

**Job Title :** Strategic Communication Expert (Consultant)  
**Location:** Bucharest, Romania  
**Recruitment:** Local  
**Duration:** 20 months  
**Start date of the assignment:** immediate  
**Languages:** Romanian, English  
**Closing date:** April 28, 2014  
(interviews will be conducted on ongoing basis until the identification of a suitable candidate)

## 1. BACKGROUND

The World Bank recently launched a new project, funded from EU structural funds under the Technical Assistance Operational Program, to support the Romanian Prime Minister's Office in embedding results-oriented practices in the public sector. As part of the project, the World Bank is putting together a team of sector experts to work in the Chancellery of the Prime Minister ("Chancellery"), with the goal to facilitate the better and faster delivery of results in four priority areas. These include tax administration, public procurement, youth employment and energy. This initiative presents an innovation in public sector management, shifting the focus from creating policy to the delivery of results to citizens.

The World Bank is currently seeking a *Strategic Communication Expert* (Consultant) to work in a multi-disciplinary team in the Chancellery, which will include international advisors on delivery, World Bank sector specialists, and local staff; all oriented towards helping the Prime Minister and Government to deliver results in the selected priority areas. Given the high profile of the project, both internal and external communication will be a key enabler to the project. The Strategic Communication Expert will a) develop and implement an evidence-based communication strategy for the project including the four priority areas; b) support the change management process in the public administration shifting the focus on results and accountability for them; and c) provide the operational communication support to the Unit's activities with the range of traditional and social media tools.

## 2. DUTIES AND ACCOUNTABILITIES

The Strategic Communication Expert's main responsibilities are to:

- Conduct stakeholder mapping in the four priority areas, including a stakeholder perceptions audit for the selected priority outcomes, based on secondary and primary data collection and analysis;
- Develop a communication strategy for the internal and external audiences; for the four priority areas as well as the Unit as an innovation in the Romanian public sector management;
- Provide communication support to the change management activities in the delivery systems of the selected priority outcomes, led by the international advisors and local sector experts of the Unit;
- Lead the implementation of the activities planned in the communication strategy;
- Lead communication outreach for the international conference on performance management and provide the organizational support;

- Provide operational communication support to the Unit in close coordination with the Communication Unit of the Chancellery, including the strategic communication advice, media relations and crisis communication;
- Provide communication support to the implementation of the citizen feedback collection tools;
- Support the design and maintenance of the Open Data Portal;
- Prepare quarterly reports on the implementation of the communication strategy.

### 3. SELECTION CRITERIA

The Expert will have demonstrated experience as a communication strategist, with a track record in building and implementing communication strategies, based on stakeholder research and data collection; and capable to using a suite of traditional and new media tools. Familiarity with the Romanian policy and political context is desired.

Requisite qualifications include:

- At least 6-8 years of overall professional experience preferably in the area of strategic communication;
- At least a Master level University Degree, or equivalent in the field of the assignment (Communication, Journalism, Political Science, Psychology, Business Administration);
- Demonstrated experience in designing and implementing multi-stakeholder communication strategies and campaigns, a plus if also in the public sector;
- Demonstrated experience in data collection and analysis of stakeholder perceptions (surveys, polls, focus groups etc.);
- Understanding of the Romanian public policy context and implications for citizens is desired;
- Demonstrated project management skills;
- Ability to creatively use the traditional and social media tools; experience in media relations and crisis communication;
- Readiness to take on challenges outside of the core of the role, in order to support the sector experts in the Unit in various parts of their projects or change management activities;
- Ability to work under tight deadlines and with limited supervision;
- Fluency in Romanian and English (speaking and writing).

**Please send your CVs to [aflorescu@worldbank.org](mailto:aflorescu@worldbank.org) by April 28, 2014.** The CV should clearly illustrate how you meet the required criteria by your past experience. No motivation letter is necessary. Only shortlisted candidates will be invited to interviews and these will be conducted on ongoing basis until the identification of a suitable candidate.

The World Bank Group is committed to achieving diversity in terms of gender, nationality, culture and educational background. Individuals with disabilities are encouraged to apply. All applications will be treated in the strictest confidence.