



THE WORLD BANK

Requires an

COMMUNICATIONS ASSOCIATE (REGIONAL WEB PRODUCER)

To help us better communicate with our many audiences and meet the information demands of this dynamic region, the World Bank is looking to recruit an energetic web producer to help us improve and expand our web presence in the East Asia & Pacific region. The web producer, to be locally recruited and to be based in the World Bank's Manila office, will help us implement our external web strategy across our regional sites and support our staff working on the web in 12 countries.

Initially, this will be a term appointment of two years subject to one year probationary period. The successful candidate will have a good knowledge and deep interest in development issues, an ability to work with a diverse set of clients, experience with design and production, and plenty of creative energy. He/She will work closely with the Web Editor based in Washington, information technology staff, and our regional communications team.

The **Web Producer** will be responsible for updating and adding content to the Bank's East Asia Pacific sites (www.worldbank.org/eap). This includes:

Web packages - Creating new packages around a project, report, news story, or event, among others, in collaboration with the Web Editor.

Multimedia - Creating graphics and editing pictures, editing sound and video, adapting content from one platform to another, maintaining a regional picture library and assisting in the development of interactive products.

Quality assurance - Performing regular site reviews for quality control and advising regional web staff on implementation of the style guide on their sites.

Technical support - Working with IT staff to provide input on Bank system improvements, report on technical failures.

Team support & advice - Working with country office web & external affairs staff to produce up-to-date web content.

Selection Criteria:

- Masters' degree in journalism, communications, business, economics, or related fields or Bachelor's Degree with 5 - 7 or more years of relevant professional experience.
- Proven writing and editing skills, a strong command of English and ability to convey complex ideas in a clear, direct, and lively style.
- Excellent website production skills including: graphics production (Adobe Photoshop), HTML coding (and Dreamweaver/Homesite-style editors), and CSS.
- Familiarity with Flash, video/audio for the web.
- Good work ethic and self-starting attitude, and ability to work well among a team of professionals.
- Familiarity with World Bank processes and a good awareness and understanding of the Bank's work in the East Asia and Pacific region.
- Ability to work closely with Communications Officers in the East Asia & Pacific region.
- Ability to work capably under stress and to juggle multiple tasks under tight deadlines.

Please send your application letter, with a comprehensive resume with details of your work experience, academic records, recent photo, references (at least three names with full contact details) not later than **August 25, 2008**. **Only applicants who will be short-listed will be called upon for interview.** Send the above to:

The Human Resource Officer
P.O. Box # 800 c/o Philippine Daily Inquirer
5th Floor, Building B, SM Megamall
EDSA, Mandaluyong City