

TERMS OF REFERENCE
DEVELOPMENT OF COMMUNICATIONS ASSETS FOR STRATEGIC PLAN 2020-2024

1. BACKGROUND

1.01 The Caribbean Development Bank (CDB) is a regional financial institution, which was established by an Agreement signed on October 18, 1969, in Kingston, Jamaica, and entered into force on January 26, 1970. The Bank came into existence for the purpose of contributing to the harmonious economic growth and development of member countries in the Caribbean, and promoting economic cooperation and integration among them, having special and urgent regard to the needs of the less developed members of the Region. In addition to the 19 Borrowing Member Countries (BMCs), which are Anguilla, Antigua and Barbuda, The Bahamas, Barbados, Belize, Cayman Islands, Dominica, Grenada, Guyana, Haiti, Jamaica, Montserrat, Saint Lucia, St. Kitts and Nevis, St. Vincent and the Grenadines, Suriname, Trinidad and Tobago, Turks and Caicos Islands, and Virgin Islands, CDB's membership includes four regional non-borrowing members (Brazil, Colombia, Mexico and Venezuela) and five non-regional members (Canada, China, Germany, Italy, and the United Kingdom).

1.02 CDB's total assets as at December 31, 2018 stood at USD3.2 billion. These include USD1.8 billion of Ordinary Capital Resources and USD1.5 billion of Special Funds Resources. The Bank is rated Aa1 Stable with Moody's, AA+ Stable with Standard & Poor's and AA+ Stable with FitchRatings. Read more at caribank.org.

1.03 CDB has been an important development partner in the Caribbean region. Over the past 50 years, the Bank has provided robust financing and policy support to its BMCs.

1.04 In December 2019, the CDB Board of Directors approved a new Strategic Plan for the period 2020-24. This new Plan, developed within the framework of the 2030 Sustainable Development Agenda, sets out a programme for the Bank to build social, economic and environmental resilience while engaging with its BMCs for a more effective and sustainable development outcome.

1.05 Against this background, CDB is seeking to engage the services of a suitably qualified consultant to draft communications assets (as defined in the Deliverables) for the Strategic Plan for external and internal audiences.

2. OBJECTIVES

The objectives of the Consultancy are to:

- a) through effective communication, enhance the awareness, understanding, and knowledge of Government, private sector, civil society, and other key stakeholders at the regional, and national levels as well as CDB staff on the role of CDB and the relevance and implications of the Bank's Strategic Plan for them;
- b) effectively engage with stakeholders, change behaviour and perceptions where necessary, and maximise their contribution to the achievement of the overall objectives of the Strategic Plan; and

- c) effectively communicate the key messages of the Strategic Plan to the Bank's stakeholders.

3. SCOPE OF SERVICE

3.01 The tasks will include, but not be limited to, the preparation of a production-ready, easy-to-read and accessible 20-page version and a 2-page summary/overview of the Strategic Plan, for publication and for distribution to CDB stakeholders.

3.02 The Strategic Plan 2020-2024 can be downloaded from CDB's website: <https://www.caribank.org/about-us/policies-and-strategies/strategic-plan-2020-2024>.

4. MAJOR TASKS AND DELIVERABLES

4.01 The Consultant's scope of work is understood to cover all activities necessary to accomplish the stated objectives of the services, whether or not a specific activity is cited in these Terms of Reference. These services will include:

- (a) Review of the Strategic Plan 2020-24 and other related documents and materials in order to better understand the Plan, its objectives; and expected outcomes and results;
- (b) Consultation with key CDB staff, in the Corporate Strategy Division and in other relevant areas to reach agreement on the structure and core content of two reports (Deliverable A and Deliverable B) as well as on the key messages of the Strategic Plan;

The two reports are to be written in a journalistic style and easy to read by members of the general public;
- (c) **Deliverable A** - One 20-page popular version of the Strategic Plan (Popular Report) with appropriate and relevant messages tailored for key stakeholders and which is ready for print layout; and
- (d) **Deliverable B** - a drafted, edited, and proofread two-page Summary/Overview report of the Strategic Plan (Summary/Overview Report), which is ready for print layout.

See Annex 1 for tentative production schedule.

4.02 The Consultant will deliver reports that are in line with CDB's editorial policies and guidelines.

5. DURATION

5.01 It is expected that the consultancy will be executed over a period of five weeks. The Consultant will be expected to organise his/her own workspace and resources.

5.02 It is estimated that the completion of tasks will take up to 15 working days.

5.03 It is proposed that the services will commence on June 1, 2020.

6. EXPERIENCE AND SKILLS REQUIREMENT OF THE CONSULTANT

6.01 The Consultant should have, at minimum, seven years of professional experience in communications and editing.

6.02 The Consultant is also required to demonstrate:

- (a) experience in drafting and summarising communications documents based on technical reports and papers;
- (b) experience in editing and proofreading;
- (c) ability to synthesise complex documents into key messages;
- (d) a strong record in working on communications and visibility; and
- (e) excellent written and oral communications skills, specifically in developing public awareness materials

6.03 Experience working with development finance institutions and/or communicating on strategic issues and policies will be an asset.

7. REPORTING REQUIREMENTS

The Consultant shall report to, and provide services under the supervision of, the Head, Corporate Communications Unit, or such other persons, as may be designated in writing by her.

8. BUDGET

8.01 80% of the fees is to be paid on acceptance of the first draft Popular Report.

8.02 The final amount of 20% of the total fee is to be paid on acceptance of the final Popular Report and the Overview Report.

9. HOW TO APPLY

9.01 Qualified candidates from CDB member countries (cf. above 1.01) are invited to email a cover letter, CV, references, samples of relevant work, and requested fee to news@caribank.org by **Friday, May 22, 2020 (4:30 p.m. AST)**.

9.02 In your cover letter, please indicate your relevant experience, availability, and your daily rate. Applications submitted without a daily rate will not be considered. Only shortlisted candidates will be contacted.

Tentative Production Timetable

Monday, June 1, 2020	Start of consultancy, briefing of consultant
Tuesday, June 9, 2020	First draft of the popular version (Deliverable A) to CDB
Tuesday, June 16, 2020	Comments on first draft (Deliverable A) to consultant
Friday, June 19, 2020	Second draft of the popular version (Deliverable A) to CDB
Tuesday, June 23, 2020	Comments on second draft (Deliverable A) to consultant
Thursday, June 25, 2020	Final version of the popular version (Deliverable A) to CDB
Friday, June 26, 2020	First draft of the Overview (Deliverable B) to CDB
Tuesday, June 30, 2020	Comments on first draft of the Overview (Deliverable B) to consultant
Wednesday, July 1, 2020	Second draft of the Overview (Deliverable B) to CDB
Thursday, July 2, 2020	Comments on second draft of the Overview (Deliverable B) to consultant
Friday, July 3, 2020	Final version of the Overview (Deliverable B) to CDB