



catalystas

Terms of Reference

Communications & Marketing Consultant

1. Introduction and background

Catalystas Consulting is an intersectional feminist firm working in international development and cooperation. Founded in 2018, Catalystas is based in Amsterdam and operates globally as a team of regional and topical experts. Our firm provides technical assistance, advisory services, and capacity building to nonprofits, NGOs, government and public sector entities, and the private sector. In all of our work, we bring gendered perspectives, intersectional approaches, and inclusive methods, specializing in the areas of

1. **Education:** Early age development, literacy, TVET, university level course and program design, cross-cultural understanding, logistics, and materials management.
2. **Environment:** Climate change, food security, agri-technology, reforestation, land preservation, land rights, water management.
3. **Economics:** Banking regulatory frameworks, entrepreneurship, economic access, job creation, sustainable enterprise, impact investing, value chain analysis, market research.
4. **Security:** Trade controls, countering violent extremism, risk analysis, security protocol, protection, international peace negotiations, and diplomacy.
5. **Social Justice:** Women's rights, human rights, transitional justice, democratic renewal, peacebuilding, grassroots activism, civil society capacity building, and advocacy.
6. **Technology:** Fintech, blockchain technology applied to governance, finance, identity, peacebuilding, cybersecurity, data privacy and anonymity protection, domestic and international regulatory frameworks, and program digitization.

The Catalystas team has over 60 years of combined experience in the development sector. Each member speaks at least one critical language and holds specialized regional and subject-matter expertise. We have worked with - and in - the public, private, and non-governmental sectors at the domestic, regional, multinational, and international levels.

Through our professional experience, cultural and linguistic knowledge, and commitment to working through an intersectional-feminist lens, we have delivered high-quality results to our clients, ensuring environmentally and socially conscious success and profitability in all the projects we have undertaken, setting our team apart from traditional consulting firms.

Catalystas' comparative advantage is that members spark change, just like a catalyst. As a team of experts, we support nonprofits, socially sustainable enterprises, international organizations, governments, and private companies who want to grow, change, or develop in new ways.

2. Objectives

The overall objective of this assignment is to support Catalystas with the implementation of a communication and marketing strategy in coordination with the Catalystas team, and to produce communications and marketing materials with a short turnover time, high quality, and in close adherence to Catalystas Ethos, branding guidelines, and visual identity. The selected consultant should provide advice to improve Catalystas' brand positioning in the market; the assignment is in two parts:

- 1) the implementation of the communication and marketing strategy provided by Catalystas
- 2) reviewing and reporting activities

3. Assignments, Goals, and Deliveries

Assignments and deliverables could include the following (the list below describes the overall scope of work that is inclusive of all future assignments):

Assignment

1. Work with the Catalystas team to align the communication & marketing strategy with implementation plans and tactics;
2. Develop a voice, a tone, and a communication structure that combines Arabic, French, and English;
3. Implementation and monitoring of social media strategy;
4. Highlighting our past work and highlighting events and topics related to our past work (case studies, fields work, whitepapers);
5. Engaging with existing and potential clients;
6. Growth hacking and sustainably expanding our brand recognition;
7. Getting interconnected to aggregators to collaborate with as a part of the growth hacking goal;
8. Meet with our team regularly to learn about new clients, projects, and other topics we would like to highlight on social media.

Deliverable

1. Monthly Communication & Marketing reports and analytics reports presented to the Catalystas team with:
 - a. Number of users;
 - b. Interactivity and Engagement;
 - c. Conversion;
 - d. Profiling of our follower basis on location, age, range, work field, gender, and language;
 - e. A highlight of interesting potential organizations or actors who are following up which our sales should reach out to;
 - f. Suggestions of likely organizations or actors to cross-collaborate with;
 - g. Propose content creation and news to highlight for the forthcoming month so the Catalystas team can pull relevant resources accordingly.
2. Social media content creation for Instagram, Facebook, and a significant focus on LinkedIn
 - a. Instagram (2 posts a week+3 stories a day);
 - b. Facebook (2 posts a week);
 - c. LinkedIn (1 Post a week);
 - d. *Twitter - (Catalystas has currently put on ice its Twitter account, but we would like to discuss the feasibility or strategy for waking up either the company account or rather the core team to becoming more active and connected on Twitter).
3. Social media monthly calendar to be approved by Catalystas a month in advance
 - a. Integrating leads, content, and feedback from the Catalystas team for posts;
 - b. Focusing on relevant international trends and movements;
 - c. Consultants should post content in ideally English, Arabic, and French (the last two are not necessary but desirable);
 - d. Create a structure for breaking-news issues to seamlessly integrate into the calendar (ideally creating a template for the Catalystas team to fill and send to the implementing marketing firm).
4. Host a Quarterly review of communications through Catalystas social media channels with the Catalystas team- presenting wins and areas needing improvement.

4. Consultant profile

The consultant(s) need(s) to have the following experience/knowledge:

1. Demonstrated experience supported by portfolio developing deliverables described in section 3;
2. Demonstrated experience in collaborating with an international organization;
3. Demonstrated experience in producing public-facing communication and marketing outputs;
4. Understanding of Catalystas ethos, mission, and international context;
5. Understanding and experience in developing communication and marketing products or written material (as applicable) to appeal to both commercial audiences and NGO, government, and CSO audiences;
6. Demonstrable understanding of the language and terms of intersectional feminism, especially in gender, minorities, and marginalized people context;
7. Demonstrable and quantifiable experience in increasing impact or engagement through the production of communication and marketing materials.

The consultant(s) need(s) to have the following skills:

1. Good interpersonal and communication and marketing skills;
2. Solid technical skills in producing the assigned communication and marketing output;
3. Advanced skill in producing original communication and marketing materials while adhering to the house look and feel of Catalystas;

The consultant(s) need(s) to have the following characteristics:

1. Be able to understand and follow briefings in English and revise products according to feedback;
2. Ability to read and understand social media language in French and/or Arabic (languages we post in);
3. Be able to adhere to the Catalystas visual identity;
4. Have the software and equipment needed to carry out the assignment;
5. Be able to adapt to changing needs as the assignment evolves;
6. Knowledgeable about current trends in styles and genres related to communication and marketing products;

7. Ability to guide the creative process to ensure an optimal standard while remaining open to feedback.

5. Anticipated Level of Effort

18 - 35 hours a month (*the number of hours will depend on the technical skills and topical knowledge of the awarded individual or firm*).

6. Proposed Budget

Catalystas proposes 400-600 Euros per month (inclusive VAT) to undertake this assignment. The awarded firm/individual will be on three-month probation until the end of 2022.

Catalystas also plans to release several other marketing single-instance projects on updating our marketing strategy, specific growth hacking, and podcast and video series (courses) promotion. Ideally, we would like to award these projects and contacts to our marketing firm.

7. Procedure

The assignment will be awarded to the consultants with the most economically advantageous proposal; this is determined based on the evaluation criteria of price and quality.

The procedure will be as follows:

1. Proposals by invitation to selected consultants;
2. Evaluation of proposals and portfolios based on criteria described in section “consultant profile” by an evaluation committee consisting of program managers and program staff;
3. Invitation of candidates for a short pitch to evaluate how the candidate would implement the communication and marketing strategy;
4. Selection of consultant(s) to carry out the Services;
5. Inception meeting with the selected consultant for the signing of a letter of assignment;
6. Proposal guidelines.

8. Proposal guidelines

Catalystas requests the consultants to hand in a proposal of a maximum of 2 pages (excluding CVs, sample work, and references). The proposal must be sent in PDF format to



info@catalystasconsulting.com before 20th September 2022 with the subject line “Proposal for Communication & Marketing Implementation.”

In the proposal, please provide a concise, well-documented approach detailing your way of working with the underlying project; a rate in Euros (ex VAT and incl VAT) with a break-down of man days/rate per team member; a Clear description of the project team, relevant experience of team member(s) and time allocation per team member; CV of the team member(s) and three examples from prior work for assessment of capability, based on the profile in section 4.

9. Confidentiality

The consultant will ensure that all its contacts with Catalystas, regarding the tender, during the tender procedure take place exclusively in writing by e-mail.

Catalystas will handle the documents provided by or on behalf of The Consultant with confidentiality.

The consultant will also impose a confidentiality duty on any parties it engages. Any breach of the duty of confidentiality by the consultant or its engaged third parties will give Catalystas grounds for exclusion of the consultant without requiring any prior written or verbal warning.

All information, documents, and other requested or provided data submitted by the consultants will be handled with due care and confidentiality by Catalystas. After evaluation by Catalystas, Our team will file the information as confidential. Catalystas will not return the provided information to the consultant.

10. Contact information

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For more information, go to our [website](#) or follow us on [Instagram](#) and [LinkedIn](#). To know more about us