



Terms of Reference:

Senior Communications Short-Term Consultant (STC)

World Bank-UNHCR Joint Data Center on Forced Displacement (JDC)

1. Background and Context

The World Bank–UNHCR Joint Data Center (JDC) catalyzes improvements in the data landscape on forced displacement to inform timely, evidence-based decisions by national authorities, development actors, and humanitarian partners. By convening stakeholders, producing and enabling access to quality data and analysis, promoting inclusion in national statistical systems, and fostering data innovation, the JDC advances solutions for refugees, internally displaced persons, and host communities consistent with the JDC Strategy 2024–2027. Strategic communications are critical to translate JDC outputs into actionable insights and to highlight results and learning for policymakers and practitioners at country, regional, and global levels.

2. Objectives of the Assignment

- Translate JDC data, analysis, and results into accessible, evidence-based narratives tailored to priority audiences (policy makers, practitioners, researchers, donors, media).
- Plan, produce, and distribute high-quality content and campaigns across channels to strengthen awareness, relevance, and uptake of JDC outputs.
- Enhance visibility and consistency of the JDC brand and value proposition.
- Support program reporting with high editorial standards, accuracy, and visual coherence.

3. Scope of Work and Key Responsibilities

3.1 Strategy and Planning

- Develop an integrated, audience-centered communications plan aligned to JDC priorities, including goals, key messages, target audiences, and channel mix.
- Maintain an editorial calendar and production roadmap for priority outputs, campaigns, and events.
- Identify and cultivate “results stories” and feature opportunities across the JDC portfolio.

3.2 Content Development and Editing

- Research, write, and edit high-quality content: results/impact stories, features, blogs, op-eds, news items, event/feature stories, media materials (press releases, Q&As, talking points), and web copy.
- Produce or coordinate designed, print-ready collateral (e.g., one-pagers, brochures, report highlights) using industry-standard tools (e.g., Adobe InDesign/Illustrator).

- Produce or coordinate short-form video content for YouTube and social channels (e.g., LinkedIn, X), including storyboarding, scripting, captions/subtitles, and format optimization.
- Conceptualize, coordinate and support a variety of impactful events with external stakeholders.
- Ensure all content meets applicable editorial, branding/visual identity, and accessibility standards.

3.3 Program Reporting and Knowledge Products

- Lead drafting, editing, and layout coordination for program reporting (e.g., progress/annual reports, contributions to mid-term reviews, program profiles).
- Compile and synthesize inputs from internal/external databases and websites (World Bank/UNHCR) to ensure accuracy and consistency.
- Provide inputs to relevant M&E platforms and reporting systems, as applicable.

3.4 Coordination and Quality Assurance

- Engage task teams and subject matter experts to secure timely inputs and clearances.
- Supervise junior communications colleague (intern) and coordinate the services of translators, copy-edit support and visual design.
- Ensure factual accuracy, message alignment, and consistent tone across outputs.
- Manage feedback cycles, version control, and archiving of final assets and source files.

4. Deliverables

- Communications plan and editorial calendar for the assignment period.
- Portfolio of communications assets:
 - Results stories (drafted and designed for publication).
 - Events, feature stories, blogs, news items, op-eds, and web copy.
 - Media materials (press releases, Q&As, talking points) as needed.
 - Social media content packages (copy, creative assets) and short-form videos for key channels.
- Program reporting package(s): drafts and finalized versions of progress/annual reports; contributions to mid-term review(s); program profiles.
- Inputs/updates for relevant M&E/reporting systems and web content, as applicable.
- Close-out note summarizing outputs delivered, highlights of reach/engagement (where available), and lessons learned.

5. Schedule, Duration, and Level of Effort

- Period: October 1, 2025 – June 30, 2026.
- Level of Effort: Up to 150 working days (intermittent).

- A detailed workplan and delivery schedule will be agreed at inception and reviewed periodically.

6. Reporting and Supervision

- The Specialist will report to JDC Management and be supervised by the JDC Head
- The Specialist will coordinate closely with task teams and subject matter experts for inputs, quality assurance, and clearances.

7. Location and Travel

- Duty Station: Copenhagen (in-person or virtual, as needed). Remote collaboration is expected.
- Duty travel may be required and will be agreed in advance, consistent with applicable policies.

8. Qualifications and Experience Required

- Bachelor's degree in journalism, communications, English, public policy, or related field; advanced degree an asset.
- At least 10 years of professional experience producing high-quality editorial content and designed collateral for international development/humanitarian audiences.
- Demonstrated excellence in storytelling and editorial leadership across formats (reports, profiles, web, blogs/op-eds, media materials, video scripts) with rigorous attention to accuracy and audience needs.
- Proven ability to produce designed, print-ready materials (Adobe InDesign/Illustrator or equivalent) and to plan/edit short-form video content for social media.
- Familiarity with the forced displacement context and with World Bank/UNHCR operations; ability to translate complex technical content into accessible narratives.
- Proficiency with content management systems and digital publishing workflows.
- Strong research, analytical, stakeholder engagement, and project management skills; ability to work independently to tight deadlines in a multicultural setting.
- Practical understanding of branding/visual identity and accessibility requirements.

Desired

- Working knowledge of French, Spanish, or Arabic.

9. Performance Management and KPIs

- Delivery: On-time completion of agreed deliverables per plan and quality standards.
- Quality: Clarity, accuracy, fitness for purpose, brand/accessibility compliance, and editorial excellence.
- Uptake/Engagement: Proxy indicators where available (web/social analytics, stakeholder feedback, media mentions).
- Collaboration: Effective stakeholder coordination; responsiveness to feedback; disciplined versioning/archiving and documentation.

10. Confidentiality and Data Use

All materials, information, and data accessed or produced under this assignment are confidential and for assignment purposes only. Outputs become the property of the JDC/World Bank as applicable. The Specialist will adhere to applicable confidentiality, data protection, and branding requirements.

11. Administrative and Commercial Arrangements

- Contract Type: Short-Term Consultant (STC).
- Payments: Against approved deliverables and/or timesheets as agreed in the workplan, in accordance with World Bank HR and procurement procedures.
- Tools/Equipment: Consultant provides own computer, connectivity, and licensed software necessary to deliver the assignment.