

Regional

Senior Communications Consultant

RG-T2904

TERMS OF REFERENCE

I. Background

- 1.1 The Inter-American Development Bank (“IDB” or “Bank”) is the main source of multilateral financing for economic, social and institutional development in Latin America and the Caribbean (LAC). The objective of the IDB’s Climate Change Division (CSD/CCS) is to mainstream climate change and sustainability across the Bank.
- 1.2 Following the historical Paris Agreement on climate change, Governors of the IDB Group endorsed the goal for doubling climate financed activities to 30% by 2020. To help realize this goal, and align the IDB Group towards the Paris Agreement, a new platform NDC Invest was announced by the President on October 6th 2016.
- 1.3 Developing and implementing an effective communication strategy on the opportunities, progress and insights towards scaled up investments for implementation of LAC countries’ NDCs will be essential. In this context CSD/CCS is looking to hire a senior communications expert to develop and implement a communications strategy in support of objectives and activities of NDC Invest from 2017-2020.

II. Consultancy Objectives

- 2.1 Work with the CSD/CCS division’s chief and technical specialists from across the IDB Group, including communications specialists within EXR, to develop and implement a communication strategy around NDC Invest.

III. Main Activities

- 3.1 Plan, design and execute the IDB Group wide communications agenda and strategy for successful implementation of NDC Invest objectives and activities.
- 3.2 Collaborate with communications experts from across the organization to plan, design and develop key outreach and communications products relating to NDC Invest and its role in delivering country commitments and objectives of the Paris Agreement, including article 2(c).
- 3.3 Work with the CSD/CCS specialists to create and disseminate knowledge products to ensure relevant lessons and knowledge are effectively communicated in a way that demonstrates both opportunities and progress towards implementation of the Paris Agreement, for an internal and external audience.
- 3.4 Support CSD/CCS teams to promote and raise awareness of NDC Invest within regional and international fora, generating relevant support so the management can partner with a range of stakeholders including media, private sector investors, public and private financial community, academia, civil society organizations, and the general public in Latin America and the Caribbean.

- 3.5 With country communications and technical specialist teams develop country specific media products and where appropriate campaigns, to build awareness of and/or engagement with NDC Invest and related activities and outputs.
- 3.6 Work with the communications expert to manage social media outlets such as blog, Twitter, and other media, and with specialists on drafting and editing of press releases, video scripts, social media outputs, talking points, speeches, op-eds and other materials that illustrate the scope, importance, results and impact of NDC Invest;
- 3.7 Develop the IDB Group’s international communications strategy on climate change for key events and milestones, including around UNFCCC COP23 – 25.
- 3.8 Provide communications and logistics support for key events at Headquarters and in the field when necessary.

IV. Qualifications

- 4.1 Academic Degree and Years of Professional Work Experience: A Bachelors' degree or equivalent in Communications, Media, Public/Social Policy, Psychology or Behavioral Economics. A minimum of ten years of relevant professional experience or the equivalent combination of education and experience equivalent in Communications,
- 4.2 Languages: Excellent command of both English and Spanish, written and oral. Fluency in one of the other two official languages (Portuguese and French) would be an asset.
- 4.3 Areas of Expertise: Experience in communications, external affairs, or related fields, within an international context and preferably with experience of the climate change or sustainable development agenda.
- 4.4 Skills: Should be able to use multiple technologies to prepare and deliver media content, effective presentation and writing skills.

V. Characteristics Of The Consultancy

- 5.1 Consultancy category and modality: Defined Term Contractual, Monthly (DTC).
- 5.2 Contract duration: 20 months.
- 5.3 Place of work: Headquarters. Washington, D.C.
- 5.4 Responsible person: Amal-Lee Amin (Climate Change and Sustainability Division Chief INE/CCS) (amalleea@iadb.org – Ext. 1924).

Payment and Conditions: Compensation will be determined in accordance with Bank’s policies and procedures. The Bank, pursuant to applicable policies, may contribute toward travel and moving expenses. In addition, candidates must be citizens of an IDB member country.

Visa and Work Permit: The Bank, pursuant to applicable policies, may submit a visa request to the applicable immigration authorities; however, the granting of the visa is at the discretion of the immigration authorities. Notwithstanding, it is the responsibility of the candidate to obtain the necessary visa or work permits required by the authorities of the country(ies) in which the services will be rendered to the Bank. If a candidate cannot obtain a visa or work permit to render services to the Bank the contractual offer will be rescinded

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.

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.

Regional

Consultancy to develop a Positioning Strategy for the IDBG Climate Initiatives RG-T2904

TERMS OF REFERENCE

I. Background

- 1.1 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 countries.
- 1.2 The Inter-American Development Bank (“IDB”) is committed to play a leading role in assisting the Latin America and the Caribbean region (“LAC”) to be at the forefront of the global green energy revolution and to deal at the same time with the urgent challenges associated with the anticipated impacts of climate change.
- 1.3 The Inter-American Investment Corporation (IIC) is a member of the IDB Group is responsible for financing the private sector in Latin America and the Caribbean. In March 2015, the IDB Group’s Board of Governors approved the consolidation of the private sector entities of the IDB Group into the new IIC.
- 1.4 The approval of this reform represents a new chapter in the history of the IDBG, reflecting the Governors’ commitment to promote development through the private sector and provide additional capital for the consolidated entity to grow and become a more relevant partner for Latin America and the Caribbean (LAC).
- 1.5 On April 2016, the IDB announced the creation of a new Climate Change and Sustainability Department, which will be responsible for the IDB’s work on cities, rural development, tourism, environment and natural disasters, in addition to coordinating climate change and sustainability actions. Furthermore, the boards of Governors of the IDB and the Inter-American Investment Corporation (IIC) endorsed the objective of increasing the volume of climate-related financing to 30 percent of the IDB and IIC’s combined operational approvals by the end of 2020.
- 1.6 The IDBG identifies climate change and environmental sustainability as a cross cutting issue that need to be considered when addressing the developing challenges. Addressing this challenge will make the Region more productive, participatory, and dynamic through gains in economic growth, human development, productivity, and per capita income.
- 1.7 The Paris Agreement and the Intended Nationally Determined Contributions (iNDCs) marked a turning point on the climate agenda. The NDCs include climate change actions proposed by parties to contribute to the agreed objective for reducing GHG emissions in line with limiting average global temperature rise well below 2C by 2100, implying net zero carbon emissions from mid-century. The Paris agreement seeks to strengthen the adaptive capacity of all countries and aligning all financial flows in line with low carbon and climate resilient pathways.

II. Consultancy objective(s)

- 2.1 The overall objective of the consultancy will be to develop a Positioning Strategy (“the Strategy”), and institutional presentation that capture the unique value

proposition of the IDBG climate initiatives and help place the IDBG as the best climate financial partner of choice in the field in both public and private sectors.

III. Main activities

- 3.1 The consultant will be expected to work with the IDBG Climate team to develop a harmonized narrative and key messages (combining public and private sectors) about what the IDBG has achieved in its climate work and its future work plan.
- 3.2 The development of the Strategy will be led by an external consultant /firm in close coordination with the IDBG Climate Teams.
- 3.3 The consultant will be responsible for undertaking following activities:
 - a. Carry-out a highly interactive strategic intake exercise, involving key IDBG stakeholders at the managerial and staff level, to gain insight and knowledge into the IDBG Climate value proposition as well as a clear understanding of the climate initiatives most important to the IDBG partners and stakeholders.
 - b. Facilitate meetings with the IDBG Climate Team to identify priority areas for the Strategy. The meetings will rely on participatory methods, including brainstorming sessions and/or focus groups.
 - c. Develop messaging and visual framework that is consistent with the IDBG brand guidelines, but strives to signal Group's climate agenda in a way that connects with stakeholders and uniquely positions the IDBG as a the financial partner of choice for climate initiatives in the region.
 - d. Development of a high level presentation capturing the IDBG climate priorities and product offerings for business development and donor fundraising purposes. Create, articulate and systematize the main message the IDBG would deliver during high level meetings including donors and partners.
 - e. Based on the concepts developed for the positioning presentation, develop communication tools with the overall visual framework and messaging in mind including PowerPoint presentation, visual elements for website, newsletters and social media platforms.

IV. Reports / Deliverables

- 4.1 Deliverable 1: PowerPoint presentation identifying the main messages.
- 4.2 Deliverable 2: Institutional presentation containing the primary storyline, the main messages (including outlining clear future objectives of public and private sector climate change work moving forward), recommendations on how to implement the Strategy to position the IDBG as a leader in the climate agenda.
- 4.3 Deliverable 3: Specific PowerPoint for the IDBG Climate initiatives.
- 4.4 The consultant will work closely with the IDBG Climate change Team. All deliverables will be submitted to the IDB Group Climate Team on date as mutually agreed. Every report/deliverable must be submitted to the Bank in an electronic and open file. All draft documents will be submitted as soft copies while the final products will be submitted as a soft copy and three hard copies, in both English and Spanish.

V. Qualifications

- 5.1 At least 10 years of experience working on high level positioning strategy for international organizations, multilateral-banks or top-tier corporations and financial institutions
- 5.2 In-depth knowledge and understanding of issues of gender equality and women's empowerment in Latin America and the Caribbean, both in the public sector and the private sector.
- 5.3 Extensive work experience and proven record in storytelling, communication, marketing, policy, strategy, strategic management is preferred / highly preferable
- 5.4 Demonstrate experience of having undertaken similar assignments
- 5.5 Good analytical and documentation/report writing skills
- 5.6 Good communication and facilitation skills
- 5.7 Excellent command of oral and written English and Spanish highly desirable

VI. Characteristics of the Consultancy

- 6.1 Consultancy category and modality: Products and External Services Contractual, Lump Sum
- 6.2 Contract duration: 12 months.
- 6.3 Place(s) of work: External consultancy
- 6.4 Division Leader or Coordinator: Amal-Lee Amin (Climate Change and Sustainability Division Chief INE/CCS) (amalleea@iadb.org – Ext. 1924).

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