

REGIONAL

RG-T3716

Climate Change Division Consultant for the design and production of communication content for the NDC Invest® Platform

Terms of Reference

Background of this search

The IDB is looking for a Product and External Services Contractual (PEC) to support the Climate Change Division with the design and production of a series of communicational products that support the positioning efforts of the platform NDC Invest® across target audiences in Latin America and the Caribbean.

The team's mission

Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing member countries.

The Climate Change and Sustainable Development Sector (CSD) advises the Bank's Management on climate change and sustainable development and develops overall IDB policies, strategies, operational guidelines and programs in these areas.

The Paris Agreement marked an historic turning point as 196 countries committed to holding the rise in the global average temperature to well below 2 degrees Celsius and pursue efforts to limit the rise to 1.5 degrees Celsius. As of February 1st, 2019, all 26 LAC IDB borrowing members had submitted the first iterations of their commitments to the agreement called the Nationally Determined Contributions (NDCs). As part of the Paris Agreement's ambition mechanism, a process carried out every five years to take stock of current progress and increase action in order to achieve the long-term temperature goals, all countries are expected to submit new NDCs by the end of 2020.

In this context, the Board of Executive Directors of the IDB established the Nationally Determined Contribution (NDC) Pipeline Accelerator Multi-Trust Fund (ACL or the Fund) in 2017 to help countries in LAC deliver on their commitments under the Paris Agreement and the agreed UN 2030 Agenda, including the 17 Sustainable Development Goals (SDGs).

The Accelerator Multi-Trust Fund (ACL) provides grant financing to cover the added costs of embedding climate and sustainability considerations in upstream program and project preparation, as well as the identification and facilitation of pipeline creation for sustainable investments. The Fund's resources seek to enable the IDB Group's projects and counterparts at the country level to develop plans for low-carbon growth, climate resilience, and sustainability early in the project cycle.

The IDB is developing a communication strategy that promotes the ACL fund brand positioning. The objective is to design a communication proposal to develop a clear marketing strategy and promote ACL results and impact to improve the IDB pipeline of sustainable operations. The IDB is looking for a Senior Communications Consultant to support the design of a communications strategy regarding the ACL to achieve brand positioning.

Consultancy objective(s)

The overall objective of the consultancy will be to develop a Communications and Positioning Strategy for the ACL supported by key products that contribute to strengthen and consolidate the positioning; and facilitate dissemination and fundraising. More specifically, this strategy will facilitate effective communication of the ACL over time to achieve:

- A high level of recognition for the program across stakeholders.
- Learning and dissemination in relation to outputs and outcomes of the program.
- Successful fundraising campaigns to leverage Fund resources.

What you'll do:

- Analysis of current NDC Pipeline Accelerator (ACL) brand scenario and proposal for ACL brand positioning.
- Carry out an interactive strategy intake exercise involving IDB Group staff to gain insight and knowledge of the program, and the expectations for communications activities and outcomes relating to the program over time. This may include participatory approaches including meetings, brainstorming sessions, focus groups etc.
- Design of a communication strategy and plan to support the achievement of the communication objectives for the ACL. The strategy and plan should clearly identify which part of the IDB Group should lead each activity and, to the extent possible, indicative costs of different types of activity proposed. They should contribute to the brand development by producing the following communication components:
 - Concept Brand, including a slogan.
 - Brand Identity, including logotype and a brand use manual.
 - Redesign the ACL homepage housed within the NDC Invest website (ndcinvest.com). For further reference visit <https://ndcinvest.org/ACL/index.php>. Design and programming of a website under the NDC INVEST® domain that include the creation of multimedia pieces and basic programming tasks to ensure a fully functioning online site that reflects the new image and communication campaign of the ACL Fund.
 - Concept Video in order to communicate brand identity. In addition, prepare and present a script, storyboard of the ACL Fund and showcase key projects.
- Masters graphics, as pieces that adapt to any graphic material. This includes, ppt, infographics, portfolio executive reports, brochure and diagramming annual reports among others.
- Ensure the proper use of the IDB Group branding guidelines, and the application of the previous diagnosis of climate change communications and NDC INVEST communication strategy.

- Support the dissemination of knowledge products as ways of working, selection criteria (how projects to invest in are chosen), ACL regional vision/goals. Contribute to brand positioning and diffusion, by developing the following products:
 - Production of videos that reflect the new brand positioning of the ACL. Produce Video Series Projects (3-6 videos that highlight ACL Fund Results and its alignment to NDC INVEST efforts and goals).
 - Video results achieved (documentary videos that adapt to each region or initiative where the fund has been implemented).
 - Social Media management (Twitter, LinkedIn, Instagram).
 - Blog posts (3-5 articles per year).
 - Institutional visibility (materials for donors that serve aid outreach).
 - Newsletter (biannual publications).
 - Infographics (visual knowledge sharing pieces highlighting projects across the region) To use proven examples as to why the donors should contribute: Regional success stories and countries' engagement with the ACL operations (what we have already achieved, highlighting the critical role that donor funds played).
- Using the information generated by the IDB under a discovery and analysis of NDC Invest® brand scenario (target audiences, competition, threats, opportunities), reflect those findings in the creative direction of ACL produced videos.
- To be present at Climate events, regional conferences and key meetings with materials and activations that highlight ACL Fund achievements and acknowledge its Donors contribution .
- Support actions to raise brand awareness, acquire new recurring donors attract more fund investors.
- Prepare a survey to get donors and other key stakeholders inputs for improve the communication campaign.

Deliverables and Payment timeline:

The consultancy involves the delivery of the following products:

- **Product 1:** Work plan with a timeline for deliverables.
- **Product 2:** Communication strategy and plan, developing a brand to position the ACL Fund that is aligned with the communicational strategy of NDC Invest®. This will include:
 - Analysis report of current ACL brand scenario and proposal for ACL brand positioning.
 - Develop strategic concept to communicate ACL new brand positioning and creative communication campaign ecosystem and target journey.
 - Design and programming of a website under the NDC Invest domain (hosted in the platform WIX), and should include the creation of multimedia creative pieces and basic programming tasks to ensure a fully functioning online site that reflects the image and communication campaign of the ACL. This product includes the

maintenance of the website for a period of up to 4 months after the signing of the contract.

- **Product 3:** Positioning and diffusion audiovisual material. This will include:
 - The script, storyboard and final cut of 3-6 videos, to showcase ACL Fund. This includes the revision phases, feedback and adjustments. These videos will be part of the communicational strategy and plan to position the NDC Invest® platform too.
 - For each region or initiative where the ACL Fund has been implemented, documentary videos will be produced to highlight results achieved.
 - Email Marketing (about the details of each project).
 - Support the brand positioning (with the use of hastags, keywords, etc.) in social media such as Twitter, LinkedIn, Instagram and Facebook.
 - Provide institutional visibility as materials for donors that serve aid outreach.
 - Support the development of tools and materials such as templates and others.
 - And produce Infographics (visual knowledge sharing pieces highlighting projects across the region).

Payment timeline:

1. 30% upon approval of product 1
2. 40% upon approval of product 2
3. 30% upon approval of product 3

What you'll need:

Citizenship: You are a citizen of one of our 48-member countries with residency or legal permit to work in Mexico.

Consanguinity: You have no family members (up to fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB Group.

Education: Master's degree or equivalent with a minimum of 5 years of relevant professional experience, or the equivalent combination of education and experience in communications, advertising, art direction or any other related field.

Experience: At least 5 years of relevant professional experience in storytelling; media design, development and production; communications & messaging; stakeholder insight & outreach and events planning. Ideally, direct experience working with governments, academia and the private sector, and an international environment.

Languages: Excellent command of two official languages of the IDB, in this case English and Spanish.

Core and Technical Competencies: Advanced level storytelling; communications and messaging; writing and editing; media design and development; stakeholder insight and outreach; program management and evaluation; business acumen;

marketing; learning and knowledge management methodologies and interventions; measurement, evaluation and learning impact; interdisciplinary knowledge and institutional perspective; learning and knowledge project management; events planning and organization. Use of multiple technologies to prepare and deliver media content, effective presentation and writing skills. Team building skills.

Opportunity Summary:

- Type of contract and modality: PEC.
- Length of contract: 6 months.
- Starting date: February 1st, 2020
- Location: Consultant's place of residence.
- Responsible person: Climate Change Lead Specialist.
- Requirements: You must be a citizen of one of the IDB's 48 member countries and have no family members currently working at the IDB Group.

Our culture: Our people are committed and passionate about improving lives in Latin-America and the Caribbean, and they get to do what they love in a diverse, collaborative and stimulating work environment. **We are the first Latin American and Caribbean development institution to be awarded the EDGE certification, recognizing our strong commitment to gender equality.** As an employee you can be part of internal resource groups that connect our diverse community around common interests.

We encourage women, afro-descendants, people of indigenous origins, and persons with disabilities to apply.

About us: At the IDB, we're committed to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

Our team in Human Resources carefully reviews all applications.

REGIONAL

RG-T3716

Climate Change Division Consultant Firm for the communications and strategy of the ACL

Terms of Reference

Background of this search:

The IDB is looking for a Product and External Services Contractual (PEC) to support the Climate Change Division with the design and production of a series of communicational products that support the positioning efforts of the platform NDC Invest® across target audiences in Latin America and the Caribbean.

The team's mission:

Established in 1959, the Inter-American Development Bank ("IDB" or "Bank") is the main source of financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing member countries.

The Climate Change and Sustainable Development Sector (CSD) advises the Bank's Management on climate change and sustainable development and develops overall IDB policies, strategies, operational guidelines and programs in these areas.

The Paris Agreement marked an historic turning point as 196 countries committed to holding the rise in the global average temperature to well below 2 degrees Celsius and pursue efforts to limit the rise to 1.5 degrees Celsius. As of February 1st, 2019, all 26 LAC IDB borrowing members had submitted the first iterations of their commitments to the agreement called the Nationally Determined Contributions (NDCs). As part of the Paris Agreement's ambition mechanism, a process carried out every five years to take stock of current progress and increase action in order to achieve the long-term temperature goals, all countries are expected to submit new NDCs by the end of 2020.

In this context, the Board of Executive Directors of the IDB established the Nationally Determined Contribution (NDC) Pipeline Accelerator Multi-Trust Fund (ACL or the Fund) in 2017 to help countries in LAC deliver on their commitments under the Paris Agreement and the agreed UN 2030 Agenda, including the 17 Sustainable Development Goals (SDGs).

The Accelerator Multi-Trust Fund (ACL) provides grant financing to cover the added costs of embedding climate and sustainability considerations in upstream program and project preparation, as well as the identification and facilitation of pipeline creation for sustainable investments. The Fund's resources seek to enable the IDB Group's projects and counterparts at the country level to develop plans for low-carbon growth, climate resilience, and sustainability early in the project cycle.

The IDB is developing a communication strategy that promotes the ACL fund brand positioning. The objective is to design a communication proposal to develop a clear marketing strategy and promote ACL results and impact to improve the IDB pipeline of sustainable operations. The IDB is looking for a Senior Communications Consultant to support the design of a communications strategy regarding the ACL to achieve brand positioning.

Consultancy objective(s)

The overall objective of the consultancy will be to develop a Communications and Positioning Strategy for the ACL supported by key products that contribute to strengthen and consolidate the positioning; and facilitate dissemination and fundraising. More specifically, this strategy will facilitate effective communication of the ACL over time to achieve:

- A high level of recognition for the program across stakeholders.
- Learning and dissemination in relation to outputs and outcomes of the program.
- Successful fundraising campaigns to leverage Fund resources.

What you'll do:

- Analysis of current NDC Pipeline Accelerator (ACL) brand scenario and proposal for ACL brand positioning.
- Design of a communication strategy and plan to support the achievement of the communication objectives for the ACL. The strategy and plan should clearly identify which part of the IDB Group should lead each activity and, to the extent possible, indicative costs of different types of activity proposed. They should contribute to the brand development by producing the following communication components:
 - Concept Brand, including a slogan.
 - Brand Identity, including logotype and a brand use manual.
 - Redesign the ACL homepage housed within the NDC Invest website (ndcinvest.com). For further reference visit <https://ndcinvest.org/ACL/index.php>. Design and programming of a website under the NDC INVEST® domain that include the creation of multimedia pieces and basic programming tasks to ensure a fully functioning online site that reflects the new image and communication campaign of the ACL Fund.
 - Concept Video in order to communicate brand identity. In addition, prepare and present a script, storyboard of the ACL Fund and showcase key projects.

Masters graphics, as pieces that adapt to any graphic material. This includes, ppt, infographics, portfolio executive reports, brochure and diagramming annual reports among others.

- Ensure the proper use of the IDB Group branding guidelines, and the application of the previous diagnosis of climate change communications and NDC INVEST communication strategy.
- Support the dissemination of knowledge products as ways of working, selection criteria (how projects to invest in are chosen), ACL regional vision/goals. Contribute to brand positioning and diffusion, by developing the following products:
 - Production of videos that reflect the new brand positioning of the ACL. Produce Video Series Projects (3-6 videos that highlight ACL Fund Results and its alignment to NDC INVEST efforts and goals).
 - Video results achieved (documentary videos that adapt to each region or initiative where the fund has been implemented).

- Social Media management (Twitter, LinkedIn, Instagram).
- Using the information generated by the IDB under a discovery and analysis of NDC Invest® brand scenario (target audiences, competition, threats, opportunities), reflect those findings in the creative direction of ACL produced videos.

Deliverables and Payment timeline: The consultancy involves the delivery of the following products:

- **Product 1:** Work plan with a timeline for deliverables.
- **Product 2:** Communication strategy and plan, developing a brand to position the ACL Fund that is aligned with the communicational strategy of NDC Invest®. This will include:
 - Analysis report of current ACL brand scenario and proposal for ACL brand positioning.
 - Develop strategic concept to communicate ACL new brand positioning and creative communication campaign ecosystem and target journey.
 - Design and programming of a website under the NDC Invest domain (hosted in the platform WIX), and should include the creation of multimedia creative pieces and basic programming tasks to ensure a fully functioning online site that reflects the image and communication campaign of the ACL. This product includes the maintenance of the website for a period of up to 4 months after the signing of the contract.
- **Product 3:** Positioning and diffusion audiovisual material. This will include:
 - The script, storyboard and final cut of 3-6 videos, to showcase ACL Fund. This includes the revision phases, feedback and adjustments. These videos will be part of the communicational strategy and plan to position the NDC Invest® platform too.
 - For each region or initiative where the ACL Fund has been implemented, documentary videos will be produced to highlight results achieved.

Payment timeline:

1. 30% upon approval of product 1
2. 40% upon approval of product 2
3. 30% upon approval of product 3

What you'll need:

Citizenship: You or Team are a citizen of one of our 48-member countries with residency or legal permit to work.

Consanguinity: You have no family members (up to fourth degree of consanguinity and second degree of affinity, including spouse) working at the IDB Group.

Education: Master's degree or equivalent with a minimum of 5 years of relevant professional experience, or the equivalent combination of education and experience in communications, advertising, art direction or any other related field.

Experience: At least 5 years of relevant professional experience in storytelling; media design, development and production; communications & messaging; stakeholder insight & outreach and events planning. Ideally, direct experience working with governments, academia and the private sector, and an international environment. Experience in development and design of webpages.

Languages: Excellent command of two official languages of the IDB, in this case English and Spanish. Portuguese is a plus

Core and Technical Competencies: Advanced level storytelling; communications and messaging; writing and editing; media design and development; stakeholder insight and outreach; program management and evaluation; business acumen; marketing; learning and knowledge management methodologies and interventions; measurement, evaluation and learning impact; interdisciplinary knowledge and institutional perspective; learning and knowledge project management; events planning and organization. Use of multiple technologies to prepare and deliver media content, effective presentation and writing skills. Team building skills.

Opportunity Summary:

- **Type of contract and modality:** Consultancy Firm
- **Length of contract:** 6 months.
- **Starting date:** January 1st, 2022
- **Location:** Consultant's place of residence.
- **Responsible person:** Climate Change Lead Specialist.
- **Requirements:** You must be a citizen of one of the IDB's 48 member countries and have no family members currently working at the IDB Group.

Our culture: Our people are committed and passionate about improving lives in Latin-America and the Caribbean, and they get to do what they love in a diverse, collaborative and stimulating work environment. **We are the first Latin American and Caribbean development institution to be awarded the EDGE certification, recognizing our strong commitment to gender equality.** As an employee you can be part of internal resource groups that connect our diverse community around common interests.

We encourage women, afro-descendants, people of indigenous origins, and persons with disabilities to apply.

About us: At the IDB, we're committed to improving lives. Since 1959, we've been a leading source of long-term financing for economic, social, and institutional development in Latin America and the Caribbean. We do more than lending though. We partner with our 48-member countries to provide Latin America and the Caribbean with cutting-edge research about relevant development issues, policy advice to inform their decisions, and technical assistance to improve on the planning and execution of projects. For this, we need people who not only have the right skills, but also are passionate about improving lives.

Our team in Human Resources carefully reviews all applications.