Terms of Reference
FinEquity Communications Consultant

Thematic Area: Contributing to women’s economic empowerment

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

From: September 1, 2023
To: June 30, 2024 (3 days per week)

Task Manager: CGAP External Relations Officer

Resumes and cover letters should be sent to braharinoasy@worldbank.org with the following subject line: "FinEquity Communications Application” by August 20, 2023 (11:59pm EST).

About CGAP

CGAP is a global partnership of more than 30 leading development organizations dedicated to advancing the lives of people living in poverty, especially women, through financial inclusion.

CGAP works at the frontier of inclusive finance to test solutions, spark innovation, generate evidence, and share insights. CGAP’s knowledge enables public and private stakeholders to scale solutions that make financial ecosystems meet the needs of poor, vulnerable, and underserved people and of micro and small enterprises (MSEs), including through advancing women’s economic empowerment. As a global public good, CGAP’s independent research and analysis is available to all.

CGAP envisages responsible and inclusive financial ecosystems that enable a green, resilient, and equitable world for all. CGAP is guided by a five-year strategy and annual workplans – the new strategy covering FY24-28 (CGAP VII Strategy) will contribute to strengthening responsible and inclusive financial ecosystems by elevating the focus of financial inclusion to broader development outcomes.

To achieve this, CGAP will focus on contributing to seven outcome areas through its work program: (i) mobilizing financial services for climate adaptation, mitigation, and a just transition; (ii) mobilizing financial services for building resilience to shocks and managing risk; (iii) mobilizing financial services for women and MSEs to capture economic opportunities; (iv) increasing the breadth and depth of financial inclusion; (v) promoting responsibility in financial ecosystems and enabling financial sector policies and regulations; (vi) enhancing the effectiveness of impact investing in inclusive finance and the inclusiveness of carbon markets; and (vii) generating and promoting evidence of what works, where, and for whom.

Through its work, CGAP is committed to accelerating progress toward women’s financial inclusion, and we take a gender-intentional approach to our research and advocacy efforts.

CGAP is housed in the World Bank. For more information, please visit https://www.cgap.org/

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 two regional groups: FinEquityALC, to engage Spanish speakers advancing women’s financial inclusion in the Latin America and the Caribbean region; and FinEquityAfrica in Sub Saharan Africa. FinEquity ALC and FinEquityAfrica host member networking and knowledge-sharing events, leveraging the FinDev Platform.

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**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 LinkedIn 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 internal 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.

• **Newsletters:**
  - Brainstorms content, designs, drafts, edits, and publishes FinEquity’s monthly newsletter.
  - Designs and edits quarterly FinEquityAfrica newsletters.
  - 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 2024, including editing and distributing the summary report, presentations, and any press releases.
  - Prepares communications products such as invitations, flyers, event webpages, and edits and designs Powerpoints in support of regular webinars and other public-facing 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:**
  - Supports development of FinEquity analytics strategy, member engagement and audience analysis.
  - Compiles and reports quarterly communications metrics from the website, blog, newsletter, and social media.
  - Applies insights from metrics to improve online content and engagement.

• **Community management:**
  - Moderates FinEquity’s DGroups forum membership and content.

• **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 edit and publish relevant content on the FinEquity Africa webpage on FinEquity’s global site.
  - Designs and edits quarterly FinEquityAfrica newsletters.

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**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 quarterly FinEquityAfrica newsletter, including maintenance of the subscriber lists

• **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.

• **Member outreach**: Helping grow FinEquity’s membership through communications outreach in support of the wider FY 2024 workplan.

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**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 days per week from July 1, 2023, to June 30, 2024. This appointment is renewable subject to performance and business needs. The schedule could be adjusted in each subsequent task assignment.

**Budget and Payment**
The daily rate will be determined based on the qualifications and prior experience of the consultant.

The budget ceiling for the work under these TOR is one-hundred and fifty (150) days and the consultant's time will be compensated based on an agreed fee per eight (8) hour consulting day or pro-rated portions thereof.

The Consultant will also be reimbursed for miscellaneous expenses directly related to the work performed pursuant to these TORs (documented in accordance with relevant CGAP procedures) or with prior written agreement with Task Manager. Payment will be made upon 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.