task teams, as well as global, regional and national institutions on DRM. Further information on the Program and the Tokyo DRM Hub is available at <https://www.worldbank.org/en/programs/tokyo-drm-hub>.

B. OBJECTIVES OF THE CONSULTING ASSIGNMENT

2. This Terms of Reference (TOR) document outlines the requirements for the hiring of a Communications Specialist (bilingual - English & Japanese language) consultant for the Tokyo DRM Hub, on a Short-Term Consultant (STC) basis. The written content to be developed should achieve 2 main objectives: (i) communicate Program progress, achievements, and impact on mainstreaming DRM in developing countries to key stakeholders in Japan and internationally; and (ii) support reporting and documentation about Program activities.

C. SCOPE OF WORK

3. The Consultant will contribute to and/or lead the development of communication materials (such as impact stories, feature articles, blogs, special reports, news coverage, social media posts) and provide inputs to reports or administrative documentation produced under the Program (such as corporate progress reports and annual reports). The Consultant will also support the writing and/or editing of grant proposals or writeups, background research, and information-gathering relevant for internal (World Bank) and external engagement with client country and donors.

4. Specific tasks include:

- Development of communication materials with the purpose to disseminate Program progress and results.
- Identification of grants to be highlighted through stories, and drafting of the results in resilience stories, including but not limited to the following tasks:
 - o Communication with project task teams for essential information;
 - o Communication with Tokyo DRM Hub Senior Program Officer/DRM Specialists and GFDRR communications team for reviews
 - o Finalization of the designed versions;
- Lead data collection, analysis, and drafting, and editing for program reporting (progress/annual reports);

- Support the team in the compilation and analysis of World Bank internal and external program databases or websites (such as the internal Monitoring and Evaluation Platform, Country Program project lists, external Country Partnership Framework documents, etc.);
 - Provide other relevant writing work requested by Senior Program Officer/DRM Specialists.
5. The expected deliverables during the contract period are described below. A more detailed delivery schedule will be discussed with the Tokyo DRM Hub upon onboarding. The deliverables will be in either English or Japanese, depending on the original language of the content or stakeholder needs as indicated by the DRM Hub.
- a. **Deliverable 1: Communication Materials**
 - Development of written content for results stories, including the drafting of the text and production of print-ready designed versions in Adobe Indesign/Illustrator or publishing industry standard software.
 - Development of other relevant materials to disseminate Program results, including but not limited to videos, event/feature stories, news articles, and blogs.
 - Short video editing for Youtube and social media content creation for X, LinkedIn, and other relevant platforms
 - b. **Deliverable 2: Program Reports**
 - Drafting and editing of reports developed under the Japan Program, including but not limited to: progress reports; mid-term review; annual report; and program profile.
 - Review and provision of inputs to GFDRR’s annual monitoring and evaluation (M&E) platform where needed, and utilization of the reporting to provide inputs to Program reports.

D. IMPLEMENTATION SCHEDULE

6. The duration of the contract is initially 30 working days (intermittent) from 1 July 2024 to 31 December 2024. Further extension within the World Bank’s Financial Year (FY, which runs from 01 July to 30 June) is subject to the satisfactory performance of the Consultant and business needs of the Tokyo DRM Hub.
7. A day rate will be set according to the Consultant’s experience level, in accordance with the World Bank HR regulations. Payments will be approved in the World Bank “STrequest” system upon approval of the deliverables submitted to satisfactory standards.

E. REPORTING AND INVOICING

8. The Consultant will report to Dixi Mengote-Quah, DRM Specialist with the Tokyo DRM Hub, regarding all tasks and contractual aspects. Extension is based on satisfactory performance as evaluated by the World Bank Tokyo DRM Hub.
9. The Consultant will report to the DRM Hub in Tokyo at least twice a month. Remote work is possible upon request. It is expected that Consultant will be available to communicate with the Tokyo DRM Hub by email, phone, video conference, and/or face to face meeting if deemed necessary and within a reasonable turnaround time. Transportation cost including travel and accommodation in case meetings and knowledge events take place outside of Tokyo will be covered by the World Bank.

10. The Consultant will be required to provide his/her own desktop/laptop computer, internet connection, professional licensed software, and any other equipment and software necessary to fulfil the deliverables.

F. SELECTION CRITERIA

11. The following qualifications are required:

- Bilingual – native or professional proficiency in English and Japanese
- Familiarity with the issues relevant to international development, and awareness of the World Bank’s mission and initiatives, specifically key issues related to DRM.
- Minimum 10 years of professional experience as a writer, specifically in creating print and digital collateral.
- Bachelor's degree in a relevant field such as journalism, communications, or English.
- Proven track record of producing high-quality written content for various mediums, including brochures, reports, website copy, and social media.
- Strong understanding of storytelling techniques and ability to craft compelling narratives that engage and inform the target audience.
- Ability to tailor content accordingly based on the needs of the Tokyo DRM Hub.
- Experience in writing grant proposals or funding applications is highly desirable.
- Ability to conduct thorough research and gather information from diverse sources to ensure accuracy and credibility of the content.
- Excellent command of grammar, punctuation, and style, with a keen eye for detail and proofreading skills.
- Strong interpersonal and communication skills to collaborate with stakeholders, subject matter experts, and project teams effectively.
- Understanding of the World Bank's branding guidelines and ability to adhere to them in content creation.
- Proven ability to work in a multicultural and diverse environment, collaborating with teams from different backgrounds and disciplines.
- Strong analytical and research skills to gather and synthesize data for evidence-based content and write a concise, clear, and compelling narrative. Ability to effectively communicate complex concepts and technical information in a clear and accessible manner.
- Ability to work independently, seeking guidance on complex issues from senior staff when and if needed, yet consistently delivering projects on deadline without necessary supervision.
- Proficiency in using content management systems and digital publishing tools.
- Demonstrated experience in program design, development, and monitoring and evaluation of development project activities.

G. DATA CONFIDENTIALITY

12. All data, information, and relevant documents shall be confidential and for the sole use for this Assignment only.