

TERMS OF REFERENCE



Title: Strive Women project - Consultant for social media content creation

Location: Online

Duration: June – December 2025

Reporting to: Project Manager & MarCom Manager

Since 1989, CARE in Vietnam has partnered with a wide range of organizations to implement over 300 impactful projects across the country. We believe that true sustainable development can only be achieved by addressing the root causes of poverty, social injustice, and inequality. In collaboration with our partners, we are committed to empowering women and their communities—whether smallholder farmers, workers, or owners of micro and small enterprises—by enhancing their skills, confidence, and capacity to engage in economic development, adapt to climate change, and strengthen their resilience to natural or major disasters. Together, we aim to foster a society where development is inclusive, equitable, and accessible to all.

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

Communication is a cross-cutting theme across 4 core elements mentioned above, ensuring the impact Strive Women initiative 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.

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). More details described in Persona.

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 monthly content plan
- Develop content materials for Strive Women fanpage (both copy and visuals), based on topics shared above
- Select and retouch photos from project's activities (taken by CARE staff) for publication
- Publish content as scheduled onto Strive Women fanpage
- Prepare 1 report of social media performance and recommendation to improve content type
- Populate and monitor 1 Facebook Ad plan to improve fanpage's reach and engagement, each plans for 2-3 month of work
- Prepare 1 report to record the efficiency of advertisement implementation
- Work with CARE team (including CARE USA team & CVN team) and agency (if needed) for brainstorming, content alignment, and content amplification upon needed and as agreed

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

1. A detailed monthly content plan
2. A detailed advertisement plan
3. Content materials: 50 posts including pillar contents and project updates from June 2025 to December 2025
4. 01 user analytics report, tentatively in September 2025
5. 01 Ad plan, tentatively on July 2025
6. 01 ad performance report

Tentative Timeframe

Deliverables	Duration (Estimated # of days)	Tentative timeline
Onboard & review Strive Women communication-related documents	1	June 2025
Develop monthly Content Plan	3	June – Dec 2025

Deliverables	Duration (Estimated # of days)	Tentative timeline
	(0.5 working day/month)	
Populate & schedule 50 posts	25 (0.5 working day/post)	June – Dec 2025
Develop detailed Ad Plan	1	July 2025
Boost posts, monitor and track results of advertisement	5	August-November 2025
Generate reports and prepare recommendations	2 (1 working day/report)	Sep and Dec 2025
Catchup with project team	3 (0.5 working day/ea)	June – Dec 2025
TOTAL	40 days	

Number of days and timeline 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 by 21 May 2025.

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.