

Terms of Reference

For

Selection of Individual Consultant

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| Job # | N/A |
| Job Title | Junior Consultant (Communications & Social Media) |
| No of position | 1 |
| Location | Dhaka, Bangladesh |
| Appointment | Local Hire |
| Job Posted | TBA |
| Closing Date | TBA |
| Language | Bangla [Essential]; English [Essential] |
| Appointment Type | Time Based. Duration: 12 months (Further extension is subject to the performance of the incumbent and availability of fund) |

Background of the Project:

The Aspire to Innovate (a2i) Programme builds on the Government of Bangladesh's efforts to introduce a citizen-centric culture of innovation in civil service to improve service delivery and make services more inclusive, affordable, reliable, and easier to access. This project will provide support to establish institutional mechanisms and improve accountability to accelerate SDG achievements in Bangladesh.

This project will have three components:

1. Institutionalizing Public Service Innovation and Improving Accountability
2. Catalyzing Digital Financial Services and Fintech Innovations
3. Incubating Private Sector-enabled Public Service Innovation

Background of the assignment:

The goal of "Smart Bangladesh Vision 2041" is to make the country a developed and successful country by 2041 through a bold and inclusive digital transformation plan. The Aspire to Innovate (a2i) Programme is at the front of this journey of change. Its objective is to raise knowledge across the country and carry out the powerful "Smart Bangladesh 2041" campaign. Through strategic use of both old and new media and partnership with respected partners on a national and international level, a2i is making sure that the campaign's goals are widely accessible. This group effort includes many different projects, such as advocacy and networking events, brand activations, publications, and campaigns with many different parts. This big project aims to create a synergistic approach by involving a wide range of stakeholders and forming useful partnerships. This will bring people together to work toward the common goal of making Bangladesh more technologically advanced, welcoming, and successful. Smart Bangladesh 2041 aims to leave a lasting impression on the nation's collective consciousness through a dynamic mix of media outreach, advocacy activities, and strategic partnerships. It provides this through fostering a sense of shared responsibility and commitment to the realization of a digitally empowered and thriving future.

Aspire to Innovate (a2i) Programme is looking to recruit one **Junior Consultant (Communications & Social Media)** who will support to oversee and coordinate a2i's and Smart Bangladesh campaign projects, different programs, engagements, branding events, and activations while providing essential support for disseminating key messages nationally and internationally.



Objectives of the assignment:

The overall objective of the assignment will be the following:

- Prepare internal documents briefing materials, concept/background papers, periodic reports etc.
- Support Communications Team to maintain project networks to ensure on time in full delivery of projects.
- Coordinate with internal teams to prepare for external programs and engagements.
- Work closely with the administrative teams for vendor management and logistical support needs.
- Support in advocacy events, networking events, webinars, joint workshops, co-design exercises.
- Support to implement the Smart Bangladesh 2041 campaign plan with the partnership of national and international media/ organization.

Supervision and Performance Evaluation:

The **Junior Consultant (Communications & Social Media)** will be working with the Culture & Communications team of Aspire to Innovate Programme. A performance evaluation will be conducted by the project authority of a2i. After 12 months of the contract period and further continuation of the contract will depend upon the satisfactory performance and availability of funds.

Scope of work, Duties and Responsibilities:

- Support to create & strategies for brand building nationally and internationally.
- Assist in creating campaign plans for mass awareness about a2i innovations, activities, and Smart Bangladesh Vision.
- Assist in developing engaging and informative content for various communication channels, including websites, blogs, social media platforms, and print materials.
- Write/Edit briefing materials, news, articles, reports, features, concept notes, newsletters, presentations, and other communication materials that effectively convey key messages of a2i and various domains.
- Publish articles, PRs, write-ups, and audio-visual materials on media platforms.
- Support in initiation of awareness and promotional shows, events, talks, discussion, webinar, seminar, conference, and workshop.
- Assist to strategies and design field activation and campaign plans for Smart Bangladesh.
- Ensure consistent brand messaging and representation across communication channels internationally.
- Support to measure the effectiveness of communication strategies and campaigns using metrics such as audience reach, engagement, and feedback and analyze data to gain insights and make data-driven decisions to improve communication efforts.
- Assist to develop social media strategy based on competitive analysis, platform selection, comparison, message, and audience identification.
- Create well-regarded PowerPoint presentations and proposals for high-level meetings including charts, graphs, images, and other visual aids.
- Support to maintain strategic communication and networking with the key stakeholders.
- Develop and execute crisis communication plans to effectively address and mitigate communication challenges during emergencies or critical situations.



- Collaborate closely with administrative teams to address vendor management and logistical support requirements.
- Provide support to domain teams and colleagues on overall comms improvement and brand alignment.
- Manage new media/social media platforms along with campaigns and initiatives of the a2i and Smart Bangladesh.
- Develops and maintains a photo, news and other related database that contains images expressive of the issues, actions, and results a2i is working.
- Using a2i's website and social media like Facebook, Twitter, LinkedIn, Instagram, Threads and YouTube to reach audiences with specially developed information material that suitable and relevant for such sites.
- Support the knowledge Management Team to advocate and disseminate knowledge products and services.

Deliverables and Timeframe:

The assignment will be for 12 months. Completed task under each area and activity will be as follows:

| Deliverables | Timeline |
|--|------------------|
| <ul style="list-style-type: none"> • Develop 30 news, articles, reports, features, concept notes, newsletters, reports, speeches, presentations, and other communication materials. • Develop 12 strategic campaign plan involving social media, media outlets, mass media, artists, civil society, individuals, and community groups to maximize outreach and engagement. • Support ensure branding and organize 20 awareness and promotional shows, events, talks, discussion, webinar, seminar, conference, and workshop. • Support to maintain strategic communication and networking with the key stakeholders. • Develop monthly campaign plan and supervise the regular contents (150 design and captions) for social media platforms. • Prepare 12 social media analytical report based on various campaign and initiatives. • Assist to organize 03 field visits with journalists, media personnel and media outlets. • Support to establish partnership with 08 international organizations for branding and promotion. • Collaborate closely with administrative teams to address vendor management and logistical support requirements. | <p>12 Months</p> |

The incumbents will perform other related duties and responsibilities as and when required and assigned. The incumbent should function as an effective team member.

Payment: The Junior Consultant will be paid 12 (Twelve months) equal installments on monthly basis upon completion of above deliverables.



Requirements for Experience and Qualifications:

I. Academic Qualifications:

- Minimum Bachelor's degree in any discipline from any reputed public/private University.

II. Experience:

- At least 4 years of experience in any national/ international organizations.
- At least 2 years of experience in communications/ journalism/ media.
- At least 2 years of experience in copywriting/ copy supervising/ content supervising in government/ private organizations.

