

## TERMS OF REFERENCE



**Title:** Consultant to run communication campaign

**Location:** Hanoi, HCMC and/or Online

**Duration:** June 2025 to September 2025

**Reporting to:** Project Manager & MarCom Manager

Since 1989, CARE in Vietnam (CVN) 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 (if needed)**

To unlock the power of entrepreneurs worldwide, CARE and the Mastercard Center for Inclusive Growth (the Center) launched [Strive Women](#) in 2023 (as the 2<sup>nd</sup> 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**

On average, worldwide, women spend 2.4+ more hours per day on unpaid care work compared to men (World Bank, 2022). In Vietnam, 80% of men and 60% of women believing businesswomen should be the main childcare provider, despite the pressures of running a business ([CARE, 2022](#)).

Strive Women recognizes the critical need to address these systemic barriers that are hindering women's ability to fully participate in the workforce, build successful businesses, and contribute to economic growth. By fulfilling *objective (iii) innovating to address cross-cutting constraints such as childcare and promoting equitable caregiving practices*, we aim to:

- **Empower women entrepreneurs:** By reducing the burden of unpaid care work, women can dedicate more time and energy to their businesses, leading to increased income, improved livelihoods, and greater economic independence.
- **Promote women and girls' equality:** By challenging traditional women and girls' roles while encouraging men and boys to share in caregiving responsibilities where appropriate, we can create a better society for all.
- **Drive economic growth:** By unleashing the full potential of women entrepreneurs, we can contribute to stronger, more inclusive economies that benefit all members of society.

A social communication program will play a vital role in shifting awareness, attitudes, and ultimately behaviors related to caregiving within families and communities, creating a more supportive environment for women entrepreneurs to thrive.

### Key objective

CVN is looking for a full-service agency who should be creative and experienced in leading a **social communication campaign** with the aim of raising awareness (30%) and shifting attitudes (70%) to share care work between W-MSEs and their family members.

Over the course of 2 months, the campaign is expected to reach at least 2,000,000 and engage at least 40,000 people – in which at least 75% are female. Net promoter score: at least +25, preferably from +40 to +65.

### Scope of work and key deliverables

#### Primary audiences

1. Women owners of micro & small businesses, especially those who are looking to grow their businesses. For further details, refer to [Personna](#).
2. Immediate family members of W-MSEs including but not limited to their parents, husband/partner, children and in-laws.

#### Secondary audience

3. Mass public

### Scope of work

- Conduct desk review: Analysis of project documents provided by CARE & self-research of relevant references
- Develop campaign implementation plan including but not limited to: campaign overall concept, key activities, channels and tools, productions, detailed workplan and budget, quality control plan, and timeframes for key management inputs & decisions
- Work with CARE team to finalize detailed campaign plan
- Work with CARE team to implement campaign activities upon mutual agreement
- Execute and promote the campaign content on suitable media/communications platforms following an agreed plan

- Produce 1 half-way report (no more than 5 page) and 1 final campaign report in English (no more than 15 pages) to document implementing results based on key campaign's objective, KPIs, cost efficiency analysis with support of (including but not limited to) data, figures, used tools, and multi-faceted evaluation on the whole campaign (strength/weakness/lesson learned, etc.).

### **Deliverables**

- 01 detailed campaign plan
- 01 midterm report after 1 month of implementation with key observations and recommendations
- 01 campaign final performance report

### **Tentative Timeframe**

<b>Deliverables</b>	<b>Duration (Estimated # of days)</b>	<b>Tentative timeline</b>
Desk review	3	20 June 2025
Develop detailed campaign plan	5	27 June 2025
Submit midterm report	2	31 July 2025
Produce com assets, implement and monitor campaign	44	1 July – 31 August 25
Submit campaign report	4	5 September 2025
<b>TOTAL</b>	<b>58 days</b>	

*\* The number of working days can be adjusted upon the agreement with CARE team.*

### **Selection criteria**

The agency team can be Vietnam national or international professionals with relevant education and working experience.

#### ***Required attributes:***

- Proven capacity and extensive experience in online/offline campaign management and conduct of creative content, production, evaluations, including strong analytical skills and experience in designing and implementing campaign for social awareness raising and behaviors changing.
- Basic awareness of gender issues, gender sensitivity in business in Vietnam
- Experience with social media monitoring and evaluation
- Demonstrated written communication skills including ability to communicate complex concepts in plain English and develop relevant, useful recommendations

#### ***Preferred attributes:***

- Experience with the Vietnamese development sector/NGOs context
- Experience in organizing social campaign for mass audience with the focus on people in urban and peri-urban areas in Vietnam
- Experience working with Vietnamese micro and small women business owners

### **Application procedure**

Interested candidates should submit the following documents in English, clearly stating the title of the Terms of Reference to email: [procurement@care.org.vn](mailto:procurement@care.org.vn) by 29 May 2025.

**Applications including:**

1. CV(s) and relevant credentials
2. A portfolio of relevant past works
3. A proposal of campaign concept and strategy to reach target
4. Detailed budget proposal with separation of reimbursement and consultancy fee by daily rate

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 organization and embed 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.*