



Terms of Reference

Consultant:	Communications Consultant
Thematic Area:	Customer Segments
Project Title:	CGAP Women's Financial Inclusion Community of Practice
From:	January __, 2019
To:	June 30, 2019
Task Manager:	Yasmin Bin-Humam, CGAP Financial Sector Specialist

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 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.

CGAP is guided by a five-year strategy and annual workplans. The next five-year strategy, CGAP VI, covers the period July 1, 2018-June 30, 2023 and is built on a theory of change that has identified four collective outcomes:

- Customers have information, incentives, trust, confidence and networks to participate in the financial system;
- Providers offer affordable, responsible, and accessible financial solutions for poor people that are sustainable and at scale;
- An infrastructure that enables ubiquitous, efficient, open and safe markets is in place; and,
- A policy and regulatory framework for responsible financial inclusion is in place and enforced.

To contribute toward achievement of these outcomes, CGAP's strategy has identified four priority technical areas including:

- Creating customer value;
- Emerging business models;



- Enabling infrastructure; and,
- Next generation policy.

Additionally, CGAP will continue to provide industry-level support to share knowledge and scale impact beyond its core partners. This will include improving global learning on impact evidence, supporting CGAP's members, and focusing on capacity development to scale learning with providers and policymakers.

Implementation of CGAP VI is carried out by the Operational Team through a "portfolio of projects" designed to achieve the high-level collective outcomes articulated in the theory of change.

Scope of Work

- Develop a communication strategy for the COP supporting the new brand roll out and 2019 workplan.
- Ensure full coherence and alignment across the Community of Practice in implementing the communication strategy, and adapting it for regional expansion as needed.
- Provide technical advice and support to facilitators and WG leads in planning and developing relevant information and communications products.
- Provide input to all major documents, including working papers, knowledge briefs, case studies, and other technical documents, to ensure they are well written and clearly communicating key messages.
- Be responsible for the compilation and finalization of a narrative annual report.
- Oversee the content of the Dgroup platform, ensuring that discussions and content are regularly updated and promoted.
- Oversee the design and editorial content of materials produced by the COP for upload to FinDev Gateway.
- Initiate and implement communication activities in COP yearly plan.
- Develop and coordinate media outreach, write press releases, web and print news stories and external articles on COP activities, events, seminars and updates.
- Respond to routine and non-routine inquiries about the COP to enhance two-way communication and dialogue with key audiences.
- Develop content and branding for flyers, posters, event displays and presentations.
- Together with other members of the COP team, plan COP in person events and other high profile media opportunities to showcase the COP's work.

Methodology and Specific Tasks

The Consultant will coordinate all work closely with Yasmin Bin-Humam and other members of the COP team and will undertake the following steps in this assignment.

1. Supporting branding of COP

- Work with the graphic designer on the new COP logo.
- Translate logo into comms templates for the COP, e.g. digest, briefs, ppts.

2. Document and share promising member practices and innovation

- Liaise with FinDev team to maintain COP landing page, regularly updating with new content, e.g. publication highlights, vlogs, blogs, etc.



- Assist with responding to calls for information and referrals on the Dgroup and ensure members distribute newly published materials in this for a.
- 3. Manage Webinar Series**
 - Work with COP leads to identify topics of interest for annual webinar series reflecting key technical themes of the working group.
 - Vet topics with COP membership and regularly elicit input for additional topics.
 - Develop and promote a calendar of events for the COP.
 - Provide technical backstopping for webinars, including preparations for speakers, live backstopping and post follow up docs, recordings, etc.
 - 4. Support member outreach**
 - Develop a communication strategy for the COP supporting the new brand roll out and 2019 workplan, including web and social media activities.
 - Administer annual member feedback survey and share results with the team, helping to translate feedback into updated communications and programmatic work plans.
 - 5. Support in person events**
 - Manage overall process for in person events, including identification of venue, logistics, marketing, scholarships program, and reporting back to COP members.

Deliverable(s)

The following are expected deliverables based on the scope of work defined above.

- 1. Supporting branding of COP**
 - Comms templates for the COP, e.g. digest, briefs, ppts.
- 2. Document and share promising member practices and innovation**
 - An up to date and engaging internet presence maintained, including a dynamic range of blogs, papers and webinar recordings resulting from WGs and other learning events.
- 3. Manage Webinar Series**
 - A calendar of Webinars that has been vetted and approved by members.
 - 6 successful webinars per year.
 - Library of webinar recordings, with direct links from Dgroups.
- 4. Support member outreach**
 - Successful completion of a communication strategy for the COP supporting the new brand roll out and the 2019 workplan, including web and social media activities.
 - Achievement of key communications outputs therein.
 - Annual member feed back report on content, quality and utility of COP activities and knowledge products.
- 5. Support in person events**
 - Marketing and relevant cross branding materials.
 - Resulting knowledge products, including summary report, ppt library, press releases, etc.
- 6. Maintain online sharing and discussion spaces**
 - Syntheses of academic papers in more easily digestible formats for a broad range of comms and knowledge sharing use cases.

Necessary Skills and Experience

- Master's degree in Journalism, Communications, Public Relations or a related field, and a minimum of 5 years of relevant work experience, or equivalent combination of education and experience.
- Excellent English language skills and proficiency to quickly write and edit complex communications products for purposeful structure, clarity of ideas, and logical, persuasive presentation. Fluency in French or Spanish is highly desirable.
- Ability to nurture and maintain relationships and communications with critical internal and external stakeholders.
- Ability to think strategically and rapid analysis diverse information from varied sources.
- Excellent organizational skills, Ability to take initiative, personal ownership and accountability to meet deadlines, work under pressure, balance competing demands and achieve agreed-upon results.
- Demonstrates ability for teamwork in a multicultural environment.
- Experience using digital and social media to stimulate conversations with stakeholders, develop strategies to position across websites, blogs and other channels.
- Experience developing and updating websites is a plus.
- Experience with communications technologies used by international organizations is a plus.

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 CGAP unless and to the extent such rights are explicitly relinquished (in whole or in part) by CGAP, in writing. CGAP 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 CGAP the Task Manager.

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 Yasmin Bin-Humam, CGAP Financial Sector Specialist. CGAP may designate another qualified task manager. The Task Manager has final sign off on deliverables and invoices. The Consultant will report to the Task Manager.



Schedule

All work will be completed between January __, 2019 and June 30, 2019, unless the appointment is extended or a new appointment is made. The schedule could be further clarified 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 fifty (50) days. 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.

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.