

Terms of Reference for Short-term Consultant

Marketing, Communications, Knowledge Management, Branding and Outreach

Background

infoDev (www.infodev.org) is a research, capacity building and advisory service organization that seeks to help developing countries and their international partners use information and communication technologies effectively as tools of poverty reduction and sustainable development. *infoDev* is a partnership of international development donor agencies, facilitated by a secretariat at the Global Information and Communication Technologies (GICT) Department of the World Bank Group.

Since it was launched, the *infoDev* program has become renowned as a premier research and development organization in the field of ICT. Its work program for FY2010-2012 is organized under three themes: *Innovate, Connect, Transform*, which aims to develop a cutting edge new program of activities. Within the World Bank Group, *infoDev* has also been recognized as being cutting-edge in its use of web-based resources to develop, publish and disseminate its work, facilitate debate and interaction among and between client countries and donors.

Scope of Work

The consultant will be a core member of *infoDev*'s team. Under the supervision of the Senior Operations Officer, and in close cooperation with other members of *infoDev* and the GICT department, the consultant will be responsible for supporting the implementation of *infoDev*'s marketing, communications, knowledge management, branding and outreach activities. Specifically, the consultant will be expected to:

- Develop and implement a **marketing and branding strategy** for *infoDev*, taking into account its current profile within the World Bank Group, donor agencies, Information and Communication Technologies for Development (ICT4D) stakeholders and client countries. This strategy will define, strengthen and promote the *infoDev* brand and effectively market *infoDev*'s work and competencies to all appropriate stakeholders.
- Help implement effective **knowledge management practices** for the *infoDev* team, and drive the communication and dissemination of *infoDev*'s knowledge projects and activities within the World Bank Group and to other stakeholders.
- Coordinate and manage the preparation, publication and dissemination of *infoDev* **knowledge products and services**, in coordination with *infoDev* Task Team Leaders (TTLs), including helping to determine the best media to achieve its dissemination goals.
- Develop relationships with journalists, publications, and key players in ICT4D circles, development circles and the mass media; with a view to **raising infoDev's visibility internationally**.
- Manage and implement a strategy of increasing **infoDev's visibility within the World Bank Group**, via events (workshops, conferences, brown bag lunches, Bank events, etc), publications, meetings and targeted outreach.

- **Lead in the maintenance of infoDev's web-based platforms**, by: (i) assisting in the day-to-day management of *infoDev's* web based platforms (e.g.; budget monitoring, communicating with vendors, maintenance of web performance statistics, and responding to inquiries from clients); and (ii) helping to develop new content for *infoDev's* web platforms, including its discussion forums and online communities, in coordination with *infoDev* TTLs and other staff.
- Develop selected ***infoDev* communication materials**, including press kits, fact sheets, brochures and graphic work. This will include the necessary video editing, proof-reading and copy editing.
- Prepare any required updates to *infoDev's* **Communications Strategy**.
- Assist in **tracking and effectively communicating the results and impact of infoDev's work**, via web-based tools or any other means for effective reporting and demonstration of *infoDev's* value and impact.
- Ensure the smooth implementation of all communications, knowledge management, branding and outreach activities, in coordination with all *infoDev* team members.
- Conduct any other assignments related to knowledge management, marketing, communications, branding and outreach, as may be required.

Qualifications

- a) Excellent program management skills and demonstrated experience in managing international projects with activities in multiple countries;
- b) An established track record in communications, outreach, branding and knowledge management, including web management, video and graphic development and editing, proofreading and copy editing; knowledge and experience in social media management (Facebook, Twitter, blogs)
- c) Excellent verbal and written communications skills, and demonstrated experience working with a variety of stakeholders, including senior government officials, donors, journalists, editors, policy-makers and regulators, consultants and academics;
- d) Basic knowledge of the ICT4D sector and its role in sustainable development;
- e) Demonstrated ability to take initiative and work independently with limited supervision;
- f) Experience of working in a multicultural team and proven ability to build relationships with project partners;
- g) Knowledge of the World Bank communications, outreach, knowledge dissemination and knowledge management processes are a plus;
- h) Graduate degree in a relevant discipline;
- i) Excellent abilities in the use of ICTs, including developing and using web-based resources, especially for project management and remote communication;
- j) Fluency in English is required and additional language skills are a plus;
- k) A minimum of five years relevant professional work experience.

Expected Scope and Duration of Assignment

- The consultant will be hired for a period of 150 days of work, starting in December 2009. During this period the consultant would be expected to work full-time on this assignment.
- The position may involve international travel and the consultant is expected to be based in Washington, DC.

TO APPLY (Deadline for submission is midnight EST – December 16, 2009):

Please send a cover letter and CV to infodev@worldbank.org with the following subject line: “STC-Knowledge Management, Marketing, Communications, Branding and Outreach”