

COMMUNICATIONS ASSOCIATE, GRADE E

Job Description

The Communications Associate's main accountability is to proactively implement effective communications, outreach, and information dissemination strategies in order to support the implementation of the Bank's program in Moldova, and development global agenda. The Communications Associate will report to the Country Manager with a matrix reporting relationship to EXT.

Summary of Major Job Accountabilities

The incumbent must be able to:

- ? Help develop and execute communications strategies and campaigns in support of the World Bank's program in Moldova, targeting external audiences and/or colleagues inside the Bank.
- ? Produce and disseminate often complex communications products (e.g. press backgrounders, media packets, news releases brochures, Q&As, power point presentations, content for websites, briefing notes, etc.) that are strategic and on-message about the Bank, its policies and operations.
- ? Oversee planning and coordinate scheduling, logistics, and briefings for sometimes large communications activities and events, such as the President's missions and speeches, press conferences, seminars.
- ? Liaise and maintain relationships with key internal and/or external constituencies (e.g. media, civil society, academia, businesses, local government agencies, depository and regional libraries, World Bank publications distributors etc.) to identify opportunities for possible strategic partnerships and to strengthen the Bank's and development effectiveness and image.
- ? Respond to routine and non-routine inquiries about the Bank, its operations, documents to be disclosed, modalities for access to information and so forth from various constituencies. Develop and maintain extensive knowledge of information products and services within and outside the Bank. Work in partnership with helpdesks, advisory service units and other Bank departments to ensure accurate and timely responses to public and clients.
- ? Develop and implement reporting mechanism to ensure compliance of the Disclosure of Information policy.
- ? Work independently on routine tasks and programs, but seek guidance from his/her supervisor as needed on moderately complex projects/issues.

Selection Criteria

The incumbent should possess a Master's degree in Communications, International Relations/Public Affairs, Journalism, Marketing, Political Science, Information/Library

Sciences or another related field, or Bachelor's Degree and 2 or more years of relevant experience. In addition, he/she should possess the following specialized skills:

- ? Understanding of the World Bank's mission; good understanding of current development topics and issues. Knowledge of social, political and development issues in the region and country.
- ? Good understanding of communications approaches, tools, and methodologies for planning, executing, and monitoring communications strategies –e.g., campaign management, social marketing, opinion research, outreach tactics, message targeting, etc.
- ? Excellent oral and written communication capabilities in English, Romanian and Russian; strong organizational, research/analytical and presentation skills. Spoken and written fluency in one major language of the region will be an asset.
- ? Strong computer skills; proven ability to use standard and customized Bank technology packages, e.g., Internet, Word, Lotus Notes, PowerPoint, Excel, etc. Basic knowledge of web editing.
- ? Strong client focus with flexible and creative approach to problem solving. Sound judgment and ability to evaluate client information needs, suggest innovative approaches and follow up on detailed implementation.

Candidates should send their CVs, including their qualifications, experience to perform the job, and the names of three references by June 20, 2008 to the address below or electronically to: dcalugher@worldbank.org

The World Bank Moldova Country Office
Ref: Communications Associate
20/1 Puskin street, Chisinau
Moldova, MD2012

Applicants will be treated with confidentiality. Only short listed candidates will be contacted.