



TERMS OF REFERENCE

Consultancy to manage the social media activity and build an internal knowledge hub

Oxfam is a global movement of people who are fighting inequality to end poverty and injustice. There are currently 21 member organizations working in 87 countries. We have a vision of a just and sustainable world. A world where people and the planet are at the center of our economy. Where women and girls live free from violence and discrimination. Where the climate crisis is contained. And where governance systems are inclusive and allow for those in power to be held to account. Oxfam in Vietnam believes that a reduction in poverty, injustice, and inequality will occur through the interaction between active citizens, accountable states and responsible private sector and that it is fundamental to Vietnam's development. Oxfam in Vietnam aims to influence the current growth-based development model to shift to a Human Economy Development Model, putting people and the planet before profits.

1. Background Information

Fair Finance Vietnam (FFV) aims to promote the Environmental – Social – Governance (ESG) adherence in policies and practice of financial institutions (FIs) including Vietnamese commercial banks, investors, development banks, etc, and to ensure the voice of impacted communities by FIs' business to be heard, thereby contributing to achieving the Sustainable Development Goals (SDGs) and reaching the environmental commitments in the Paris Agreement (COP 21).

FFV provides evidence-based research, sharing knowledge, and promoting multi-stakeholder initiative as well as to increase public perception of fair finance. During the period from 9/2023 to 3/2024, FFV is looking for a competent **agency or group of consultants to manage the social media activity and build an internal hub knowledge on sustainable finance of FFV.**

2. Objectives

To promote learning and sharing in FFV social media activities with the public and promote learning and sharing knowledge internally among FFV network.

3. Scope of work

(1) Implement and manage social media activities on sustainable finance which includes:

- a. Provide/build social media channels and manage these channels.
 - b. Analyze context and target audience.
 - c. Develop FFV social media activities in consultation with FFV
 - d. Facilitating and interacting with audiences
 - e. Monitor and report upon M&E plan with FFV.
- (2) Write post on FFV activities (including post which require deep research on the topic or short post on FFV activities)
- (3) Build and manage internal hub knowledge on sustainability, ESG, sustainable finance, ESG in banking
- a. Research study papers, articles and other documents on sustainability, ESG, sustainable finance, ESG in banking
 - b. Build and manage a shared drive for documentation of above documents and communication products of FFV
 - c. Share new information and documents to FFV members and initiate discussion and learning sessions with FFV members.

4. Timeline

9/2023-3/2024

Budget: not exceed 75,000,000 VND

5. Required competence:

- Good profile in raising awareness and public communication and implementation with track records of previous events
- Knowledge and experience and strong interest on sustainability and ESG in finance sector
- Proved experience in development/social fields is a strong plus
- Ability to work under pressure and in a multi-organisational team

6. Submission of Proposal

Interested agencies should send the following information:

- Portfolio of the team, showcasing relevant experience, previous works, notable clients
- CV(s) of the team members in charge, with relevant experience
- A brief proposal with the components as described in the Scope of work
- A proposed budget plan, including consultancy rate, travel expenses, and other fees to complete the task, including Personal Income Tax or VAT

7. Proposals and selection criteria

How to submit proposals

Applications should be submitted via e-mail (in Vietnamese or English) to the following addresses: hr.vietnam@oxfam.org, with the subject line “[Your name] FFV Financial inclusion”, no later than

10 September 2023. For further information and clarification, please contact Bui Thu Ha at ha.buithithu@oxfam.org

Selection and Assessment criteria

The evaluation of the proposals will be based on the best technical understanding of the assignment and qualifications of the consultant (design, methodology, consultants CVs), and quoted fees to deliver the assignment.

Only shortlisted candidates will be contacted

Oxfam is committed to preventing any type of unwanted behavior at work including sexual harassment, exploitation and abuse, lack of integrity and financial misconduct; and committed to promoting the welfare of children, young people and adults. Oxfam expects all staff and volunteers to share this commitment through our code of conduct. We place a high priority on ensuring that only those who share and demonstrate our values are recruited to work for us.