



Terms of Reference

Consultant:

Thematic Area: Communications

Project Title: Digital Communications Analyst

From: 05/02/2024

To: 06/30/2024

Task Manager: Philippe Ruellan, External Affairs Officer

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 the Project

CGAP hosts a series of events that foster engagement among diverse audiences, focusing on topics related to financial inclusion. By bringing together experts, stakeholders, and community members, these events will facilitate meaningful discussions, knowledge sharing, and collaboration toward achieving greater financial inclusion for all.

These events are also designed to share knowledge and insights to scale solutions that make financial ecosystems meet the needs of poor, vulnerable, and underserved people and MSEs, including by advancing women's economic empowerment.

Scope of Work

The consultant will deliver digital communication assistance for the management of virtual and hybrid events. They will collaborate with teams and maintain a current shared schedule. They oversee all operational aspects, organize, and facilitate multilingual virtual events, and ensure adequate preparation, testing, and support of those virtual events. Moreover, they provide guidance to speakers on technical matters, act as hosts during live sessions, and manage post-event responsibilities such as reporting and editing. Additionally, they review and enhance event registration forms and email templates.

Methodology and Specific Tasks

The consultant will provide online communications support in virtual event management.

- Coordinates among different CGAP teams to prioritize events involving large external audiences; maintains a shared events calendar; regularly reviews listed events to ensure the information is up to date.
- Manages all logistical aspects leading up to the event; supports planning and hosting of virtual events in English, Spanish, French, and Arabic.
- Works independently to ensure all setup and testing have been performed before the event.
- Provides technical coaching to speakers on how to use the platform effectively.
- Serves as a host during live events; uploads presentations, creates and administers event polls; responds to questions about logistics in the chat box.
- Provides post-event reporting; edits and publishes the event recording and slide deck.
- Reviews and updates event registration forms and email templates.

The Task Manager and other CGAP staff will participate in the review and guidance of the work, based on the specific requirements of each task.

Necessary Skills and Experience

- Master's Degree and at least two years of relevant experience in Communications, Media, Information Systems, or related field OR equivalent combination of the level of education and relevant experience.
- Experience with key virtual event platforms such as Webex, Zoom, and MS Teams.
- Prior experience hosting and moderating well-attended webinars.

- Online Polling and Survey Tools: Demonstrable experience with software like Slido or SurveyMonkey, focused on designing, executing, and analyzing online polls and surveys.
- Basic Video Editing Skills: Capability in basic video editing with platforms such as Adobe Premiere Pro, Final Cut Pro, or similar apps. Skills should include trimming, splicing, adding transitions, and audio adjustments.
- Understanding of YouTube Analytics: Knowledge of YouTube Analytics fundamentals, with the ability to analyze performance metrics, interpret viewer engagement data, and use insights to optimize content for better performance.
- Ability to solve problems and make sound decisions in high-pressure situations.
- Strong project management skills and ability to meet tight deadlines under pressure.
- Excellent verbal and written communication skills.
- Ability to work independently and deliver high-quality content on schedule.
- Fluency in English is required. Knowledge of French and/or Spanish and/or Arabic is an asset.
- Experience working in a diverse and multicultural environment and on international development issues related to financial inclusion is a distinct advantage.
- Strong interpersonal skills; cooperative, problem-solving approach to the work.

Ownership/Control of Work Product/Publication

All materials produced or acquired during the appointment - written, graphic, film, and 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. The World Bank furthermore retains the exclusive right to publish or disseminate in all languages reports arising from such materials.

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 by 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.

Task Manager/Reporting

The Task Manager is Philippe Ruellan, External Affairs Officer. CGAP may designate another qualified task manager. The Task Manager has the final sign-off on deliverables and invoices.

The Consultant will report to the Task Manager.

Schedule

All work will be completed between 05/02/2024 and 06/30/2024, unless the appointment is extended, or a new appointment is made. The schedule could be further clarified in each subsequent task assignment.

This appointment is renewable for 75 days in FY25 subject to performance and business needs.

Budget and Payment

The daily rate will be determined based on the qualifications and prior experience of the consultant and per WBG Guidelines for hiring HQ-based STCs.

The Consultant will also be reimbursed for miscellaneous expenses directly related to the work performed pursuant to these TORs (documented in accordance with relevant WBG procedures) with prior written agreement with the Task Manager. Payment will be made upon receipt of the payment request through the World Bank system and its approval by the Task Manager.

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 written permission.

All outputs of the work, materials produced in the course of the work, and all by-products shall remain confidential unless the World Bank authorizes public release.