

## Senior / Principal Communications Officer

### **Background / General description:**

The Manufacturing, Agribusiness & Services (MAS) Industry Group plays an important role in supporting IFC's Strategic Priorities, covering investments in global manufacturing and services, agribusiness and health and education. MAS sectors play a critical role in providing goods and services to consumers; addressing core needs; creating jobs; contributing to government revenue and stimulating growth through SMEs. In IFC's client countries, these sectors can account for as much as 80% of overall economic activity and can account for up to 90% of employment activity, particularly in IDA countries. The Senior/Principal Communications Officer will work across the MAS Industry Group and will take the lead in the Group's external and internal strategic communications work. S/he will work closely with the Group's management team, the communications officers, the economists, the strategist of the department as well as her/his counterparts across the communications practice group to design and implement strategic communications program to support the delivery of MAS key business objectives. S/he will report to the Global Industry Director for MAS and will have a secondary reporting line to the Director of Corporate Relations.

### **Duties and Accountabilities:**

The Senior/Principal Communications Officer will oversee the strategic communications function for the MAS Industry Group, focusing both on external and internal facets of the communications work. S/he will leverage MAS communications resources and corporate-wide communications network as well as MAS strategy and knowledge management functions to: Position the MAS Industry Group to a wide range of internal and external stakeholders along strategic corporate themes (e.g. food security, climate change, health and education, etc.), including IFC Development Goals. Facilitate building and leveraging strategic partnerships with key internal and external stakeholders to inform IFC's work in MAS sectors as well as leverage partners' resources and to manage reputational risks on a

proactive basis.

Provide guidance on managing reputational risks around projects and initiatives.

Advise and support MAS global and regional sector teams in developing compelling messages to articulate sector strategies to IFC management, the Board, and external stakeholders.

Develop and implement marketing strategies to position IFC s expertise and products in MAS sectors and to support business development.

Develop and implement an internal communications program to support MAS management s efforts to create an efficient work environment and reinforce desired business behaviours by MAS staff.

Advise MAS management on effective internal communications with staff to strengthen staff understanding and implementation of business strategies and objectives.

Facilitate improved internal communication and sharing of expertise among staff.

Facilitate open two-way communication between staff and management.

**Selection Criteria:**

Master s degree, plus a minimum of 12 to 15 years work experience in strategic communications, media relations or stakeholder engagement.

Direct communications experience in IFC investment operations is strongly preferred.

Excellent interpersonal and teamwork skills, with demonstrated ability to lead and work in multidisciplinary teams.

Ability to work effectively within a large group to meet collective objectives.

Excellent written, oral communication and presentation skills.

Flexibility, responsiveness and ability to manage multiple activities to tight deadlines.

Excellent people management skills and openness to feedback, new ideas, and an ability to guide staff to find solutions to problems.