

Terms of Reference FinEquity Communications Consultant

Thematic Area: Customer Segments & Insights

Project Title: CGAP Women’s Financial Inclusion Community of Practice (FinEquity)
Communications Consultant

From: December 1, 2022

To: June 30, 2023 (3-5 days per week)

Task Manager: CGAP External Relations Officer

How to Apply

Please send your cover letter and CV to: braharinoasy@worldbank.org with the following subject line:
FinEquity Communications Application

About CGAP

The Consultative Group to Assist the Poor (CGAP) is a global multi-donor partnership dedicated to advancing financial inclusion for the poor. CGAP plays a unique role as a donor-coordination mechanism for funders working to improve the lives of poor people, especially women, through the power of financial inclusion, providing a valuable platform for information, dialogue, and reflection to advance progress towards a collective vision.

Using action-oriented research, CGAP tests, learns, and disseminates knowledge intended to help build inclusive and responsible financial systems that move people out of poverty, protect their assets, and advance broader global development goals.

CGAP leverages its relationships with businesses, governments, and the non-profit sector to share insights, mitigate risks and protect customers, and help others bring solutions to scale. CGAP serves as a global advocate for the financial inclusion community by collaborating with strategic institutions that influence policy and market development and providing evidence-based research and practical lessons that guide their work.

CGAP is supported by more than 30 partners including bilateral and multilateral development agencies, development finance institutions and private foundations committed to advancing financial access for the poor. CGAP is housed in and administered by the World Bank.

About FinEquity

[FinEquity](#) is a community of practice to advance women’s financial inclusion globally, convened by CGAP. It is a program of the Segments and Insights Project.

FinEquity has a global membership spanning individuals working with donors, research institutions, financial service providers, technical assistance providers, and non-profit organizations. It uses various digital platforms and in-person events to connect members, foster knowledge sharing, facilitate learning, and promote influence amongst members to improve impact.

FinEquity members pursue women's financial inclusion to broaden economic empowerment. FinEquity learning themes are Gender Transformative Solutions, Digitally Enabled Financial Inclusion, and Impact Pathways. Each theme has a lead responsible for designing and leading activities. FinEquity also plays an integral role in CGAP's staff capacity building, project development, and influence.

FinEquity has created a regional group, FinEquityALC, to engage Spanish speakers advancing women's financial inclusion in the Latin America and the Caribbean region and is launching a similar group in Sub Saharan Africa. FinEquity ALC and FinEquityAfrica host member networking and knowledge-sharing events, leveraging the FinDev Platform.

Scope of Work

The FinEquity Communications Consultant will work closely with the FinEquity facilitator, technical and regional facilitators, and the FinDev and CGAP Communications teams. They will be responsible for all communications for **FinEquity Global** and **FinEquityAfrica** (communications for FinEquityALC are largely managed by the regional facilitator for FinEquityALC). This includes:

- **Communications work plan:**
 - Works with the FinEquity facilitator, thematic and regional leads, and CGAP communications team to implement and continuously refine the strategic communications work plan.
 - Maintains a monthly editorial calendar for online communications and webinars.
- **Writing and editing:**
 - Adapts technical content such as reports and presentations into accessible digital content including blogs and social media posts.
 - Undertakes or coordinates developmental editing and copyediting for technical briefs, knowledge products, and blogs to ensure they are well written and follow CGAP's editorial guidelines.
 - Helps conceptualize commissioned content as needed.
- **Social media:**
 - Plans, drafts, and schedules social media content for Linked In and Twitter, ensuring consistent and appropriate voice depending on the audience/channel.
 - Monitors FinEquity's social media channels, amplifies appropriate partner content, flags sensitive content, and responds to questions and messages when needed.
 - Advises others on the effective use of social media; supports FinEquity facilitator to identify and support content contributors.
- **Website:**
 - Designs and builds new webpages as needed, highlighting relevant academic papers identified by thematic and regional leads.
 - Monitors and updates website to ensure content is up-to-date and functional.
 - Liaises with IT Support when website issue arise, and manages any necessary website revamps including shepherding them through the governance processes.
- **Blogs:**
 - Commissions, writes, edits, schedules, and publishes a pipeline of blogs, including managing relationships with interna and external blog authors and editing their work.
 - Tracks key moments such as relevant global and regional events and international days to time publication for maximize blog visibility.

- **Newsletter:**
 - Brainstorms content, designs, drafts, edits, and publishes FinEquity’s monthly newsletter.
 - Maintains FinEquity’s subscriber list in Mailchimp.
- **Design**
 - Designs flyers, digital postcards, presentations, and other visual assets as needed.
 - Co-conceptualizes and coordinates production of infographics and multimedia assets.
 - Maintains a set of PowerPoint templates with a consistent style and branding.
- **Event support:**
 - Supports FinEquity’s annual meeting in February 2023, including editing and distributing the summary report, presentations, and any press releases.
 - Prepares communications products such as invitations, flyers, event webpages, and Powerpoints in support of regular webinars and other events.
 - Promotion of events via the newsletter, website, and social media.
 - Publishes webinar recordings and follow-up materials on FinEquity’s website.
 - Supports event coordination.
- **Metrics:**
 - Compiles and reports quarterly communications metrics from the website, blog, newsletter, and social media.
 - Applies insights from metrics to improve online content and engagement.
- **Oversight:**
 - Ensures all communications products comply with CGAP and World Bank Group editorial guidelines and security standards.
 - Meets regularly with the CGAP communications team to ensure alignment on CGAP gender messaging and important announcements.
- **Regional support – FinEquity Africa**
 - Liaises with FinEquity Africa facilitator and regional partners to publish relevant content on the FinEquity Africa webpage on FinEquity’s global site.
 - Regularly shares relevant content with the FinEquity Africa community on Twitter and LinkedIn.
 - Co-create social media engagement plans for FinEquity Africa and FinEquity Global.
 - Launch a LinkedIn or Facebook group for FinEquity Africa.

Deliverables

The following key deliverables are non-exhaustive and are based on the scope of work defined above.

- **Strategy implementation:** Responsible for planning, implementing, and monitoring digital strategies to promote effective online communication and engagement of target audiences, including managing editorial calendars and measuring success. Deliverables include:
 - Implementation and continuous development of the strategic communications work plan.
 - A monthly editorial calendar for online communications and webinars.
- **Content creation:** Drafting, editing, designing, and scheduling a dynamic range of digital content including frequent blogs and newsletters to promote promising member practices and innovation. Deliverables include:
 - Two-three blogs monthly
 - A monthly FinEquity newsletter and maintenance of the subscriber list

- **Web production, graphic design, and social media:** Building and maintaining the FinEquity website; designing visual communication assets as needed; and managing, producing, and scheduling content across FinEquity’s social media channels. This includes:
 - Website updates at least monthly
 - At least 2-3 social media messages and postcards each week
- **Metrics reporting:** Regularly collecting, reporting, and providing recommendations based on website, blog, newsletter, and social media metrics.
- **Event support:** Supporting delivery and promotion of in-person events and regular webinars. This includes development of design materials and editing and distributing the summary report for FinEquity’s annual meeting in Feb 2023.
- **Member outreach:** Helping grow FinEquity’s membership through communications outreach in support of the wider FY 2023 workplan.

Necessary Skills and Experience

- Master's degree in Communications, International Relations/Public Affairs, Journalism, Marketing, Political Science, or other related disciplines, and at least 5 years of relevant experience; OR equivalent combination of the level of education and relevant experience.
- A minimum of five years' experience writing and/or editing medium to long-form text, including at least two years editing for the web.
- Excellent command of English and AP style. Strong writing and editing skills, and an ability to convey complex ideas in a creative, clear, and lively style.
- Shows initiative and takes a proactive approach to generate a consistent pipeline of content.
- Demonstrated experience managing social media channels; can advise others on best practices.
- Web production skills including experience building or maintaining websites using Drupal, Adobe Experience Manager, or WordPress. Knowledge of HTML is an asset.
- Ability to collect web and social media analytics, interpret trends in data, and understand implications for intended audiences.
- Comfort designing and producing e-newsletters using Constant Contact, MailChimp, or Adobe Campaign.
- Experience with design software such as Photoshop, Adobe Illustrator, and Canva. Experience with video editing is an asset.
- Excellent organizational skills. Ability to prioritize, work well under pressure and capably juggle multiple tasks with tight deadlines.
- Strong diplomatic, interpersonal, and team skills; demonstrated client orientation; sensitized in working in a diverse and multicultural environment; ability to work effectively and respectfully with writers of different skill levels, from writers who simply need a copy edit to writers who struggle with message and structure.
- Experience working in finance or international development preferred.
- Knowledge of French language is an asset, but not required.

Task Manager/Reporting

The Task Manager is the External Affairs Officer supporting CGAP’s gender team, but CGAP may designate another qualified task manager. Consultant will report to the Task Manager who has final sign off on deliverables and invoices.

Location

This job can be performed remotely but the candidate is expected to maintain core hours corresponding with the teams located in Washington, DC and/or Paris. There may be a need for travel to provide support to in-person events, including opportunities to visit CGAP partner countries.

Schedule

The successful candidate is expected to work 3-5 days per week from December 1, 2022, to June 30, 2023. This appointment is renewable subject to performance and business needs. The schedule could be adjusted in each subsequent task assignment.

Budget and Payment

All work will be completed between December 1, 2022, and June 30, 2023 unless the appointment is extended, or a new appointment is made. The Consultant will be compensated based on a daily rate for services for up to 150 days per fiscal year. The daily rate will be determined based on the qualifications and prior experience of the consultant per World Bank Group Guidelines.

The Consultant will also be reimbursed for miscellaneous expenses directly related to the work performed pursuant to these TORs with prior written agreement of the Task Manager. Payment will be made following receipt of the payment request through the World Bank system and its approval by the Task Manager.

Ownership/Control of Work Product/Publication

All materials produced or acquired during the appointment—written, graphic, film, digital audio/video or otherwise—shall remain the property of the World Bank unless and to the extent such rights are explicitly relinquished (in whole or in part) by the World Bank, in writing. CGAP furthermore retains the exclusive right to publish or disseminate reports arising from such materials in all languages. In the event of early termination of the appointment or non-renewal upon its expiration, the Consultant shall, if requested by CGAP, deliver to it copies of all materials and data developed with CGAP funds. Any material developed by the Consultant under these TORs may not be used without written prior approval from the World Bank.

Authorship and Acknowledgement

CGAP staff will generally be listed as the authors of any publication or other communication that is produced as a result of the research conducted during the appointment. The Consultant's contribution in conducting this research will be acknowledged in any such publication. If, in the reasonable view of the Task Manager, the Consultant contributes significantly to the conceptualization and drafting of any documents created, the Consultant will be listed as co-author, along with the relevant CGAP staff.

Confidentiality

All knowledge and information not already within the public domain which the Consultant may acquire from CGAP or its employees, or by virtue of the assignment, shall for all time and for all purposes be regarded by the Consultant as strictly confidential and held in confidence, and shall not be directly or indirectly disclosed by the Consultant to any person whatsoever excepting with the World Bank's written permission. All outputs of the work and materials produced in the course of the work, and all by-products shall remain confidential unless the World Bank authorizes public release.