

TERMS OF REFERENCE

Title: Strive Women project - Consultant to develop content for project's platforms

Location: Online

Duration: August – March 2025

Reporting to: Project Manager & MarCom Manager



Founded in 1945, CARE is a leading humanitarian organisation fighting global poverty and providing lifesaving assistance in emergencies. In over 100 countries and territories around the world, CARE places special focus on working alongside poor women and girls because equipped with the proper resources, they have the power to help lift whole families and entire communities out of poverty. To learn more, visit www.care-international.org.

CARE in Vietnam is a creative and dynamic organisation working with Vietnamese and international partner organisations since 1989 in over 300 projects. We recognise that the key to achieving equitable development outcomes lies in addressing deeply rooted, structural underlying causes of poverty and injustices contributing to the exclusion and vulnerability of particular groups in society. Our long-term program goal in Vietnam is that poor and marginalised ethnic minority and urban people of all genders, particularly women, equitably benefit from development. To learn more, visit www.care.org.vn

Project information

To unlock the power of entrepreneurs worldwide, CARE and the Mastercard Center for Inclusive Growth (the Center) launched **Strive Women** in 2023 (as the 2nd phase of [Ignite Initiative](#)) with funding from the Mastercard Impact Fund. This global partnership dramatically accelerated the growth of enterprises while advancing financial security and promoting inclusive growth. Recognizing that women entrepreneurs represent one of the most powerful—and one of the most constrained—groups of entrepreneurs, Strive Women continue to prioritize actions that helped women thrive with resounding success. With a proven model that delivers meaningful financial inclusion for **Women-led Micro and Small Enterprises (W-MSEs)**, which aligns with Financial Services Provider (FSP) incentives and drives sustainable business outcomes, CARE and the Center are well positioned to deepen and scale impact through Strive Women.

Strive Women will directly improve the financial health of W-MSEs by increasing business growth and financial resilience while also catalyzing replication of the model through strategic engagement and influence via **four core elements**:

- (i) Supporting W-MSEs growth: regarding formal financial access & wrap-around support (training, market access, learning visit, coaching, etc.);
- (ii) Equipping FSPs/banks to better serve W-MSEs;
- (iii) Innovating to address cross-cutting constraints, including childcare & green practice; and
- (iv) Ecosystem building and thought leadership.

The project aims to reach 7,800 W-MSEs via lending services, 65,000 via other financial access and 18,000 via wrap-around services given its partnership with microfinance institutions, commercial banks, and incubators.

To describe in 1 sentence: *Strive Women supports women entrepreneurs to feel confident, resilient, in control, and equipped to grow their businesses, so they gain economic power in their households, communities, and economies.*

Rationale and purpose

Strive Women program is implemented in 3 countries including Peru, Pakistan, and Vietnam. Communication is a cross-cutting theme across 4 core elements mentioned above, ensuring the program's impact extends far beyond our direct reach.

At Vietnam specific context, our communication strategy combines **entrepreneur-specific communications** with **country-level thought leadership and ecosystem building**. Our country-specific **communication objectives** include:

1. To use media and events to directly engage entrepreneurs, specifically women, in the program.
2. To work with our Strive Women partners to promote products and services that meet the specific needs of women-led micro and small enterprises.
3. To position Strive Women (led by Mastercard and CARE) as a sustainable and scalable market-based blueprint for access to financial and digital resources, supporting growth-oriented micro and small entrepreneurs in each country.
4. To give women entrepreneurs a platform, putting them at the center of our communications.

One channel for Strive Women in Vietnam to convey such strategy & objectives is via our social media platform. Hence, we are looking for consultant(s) to create bespoke content materials for our Strive Women facebook page in the first deployment phase (planned until March 2025, with extension if needed).

Content pillars

The content materials in Strive Women facebook page should include content that supports the growth of their businesses, including addressing gender norms barriers that women face, surrounding these main topics:

1. **Financial health:** By focusing on the financial health of a woman entrepreneur, CARE and partners will support her to balance both her household and business cashflow, prepare for and manage financial shocks and increase her decision-making power. Ultimately, Strive Women supports women running small businesses to feel confident, in control, and able to invest in what matters to both her family and her business
2. **Digitalization:** Digital tools and access to the internet are essential to growing small businesses, yet women in low- and middle-income countries are now 18% less likely than men to own a smartphone. Strive Women places a strong emphasis on building the digital capabilities, digital literacy, and access to digital products for women-led small businesses. There are multiple influencing factors to successful digital uptake, such as infrastructure and access challenges, as well as barriers unique to women, including access to education, skills, and digital hardware. Digital capabilities also vary from market to market, as well as from urban to rural areas, requiring a tailored response
3. **Ecosystem building:** To ensure the long-term support of women-led small businesses and the scalability of interventions, Strive Women will activate stakeholders who are committed to systems change. This will be done by launching learning networks in each country and globally to: amplify the voice and leadership of women-led small businesses; increase solidarity and build networks that support women entrepreneurs; share learnings and innovations; influence gender inclusive policies and practices for an improved operating environment; and challenge existing system-level attitudes and norms towards women entrepreneurs.
4. **Gender norms:** Through Strive Women, CARE persists in recognizing and researching the socio-economic challenges women face, working with both women and men to positively shift attitudes, behaviors, and gender and social norms, in order to foster empowerment and dismantle barriers that hinder women's progress in all aspects of their lives
 - **Childcare:** Strive Women will explore innovations for the most pressing issue for many businesswomen worldwide – managing childcare. On average, worldwide, women spend 2.4+ more hours per day on unpaid care work compared to men ([World Bank, 2022](#)). Strive Women will test childcare solutions, such as affordable and high-quality childcare provision through skills building of individual women entrepreneurs or collectives. These innovations will aim to reduce stress, increase flexibility, and help women to grow their businesses

5. **Project updates:** Strive Women fanpage would serve as a place to keep audiences updated about our project, the posts could be among (yet not limited to) these threads: project activity recap, project products announcement, important events and achievements, Strive Entrepreneur of the Month, testimonial videos. For this part, CARE team will feed inputs for the consultant(s) to populate the post narratives.

Target audiences

Primary

1. Leaders of micro & small businesses, especially women who are looking to grow their businesses (hereby refer to as W-MSEs)
Strive Women targets micro and small enterprises, 70% of which will be women-led with at least two employees, and who have been in business for at least two years

Secondary

2. Key stakeholders within the financial inclusion ecosystem, including governments (local, regional, national), financial and non-financial service providers, NGOs and civil society organizations

Copy & Visual style

Key words: simple & bright, easy to navigate, business mindset, professional, engaging, user friendly, action oriented, bespoke

Language: Vietnamese

Tagline: Strive Women: Her Business, Her Financial Future

Scope of work and key deliverables

The **scope of work** is as below:

- Review Strive Women communication-related documents shared by the project team, tentatively include Communication strategy, Project talking points, and branding guidelines. The consultant is expected to self-research to better understand the context and language of the project as well as target audiences
- Populate a Vietnam-specific content plan
- Develop content materials for Strive Women fanpage (both copy and visuals), based on topics shared above
- Publish content as scheduled onto Strive Women fanpage
- Prepare a brief report (preferred 1 or 2-pager) with recommendations for engaging content type every 2-3 months
- Work with CARE team (including CARE USA team & CVN team) for brainstorming, content alignment, and content amplification upon needed and as agreed

Given the above SOW, our expected **key deliverables** include:

1. A detailed content plan
2. Content materials, including:
 - 6 posts (copy & visual) of topic 1-4 per month, totalling 42 posts in 7 months from Sep24 til Mar25
 - 2 project updates posts (copy & visual) per month, totalling 14 posts in 7 months from Sep24 til Mar25
3. 03 post analytics and user engagement reports, tentatively in Oct24, Dec24, and Mar25

Tentative Timeframe

Deliverables	Duration (Estimated # of days)	Timeline
Onboard & initial meeting with project team	0.5	August 2024
Review Strive Women communication-related documents	1	Aug24
Develop detailed Content Plan	4	Aug24
Populate & schedule 56 posts	28 (0.5 working day/post)	Aug24 – Mar 25
Generate reports and prepare recommendations	3 (1 working day/report)	Oct24, Dec24, and Mar25
Catchup with project team	3.5 (0.5 working day/ea)	Sep24 – Mar25
TOTAL	40 days	

Number of days can be adjusted upon discussion with the consultant(s).

Selection criteria

The consultant must meet minimum required qualifications, experience and competencies as follows:

- Proven experience in social media/web page content creation.
- Good copy writing skills in Vietnamese language.
- Ability to create basic visuals for social posts.
- Knowledge in areas of gender equality and diversity, equity & inclusion (DEI).
- Understanding of the micro & small business, financial inclusion, and support for women-owned businesses is an advantage.

Application procedure:

Interested candidates should submit the following documents, clearly stating the title of the Terms of Reference to email: Procurement1@care.org.vn before 5PM on 14 August 2024.

Applications including:

1. CV
2. A list of relevant past work
3. Detailed financial proposal with the daily rate for the consultancy (this file is separated)

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organisation and imbed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new consultant/supplier understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.