

**SOCIAL SECTOR – LABOR MARKETS AND SOCIAL SECURITY DIVISION
(SCL/LMK)**

**SIMS CONSOLIDATION AND EXPANSION – PHASE II
(RG-T2782)**

**TERMS OF REFERENCE
MICRODATA ANALYSIS**

I. BACKGROUND

- 1.1 The lack of reliable and timely information to make concrete policy decisions is a recurrent problem in most of the Latin American and The Caribbean (LAC) countries. Such challenge is particularly important in the labor and pensions sector, as Ministries of Labor are among the weakest executive bodies of the governments in the region. Thus, producing and accessing high quality comparable information is key to back up in-depth policy analysis. The latter will lead policymakers to better identify bottlenecks and quantify the gaps observed –i.e. skills; pension coverage; and the use of public resources.
- 1.2 Moreover, available data is not centralized in one single and accessible *Data Warehouse* to which the public can refer. Economic indicators, policies and programs of the labor sector are usually isolated in specialized databases, research papers or project documents. This prevents knowledge from being spread efficiently among stakeholders in LAC, and spoils also labor specialists' performance by making them doubling up their efforts in their research and project management activities.
- 1.3 Other institutions such as the International Labor Organization (ILO), the Organization for Economic Cooperation and Development (OECD) and the Economic Commission for Latin America and the Caribbean (ECLAC) have already set up databases with labor indicators (e.g. ILOSTAT; KILM; Online OECD Employment database) and / or social security policies (e.g. Non-contributory programs for social pensions in LAC database). However, none of the systems surveyed meet entirely the requirements of our clients or the IDB.
- 1.4 The overall goal of this technical cooperation (TC) is to contribute to an ongoing LMK effort known as “The Labor Markets and Social Security Information System” (The SIMS, for its initials in Spanish). The SIMS aims at positioning the Bank as a regional scale key reference for the sector by reinforcing knowledge and research; fostering country dialogue; and strengthening monitoring mechanisms for project management and evaluation. The specific objective is to create a database format tool able to centralize and disseminate quantitative and qualitative information on labor markets and social security. Thus, the SIMS seeks to furnish the policy-making process driven by stakeholders at national level while supporting the technical work developed by the LMK Divisions specialists.

II. OBJECTIVE OF THE CONSULTANCY

The objective of this consultancy is to support the ongoing harmonization process of household surveys, panel surveys and administrative data lead by the IDB Social Sector, with the ultimate aim of generating labor markets and social security indicators for Latin America and the Caribbean.

III. MAIN ACTIVITIES

The contractual will be responsible for the following activities:

(i) Collaborate in the consolidation of the economic indicators processed in 2013 for *The Labor Markets and Social Security System -The SIMS-* statistical module by:

- Participating in the design and review of the datasets (in both their original and modified versions), documents and “Do Files” produced during the LAC household surveys harmonization process.
- Cleaning and generating new indicators when new surveys are received.
- Monitoring and correcting errors detected while programming in collaboration with the core team of the Social Sector (SCL).
- Supporting the construction of comparable LMK indicators among countries, as well as the composition of a Metadata Repository, which must include: detailed definitions for each indicator; guidance statements on calculation methods; a directory for information sources; and any supplementary information required to guarantee the transparency and use of materials.
- Generate and add dynamic indicators from panel surveys available in the region.

(ii) Conduct analytical work using household surveys, panel surveys and administrative data needed as input for country dialogue, country diagnostics for sector notes, operations profiles and documents, and other products as requested by LMK Unit chief.

The activities mentioned constitute the main liabilities of the position; however, they are not exempt for supplementary responsibilities, which will be previously approved by the direct supervisor or the LMK Division Chief.

IV. QUALIFICATIONS

- Academic Degree/Level and Years of Experience: The contractual must be a professional with a bachelor degree in economics, public policy, international relations or related areas and two years of relevant experience. Masters level is preferred.
- Languages: Communicational skills, both oral and written, in Spanish and English are required.
- Areas of expertise: Proven experience in micro-data collection from large household and/or panel surveys is required as well. Experience in the construction of indicators and

information management. He/She will be able to write and review “Do Files” both to consolidate data and facilitate the information generation and management processes. A strong understanding of the labor and pensions sector is desired.

- Areas of expertise: He/She must have at least 2 years of relevant experience in advanced STATA programming.
- Skills: The contractual will be able to work efficiently and independently in a multicultural environment while obtaining and transferring specific information in the standard formats required to provide support for technical reports and research projects. The use of Microsoft Office Software is required. Knowledge of the IDB’s internal systems is desired.

Characteristics of the Contractual

- Contractual category and Modality: Defined Term Contractual - DTC modality. International
- Contract duration: 24 Months.
- Place of work: Headquarters - Washington D.C.
- Responsible person: The consultancy will be coordinated by Veronica Alaimo, Senior Specialist SCL/LMK (email: valaimo@iadb.org; phone: +1 (202) 623-2371).

Payment and Conditions of Employment: Remuneration will be determined in accordance with Bank regulations and criteria. The Bank may additionally contribute toward travel and moving expenses, if applicable. If a candidate is not a citizen or resident of the country where he/she will be working, the Bank will assist him/her to obtain the corresponding visa or work permit (if applicable). If a candidate cannot obtain a visa to work at the IDB the contractual offer will be canceled.

Consanguinity: Individuals with relatives working for the IDB within, and including the fourth degree of consanguinity and the second degree of affinity are not eligible for employment as staff or contractual. Candidates must be citizens of a member country of the Inter-American Development Bank.

Diversity: The IDB is committed to diversity and inclusion and to providing equal opportunities in employment. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

ANNEX A

Regional

**SOCIAL SECTOR – LABOR MARKETS AND SOCIAL SECURITY DIVISION
(SCL/LMK)**

**REVISION AND VALIDATION OF THE EMPLOYMENT CONDITIONS INDEX
(RG-T2782)**

TERMS OF REFERENCE

Background

The IDB Labor Markets and Social Security Division (SCL/LMK) created in 2013 the Information System on Labor Markets and Social Security (The SIMS) and recently launched a platform as an open space database (only available for internal IDB users at <http://sims.iadb.org/>). It contains comparable statistics, institutional information and academic publications on the labor market in the Bank's member countries.

The SIMS aims at becoming the main source of information on labor markets and social security in Latin America and the Caribbean. The general objective of this technical cooperation is to contribute to achieve this goal. The specific objectives are: (i) to continue to update and broaden the information available at the SIMS platform; (ii) to make the platform available to the general public by following the required IDB publication protocols; (iii) to implement a dissemination plan to position the SIMS among a wide audience, including policy-makers, sectorial experts, faculty members, and students. As part of this process, LMK is developing an Employment Conditions Index (ECI), an innovative tool which will allow the user to sort LAC countries in a ranking based on different sets of criteria (access to jobs, quality of employment, gender equity) and will be the “top product” displayed in the online platform. The goals of the EC index include: (i) encouraging discussion about what quality of employment is; (ii) proposing a new measure of employment conditions in LAC; (iii) encouraging regional dialogue about labor markets topics; and (iv) serving as a warning to motivate change. Pointing the best performer and also what the main challenges are. With these goals in mind and subject to the availability of information for the vast majority of LAC countries, LMK has developed an index with the following characteristics:

Scope: objective population: The target population for the index calculation will be total population aged 15 to 64. In the future, depending on the costs and impacts of this indicator, we would consider an alternative indicator focusing on youth. The index will include 18 Latin American countries relying on data from periodic harmonized household surveys.

Variables selection: Selected variables are grouped in three main topics: (i) access (to jobs); (ii) quality / employment conditions and benefits; and (iii) equity. All of them are expressed in positive terms. The main restriction we had is data availability as we are trying to use our own indicators generated in the SIMS and we are trying to cover as many countries as possible.

Topic/ sub-group	Variable
Access	Employment rate (15-64 y/o)
	Unemployment relation: Adults (25-64 y/o) vs. Youth (15-24 y/o)
	Active youth (15-24 y/o): in education, employment or looking for a job

Quality / employment conditions and benefits	<i>Formality rate (15-64 y/o)</i>
	<i>Non poor employees (15-64 y/o)</i>
Equity	<i>Wage equality between women and men (15-64 y/o)</i>
	<i>Labor participation equality (15-64 y/o)</i>

Methodology: The ECI is currently calculated using a Cobb-Douglas functional form according to the following formula:

$$ICE = V_1^{\alpha_1} * V_2^{\alpha_2} * V_3^{\alpha_3} * \dots * V_n^{\alpha_n}$$

$$0 < \alpha_n < 1$$

$$\alpha_1 + \alpha_2 + \alpha_3 + \dots + \alpha_n = 1$$

Where:

V_i : correspond to the different variables included in three different groups.

α_i : are elasticities of each variable with respect to the index.

Then, if V_1 increases in 10% , the ECI changes in α_1 . The interpretation of the shares as elasticities is more intuitive than previous versions of the index. This particular functional form requires that all the variables are positive so that the index improves as the variables improves.

For more details about the index, please see Annex I “Employment Conditions Index for Latin America: A proposal”.

As a next step, LMK is seeking the advice of an expert on social issues and indexes that can review the current proposal, suggest changes and improvements as needed, and validate the final product.

Consultancy objective(s)

The goal of this consultancy is to review the current proposal for the development of an Employment Conditions Index, suggest changes and improvements as needed, and validate the final product.

Main activities

The selected candidate will review and provide recommendations the Employment Condition Index in at least two main aspects:

1. Variables

- Review the selection of variables taking into consideration the correlation among variables and the correlation among groups of variables (access, quality, gender equity).
- Make recommendations in terms of eliminating current variables and/or adding new ones, taking into consideration correlations, coverage (number of countries), and other issues.
- What would happen if a new variable becomes available? Could it be incorporated in the index? How? Pros and cons?
- What would happen if an existing variable becomes unavailable in some countries? Could it be kept in the index? How? Pros and cons?
- What could be done with variables that are available for a subset of countries (e.g. tenure)?

2. Methodology

- Comment on the pros and cons of defining variables as 0-1 indexes. For example, in the case of income, it was not possible to incorporate it as levels, so it was incorporated as a proportion of non-poor workers.
- Comment on the pros and cons of using a Cobb-Douglas function. Other alternatives
- The selection of weights: is it OK to give the audience the possibility to choose their own weight?
- Overall weights versus two-step weights. Currently, the methodology applies the Cobb-Douglas function to each sub-index (access, quality, gender equity), then, it computes the same Cobb Douglas function for the three sub-indexes. In each stage, the user has the option to give equal weights or change weights. Pros and cons of each alternative?

3. Other issues

The consultant will provide any additional comment or recommendation that based on his/her expertise and experience in the subject, finds relevant to design a technically sound index.

Reports / Deliverables

Deliverable 1. Review of existing proposal, including the results of the activities proposed in the previous section.

Deliverable 2. Methodological document that supports the final design of the Employment Conditions Index, to be used as support material at the SIMS online portal.

Payment Schedule

Payments will follow this schedule, once deliverables have been approved by the Bank:

- Deliverable 1 – 40%, due 45 days after signing the contract
- Deliverable 2 – 60%, due 90 days after signing the contract

Qualifications

- Academic Degree / Level & Years of Professional Work Experience: PhD in Economics or related field, at least 15 years of relevant experience on welfare economics, social policies, and labor policies.
- Languages: English & Spanish.
- Areas of Expertise: welfare economics, inequality and poverty.
- Skills: Capacity to communicate highly technical issues to a broad and non-technical audience.

Characteristics of the Consultancy

- Consultancy category and modality: Products and External Services Contractual, Lump Sum
- Contract duration: August, 2016 to November, 2016
- Place(s) of work: External consultancy
- Division Leader or Coordinator: Mariano Bosch, Lead Economist, SCL/LMK

Payment and Conditions: Compensation will be determined in accordance with Bank's policies and procedures. In addition, candidates must be citizens of an IDB member country.

Consanguinity: Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuels, will not be eligible to provide services for the Bank.

Diversity: The Bank is committed to diversity and inclusion and to providing equal opportunities to all candidates. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

ANNEX

REGIONAL

**SOCIAL SECTOR – LABOR MARKETS AND SOCIAL SECURITY DIVISION
(SCL/LMK)**

**REVISION AND VALIDATION OF THE EMPLOYMENT CONDITIONS INDEX
(RG-T2782)**

**PLATFORM MAINTENANCE AND IMPLEMENTATION OF THE EMPLOYMENT
CONDITIONS INDEX**

TERMS OF REFERENCE

Background

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The SIMS aims at becoming the main source of information on labor markets and social security in Latin America and the Caribbean. The general objective of this technical cooperation is to contribute to achieve this goal. The specific objectives are: (i) to continue to update and broaden the information available at the SIMS platform; (ii) to make the platform available to the general public by following the required IDB publication protocols; (iii) to implement a dissemination plan to position the SIMS among a wide audience, including policy-makers, sectorial experts, faculty members, and students. As part of this process, LMK is developing an Employment Conditions Index (ECI), an innovative tool which will allow the user to sort LAC countries in a ranking based on different sets of criteria (access to jobs, quality of employment, gender equity) and will be the "top product" displayed in the online platform. The goals of the EC index include: (i) encourage discussion about what quality of employment is; (ii) propose a new measure of employment conditions in LAC; (iii) encourage regional dialogue about labor markets topics; and (iv) serve as a warning to motivate change.

Consultancy objective(s)

The goal of this consultancy is to (i) design and implement an interactive tool based on the Employment Conditions Index that will be provided by the IDB; and (ii) perform maintenance tasks on the overall SIMS platform as needed.

Main activities

The selected firm will:

- Design the main structure (architecture) of the virtual tool for the ECI as part of the SIMS platform.
- Design and assembling the visual content of the platform to ensure a comfortable user experience.
- Develop all functions and applications available for the users in the virtual tool (changing weights, sorting countries, etc.).
- Provide overall platform maintenance for an equivalent of XX hours.

The team is open the proposals for alternative features, modifications or new developments regarding the modules mentioned.

The activities mentioned constitute the main liabilities of the service contracted; however, they are not exempt for supplementary responsibilities which should be related to the virtual tool programming and maintenance aspects.

Reports / Deliverables

Deliverable 1. Web interface for ECI designed

Deliverable 2. Web interface for ECI implemented and fully functional

Deliverable 3. SIMS Platform maintained.

Payment Schedule

Payments will follow this schedule, once deliverables have been approved by the Bank:

- Deliverable 1 – 20%, due 30 days after signing the contract
- Deliverable 2 – 40%, due 75 days after signing the contract
- Deliverable 3 – 40%, due by the end the contract

Payment and Conditions: Compensation will be determined in accordance with Bank's policies and procedures. In addition, candidates must be citizens of an IDB member country.

Consanguinity: Pursuant to applicable Bank policy, candidates with relatives (including the fourth degree of consanguinity and the second degree of affinity, including spouse) working for the Bank as staff members or Complementary Workforce contractuals, will not be eligible to provide services for the Bank.

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REGIONAL

SOCIAL SECTOR – LABOR MARKETS AND SOCIAL SECURITY DIVISION (SCL/LMK)

SIMS CONSOLIDATION AND EXPANSION – PHASE II (RG-T2782)

INFORMATIONAL TECHNOLOGIES AND PROJECT MANAGEMENT FOR LABOR POLICIES AND ONLINE TOOLS

TERMS OF REFERENCE

Background

Labor Intermediation Policies

The Labor Markets and Social Security Division (SCL/LMK) of the IDB provides technical and financial assistance to countries in many areas, one of which is labor intermediation services. To that end, the “Red SEALC” was created in 2009 to support the efforts of LAC governments to build and strengthen their public employment services. The initiative aims at improving the labor opportunities for workers and increasing the productivity of businesses and countries. The Red SEALC finances programs so that public employment services can learn from the successful experiences of countries within the region and the rest of the world. The international cooperation includes training programs, workshops, technical assistance provided by government officials, and consultations from international experts.

Technical Cooperation between the Government of Korea, the Inter-American Development Bank and Latin America and Caribbean countries

The IDB and the Government of Korea, through the Ministry of Employment and Labor (MOEL), are collaborating to support the ministries of labor in Latin America and the Caribbean to create policies that can effectively promote higher labor productivity while protecting workers against labor risks. The Korean experience is a valuable reference for the region: in half a century, the country became one of the top-15 world economies by focusing its growth strategy on the development of human capital and employment. Korea incorporated the best international practices to promote Active Labor Market Policies (ALMP), to foster skills development and to support the unemployed who were looking for a job. Korea established continuous systems for reviewing, monitoring and measuring results to systematically improve its public policies. The country has also developed a functional e-Government system to manage Public Employment Services (PES), namely WorkNet®.

Korean WorkNet was founded in 1998, and became national job portal providing job openings of not only job centers of central and local government but also private employment services. Since 2011 WorkNet® services are also provided through mobile services. WorkNet® offers four stages of services for job seekers (resume writing, search, apply and finish up) and for employers (job posting, search, apply, and finish up). WorkNet® consists of a high edge job search engine that is used for DB searching including a number of items (location, occupation, wage level, education, etc.). It also offers career guidance services

including online vocational and psychological tests. Annex I provides a detailed description of WorkNet® main activities.

In the long term, it is expected that LAC countries are able to strengthen PES by enhancing their performance, thereby helping people find more and better jobs. In this regard, recommendations have been already formulated: (i) to reinforce institutional capacity through better technological instruments and high quality human resources; (ii) to diversify service provision including job-searching, hiring, and job-matching services; (iii) to better integrate the private sector to boost public and private partnership initiatives; (iv) to ensure reliable information on job opportunities which will benefit both job seekers and employers; and (v) to promote evidence-based decision making as well as result oriented management practices.

In this context, it was approved the technical cooperation (TC) “Modernizing Public Employment Services in Latin America and the Caribbean” (RG-T2604, financed by the Korean Poverty Reduction (KPR) Fund. It aims at supporting PES in the region to improve and integrate the services offered to employers and job seekers.

Development of Information Systems

One of the many lessons learned from Korea is the importance of access to accurate and updated information about labor market trends, both in terms of demand (what employers need) and supply (workers characteristics). In addition household and labor force surveys provide a very rich set of information that can inform government when designing or reviewing labor policies. In answer to these issues, LMK is developing since 2013 “The Labor Markets and Social Security Information System” (The SIMS, for its initials in Spanish). Currently there exists an online platform, only available for internal IDB users, and the goal for 2016-2017 is to make it publicly available for external users at the IDB Numbers of Development website.

Overall, there is an increasing demand from Ministries of Labor in the region to receive technical and financial assistance to upgrade or develop different types of online systems, such as management information systems (MIS) to coordinate, manage and monitor programs, and labor market information systems (LMIS) that combine services offered through PES with information gathered from different sources (PES indicators, labor force surveys, firms surveys, among others). In this context, the Labor Markets and Social Security Division is seeking the support of an IT consultant who can provide support in the different initiatives that involve IT knowledge as well as to assist the team to monitor the progress of Red SEALC, the TC RG-T2604, and the SIMS.

Objectives(s)

The overall objective of this consultancy is to serve as information system (IT) and project manager (PM) of the Red SEALC, the technical cooperation RG-T2604 and the launch and maintenance of the SIMS platform.

Main activities

The consultant will:

a) IT related activities

Red SEALC and TC RG-T2604

- i. Participate in meetings, as necessary, to discuss the scope of MIS, LMIS, or online platforms for PES, in terms of the type of information to be gathered, systematized, and the types of outputs to be produced by each system. Advise the LMK team on this regard.
- ii. Participate in meetings, as necessary, to be informed of the procedures and requirements for the development of IT systems within participating LAC country. Advise the LMK team on this regard.
- iii. Review and provide comments about systems analysis conducted in participating countries, in order to define the functions and operation of the intended applications.
- iv. Review and provide comments about end-user information needs, identifying inconsistencies and incompleteness in these requirements.
- v. Review the estimated budget to carry out the design and installation of the different information systems, including training for different types of users and annual maintenance fees.

SIMS

- i. Liaise with the IT firm responsible for the development of the SIMS platform, including the design of the Employment Conditions Index to be incorporated into the current platform.
- ii. Liaise with the Library and the different ITE teams of the Bank in relation to launch and maintenance of the SIMS platform

b) Project Management related activities

Red SEALC and TC RG-T2604

- i. Collaborate in the logistics for events, official missions and high level meetings, in coordination with the LMK event coordinator and the LMK Front Office.
- ii. Be in charge of processing additional procurement or hiring services, such as oral and written translation services, for the different activities involving Red SEALC or the TC RG-T2604.
- iii. Provide operational and administrative support related to consultations missions, the elaboration of SPA and the training program as well as other activities as requested.
- iv. Participate in consultation missions if required.
- v. Monitor implementation progress and prepare annual monitoring reports.
- vi. Assist with the preparation of periodic and special reports, manuals and correspondence.

SIMS

- i. Liaise with IDB Departments involved in the publication of the IDB platform (Legal, External Relations, Knowledge and Learning) to ensure all IDB protocols are met.
- ii. Be in charge of processing additional procurement or hiring services, such as hiring firms for vulnerability tests and other consultancies, as needed
- iii. Collaborate with the LMK team in the design and execution of the dissemination campaign.

Qualifications

- Academic Degree/ Level & Years of Professional Work Experience: Master's degree in information systems or computer science, systems engineering or any other related discipline. Minimum of 3 years of experience in projects related to the development of information system in the public sector.
- Languages: Fully proficient in English and Spanish (required). Fluency in Korean would be desired.
- Areas of Expertise: Performance Management, Business Development, IT Systems, Operations Design and Supervision, Project Management, capacity building, and institutional development. Knowledge of procurement processes of IDB would be desired.
- Skills: Strong oral and written communication skills; strong analytical and reporting skills and the ability to respond in writing by providing clear, concise, timely and accurate information; proficiency in MS Office applications.
- Competencies: Must be results oriented and target driven; has the ability to build strategic relationships among stakeholders by asking clear, concise and relevant questions in order to obtain information from staff and other clients; shows flexibility and openness to differing ideas and solutions in highly complex situations regarding policies; procedures and reporting lines; and has the ability to influence others by presenting ideas with confidence, energy and passion.

Characteristics of the consultancy

- Consultancy category and modality: Temporary Term Contractual, Monthly. International
- Contract duration: August, 2016 to July, 2017.
- Place(s) of work: Headquarters, with availability to travel as needed.
- Responsible person: Verónica Alaimo, Labor Markets Senior Specialist, SCL/LMK; and Tulio Cravo, Labor Markets Specialist, LMK/CBR.

Payment and Conditions of Employment.

Remuneration will be determined in accordance with Bank regulations and criteria.

Confidentiality

All work related to this assignment, including outputs and information collected will be property of the Inter-American Development Bank and will remain strictly confidential at the discretion of the supervisor.

Consanguinity.

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Diversity.

The IDB is committed to diversity and inclusion and to providing equal opportunities in employment. We embrace diversity on the basis of gender, age, education, national origin, ethnic origin, race, disability, sexual orientation, religion, and HIV/AIDs status. We encourage women, Afro-descendants and persons of indigenous origins to apply.

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(SCL/LMK)**

**SIMS CONSOLIDATION AND EXPANSION – PHASE II
(RG-T2782)**

**TERMS OF REFERENCE
DISSEMINATION STRATEGY CONSULTANT**

I. BACKGROUND

- 1.1 **[Motivations]** The lack of reliable and timely information to make concrete policy decisions is a recurrent problem in most of the Latin American and The Caribbean (LAC) countries. Such challenge is particularly important in the labor and pensions sector, as Ministries of Labor are among the weakest executive bodies of the governments in the region. Thus, producing and accessing high quality comparable information is key to back up in-depth policy analysis. The latter will lead policymakers to better identify bottlenecks and quantify the gaps observed –i.e. skills; pension coverage; and the use of public resources.
- 1.2 Moreover, available data is not centralized in one single and accessible *Data Warehouse* to which the public can refer. Economic indicators, policies and programmers of the labor sector are usually isolated in specialized databases, research papers or project documents. This prevents knowledge from being spread efficiently among stakeholders in LAC, and spoils also labor specialists' performance by making them doubling up their efforts in their research and project management activities.
- 1.3 Other institutions such as the International Labor Organization (ILO), the Organization for Economic Cooperation and Development (OECD) and the Economic Commission for Latin America and the Caribbean (ECLAC) have already set up databases with labor indicators (e.g. ILOSTAT; KILM; Online OECD Employment database) and / or social security policies (e.g. Non-contributory programmers for social pensions in LAC database). However, none of the systems surveyed meet entirely the requirements of our clients or the IDB.
- 1.4 **[Purpose]** The overall goal of this technical cooperation (TC) is to contribute to an ongoing LMK effort known as “The Labor Markets and Social Security Information System” (The SIMS, for its initials in Spanish). The SIMS aims at positioning the Bank as a regional scale key reference for the sector by reinforcing knowledge and research; fostering country dialogue; and strengthening monitoring mechanisms for project management and evaluation. The specific objective is to create a database format tool able to centralize and disseminate quantitative and qualitative information on labor markets and social security. Thus, the SIMS seeks to furnish the policy-making process driven by stakeholders at national level while supporting the technical work developed by the LMK Division's specialists.

II. OBJECTIVE OF THE CONSULTANCY

- 2.1 The objective of the consultancy is to develop an appropriate communications strategy that boosts the SIMS and the LMK Division's branding while disseminating the results achieved among the stakeholders (i.e. governments; sectorial researchers; academia; among others) in the LAC region. The final aim is to position the IDB as a key reference in the labor and pensions sector.

III. CHARACTERISTICS OF THE CONSULTANCY

- 3.1 *Type of Consultancy:* International Individual Consultant (TTC, DTC o PEC?)
- 3.2 *Duration:* From August, 2016, to July 2017.
- 3.3 *Place of Work:* Washington D.C.
- 3.4 *Requirements:*
- [Education]** The consultant must be a professional with a Master's degree in social communication, marketing or related areas.
- [Professional Experience]** He/she will also have 5 years of professional experience, with at least 1 year of proven experience working in international organizations.
- [Language]** Communicational skills, both oral and written, in Spanish and English are required. A third language will be considered as a plus.

IV. MAIN ACTIVITIES

- 4.1 Responsibilities will include, but not be limited to:
- i. Designing a full communications strategy.
 - ii. Launching a brand positioning initiative for the SIMS and the LMK Division, including a new name and new logo.
 - iii. Leading and participating actively in the activities to identify trending topics within the labor and pensions sector; to outreach the optimal target-population in the region; and to also deliver the most attractive information for them.
 - iv. Reviewing documents and presentations assuring messages are communicated accordingly with EXR standards.
 - v. Defining and activating the most suitable communications channels to disseminate the system's content and favor the creation of a stakeholders and clients community.
 - vi. Analyzing and defining social media alternatives to improve the SIMS and the LMK Division visibility. The consultant will provide recommendations on how to optimize the participation of key audiences through social media or related tools.
 - vii. Ensuring synergy with the IDB communication policy. Plans must fit within the global communications strategy for the Bank, for the LMK Division and the

Fund Donor. The consultant will also ensure compatibility with the policies of External Relations.

- 4.2 The activities mentioned constitute the main liabilities of the position; however, they are not exempt for supplementary responsibilities, which will be previously approved by the direct supervisor or the LMK Division Chief.

V. COORDINATION

- 5.1 The consultancy will be coordinated by Veronica Alaimo, senior specialist SCL/LMK (email: valaimo@iadb.org; phone: +1 (202) 623-2371).