



**JOB TITLE:** Short-Term Communications Consultant (STC), Lighting Asia (150 days)

**DEPARTMENT:** IFC Energy and Resource Efficiency (CAS)

## **ABOUT IFC**

IFC, a member of the World Bank Group, is the largest global development institution focused on the private sector in emerging markets. Working with 2,000 businesses worldwide, we use our six decades of experience to create opportunity where it's needed most. In FY16, our long-term investments in developing countries rose to nearly \$19 billion, leveraging our capital, expertise and influence to help the private sector end extreme poverty and boost shared prosperity. For more information, visit [www.ifc.org](http://www.ifc.org).

## **ABOUT LIGHTING GLOBAL AND LIGHTING ASIA**

Today, there are 1.2 billion people worldwide living without access to the power grid and modern energy services. About half of these people reside in Sub-Saharan Africa alone. Collectively, they spend about US\$27 billion each year on lighting and mobile phone charging with kerosene, candles, battery torches or other fossil fuel-powered technologies. These traditional solutions are expensive, harmful to health, hazardous and polluting. They resign the poorest people on the planet to a life of energy poverty which constrains economic development and impedes access to education, livelihood development, health, and basic services including communications, water, and transport.

[Lighting Global](#) is the World Bank Group's platform to support sustainable growth of the international off-grid solar market as a means of rapidly increasing energy access to the 1.2 billion people without grid electricity. Through Lighting Global, the International Finance Corporation (IFC) and the World Bank work with the Global Off-Grid Lighting Association (GOGLA), manufacturers, distributors, and other development partners to develop the modern off-grid energy market. The Lighting Global program supports market development by working with private companies to lower first-mover risk and mobilize private sector investment through market intelligence, quality assurance, business support services and consumer education.

To date, more than 100 million people have benefitted from using Lighting Global quality verified solar lighting products, and more than 29 million people have had their basic (Tier 1) lighting needs met. More than 20 million quality verified products have been sold since 2008, and in 2015 alone, more than 1.5 million tons of GHG has been avoided due to the use of quality verified products instead of kerosene. [Learn more](#) about our impact. The strength of the Lighting Global program comes from a programmatic approach addressing specific needs across the supply chain. The program toolkit includes:

- **Quality Assurance:** We created an international quality standard for affordable solar-powered devices and solar home systems, and we also advise manufacturers on the quality standards.
- **Market Intelligence:** We provide market intelligence that lowers the cost and risk for first movers entering frontier markets.
- **Access to Finance:** We facilitate access to finance for manufacturers, distributors, retailers and consumers.
- **Business Development:** We address impediments to the market's development, and work with individual firms to scale their businesses, providing on-the-ground business-to-business support and linkages to build the last mile supply chain.
- **Consumer Awareness:** We raise consumer awareness about emerging solar products in nascent markets.
- **Policy and Partnering with Government:** We work with governments on their quality standards.

IFC's work with the off-grid lighting industry began in 2008 with the launch of the [Lighting Africa](#) pilot in Kenya, and as of July 2016, Lighting Global and its related programs are active in 17 countries, with IFC country-based teams leading market development efforts in Kenya, Tanzania, Nigeria, Ethiopia, India, Bangladesh, Pakistan, Afghanistan, Papua New Guinea and Myanmar—the latter group are subsumed under [Lighting Asia](#). In addition, the World Bank is actively engaged in adoption of the Lighting Global toolkit and in lending operations with government partners in seven additional countries, including Burkina Faso, Liberia, DRC, Mali, Senegal, South Sudan, and Uganda.

Lighting Asia encompasses the work of Lighting Global across the region, with on-the-ground programs in [Afghanistan](#), [Bangladesh](#), [India](#), [Myanmar](#), [Pakistan](#), and [Papua New Guinea](#).

For more information please visit Lighting Global's [main website](#) and the above country-focused pages.

#### **DESCRIPTION OF ROLE:**

IFC's Lighting Asia is seeking a seasoned communications specialist to devise and implement a comprehensive regional communications strategy, and be responsible for:

- drafting articles, opinion pieces, blogs, case studies, press releases, and other written materials;
- securing photos, videos and other multimedia material from the field—not directly, but taking a leadership role in drafting TORs, procuring agencies, advising them, ensuring deliverables are met and supervising the process;
- media relations, outreach and placements in national and regional outlets online and in-print;
- creating and managing a year-round content, event and communication calendar;
- marketing and promotion of events, webinars, workshops and related activities;
- website management, maintenance and online engagement;
- as-needed communications support to all six Lighting Asia countries;
- and administrative efforts to implement the communications function.

This role will ideally be based in one of our program offices in the region – the exact location can be negotiated upon successful selection. Overall strategy and key communications activities will need to be aligned and coordinated—as needed—with the Communications Lead for Lighting Global, based in Washington DC.

## **DUTIES AND RESPONSIBILITIES:**

### **Communications**

- Devise and implement the Lighting Asia communications strategy, outlining key objectives, target audiences, messaging, core communications activities and milestones, and a timeline for implementation. (The Communications Consultant will be supported in these efforts by the Lighting Global team and IFC Corporate Communications counterparts.)
- Ensure a consistent brand across all Lighting Asia programs and align both messaging and positioning of country efforts and regional efforts to that of the overall Lighting Global communications strategy.
- Draft articles, opinion pieces, blogs, case studies, event summaries and/or other written materials about key moments across Lighting Asia programs including the issuance of new reports, launching a consumer awareness campaign, holding of events, the release of new data, publishing a new study or another moment of significance.

### **Media Relations**

- Manage a proactive and reactive media relations program by responding to media requests, preparing spokespeople with talking points for interviews and managing the interview process, leverage media articles both internally and externally, develop a list of relevant journalists nationally and regionally, and proactively elicit media coverage for Lighting Asia programs.
- Draft, pitch and publish opinion pieces, press release, blogs and other publishable material.
- Secure photos, videos and other multimedia material for both internal and external use--not directly, but taking a leadership role in drafting TORs, procuring agencies, advising them, ensuring deliverables are met and supervising the process;
- Monitor media for references to Lighting Asia programs, and sharing key articles related to the off-grid solar market in the region with colleagues.

### **Digital Engagement**

- Manage and maintain the websites and pages related to all six Lighting Asia programs including posting/publishing news updates, uploading new content, and keeping everything up-to-date.
- Assess the best social and digital channels to start, maintain or pursue as it relates to promoting the work of Lighting Asia and its programs online through a variety of social channels.
- Develop and promote the Lighting Asia email list (managed in Mail Chimp) and coordinate with the Lighting Global communication lead on regional input for a global newsletter.

### **Reputational Risk Management**

- Manage and pre-empt reputational risks in a timely manner, develop a communications plan to address specific risks and draft holding statements and briefs for senior management when needed.

## **SELECTION CRITERIA:**

- At least 8 to 10 years of relevant work experience in marketing, communications, or media relations specifically in the private sector, a large institutional environment and/or multilateral institution focused on international development, energy access or related topics. Prior experience as a journalist is highly valued.
- Superior verbal, writing, and research/analytical skills. Able to produce written materials including press releases, op-eds and other content relatively quickly while coordinating their publication and pitches with communication counterparts at Lighting Global and IFC Corporate.
- Ability to think strategically, capitalizing on moments of opportunity throughout the year to showcase, promote and highlight the work of Lighting Asia nationally, regionally and internationally.
- Strong multimedia experience in terms of procuring or capturing photos, videos and other materials that document events, interviews and other activities for broader awareness and promotion.
- Strong understanding of the role of digital engagement in promoting the work of Lighting Asia with regard to social media, online publishing, newsletter creation, blogger/media outreach and other activities.
- Solid understanding of how communications work is best evaluated and measured in terms of effectiveness, and implementing timely reviews of the strategy to course-correct as needed.
- Excellent computer skills and proven ability to use standard technology package: Outlook, Word, Excel, and PowerPoint. Intermediate graphic design skills and proficiency in Adobe Photoshop or similar software desired.
- Ability and willingness to travel throughout the region to our country programs as needed.
- Ability to thrive under pressure and function effectively under tight deadlines, while managing multiple projects simultaneously.
- Excellent organizational, planning, and project management skills.
- Spoken and written fluency in English.
- Undergraduate degree required.

## **APPLICATION**

Please submit the below to Rahim Kanani, Communications Lead for Lighting Global, at [rkanani@ifc.org](mailto:rkanani@ifc.org) by Monday, March 13. Please use the subject “Application: Lighting Asia Communications Consultancy”.

- Cover letter of no more than 1 page
- 3-4 writing samples (articles, press releases or otherwise)
- Resume/CV