



**ISLAMIC DEVELOPMENT BANK (IsDB) GROUP  
Lives and Livelihoods Fund Management Unit (LLFMU)**

**REQUEST FOR EXPRESSION OF INTEREST (EOI) FOR A  
SHORT- TERM CONSULTANT**

**LLF Communication Material development and Support for LLF Visibility  
at the IsDB Annual Meetings 2022, LLF Field Visit, LLF Annual Report**

**27 April 2022**

**Assignment: LLF Communication Material development & Support for LLF Visibility**

**Location** : IsDB HQ

**Duration** : 3 Months

**Starting date:** 20 May 2022 (Expected)

**Finishing date:** 20 August 2022 (Expected)

**Invitation for Expression of Interest (EOI)**

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*Date:* 27 April 2022

**LLF Communication Material development & Support for LLF Visibility**

1. The Lives and Livelihoods Fund Management Unit at the Islamic Development Bank (IsDB) is seeking the services of a short-term consultant for the above assignment. The Terms of Reference (TOR) of the Services is attached. The Service will be provided by an individual consultant, who may be a self-employed professional or an employee of a consulting firm.
2. IsDB will select and engage the staff consultant in accordance with the IsDB Corporate Procurement Policy (Policy).
3. The Consultant should complete the EOI Form in Appendix B and submit it along with his/her CV.
4. The full set of documents should be submitted through email to the following authorized IsDB representative, not later than 11 May 2022 (10:00 AM GMT):

**Br. Abdur Rasheed Gul**

Corporate Procurement

ASD

Islamic Development Bank

E-mail: 19d89391.isdb.org@emea.teams.ms

**Annex A:** Terms of Reference

**Annex B:** EOI Form

**Annex C:** Evaluation criteria

**Annex A  
TERMS OF REFERENCE**

**For Individual Assignment based Consulting Services for LLF Communication Material development and Support for LLF Visibility at the IsDB Annual Meetings 2022, LLF Field Visit, LLF Annual Report**

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**F) BACKGROUND:**

On September 29<sup>th</sup> 2016, the Islamic Development Bank (IsDB) and development cooperation partners launched a US\$2.5 billion Lives and Livelihoods Fund (LLF) with a joint vision to raise the poorest out of poverty in IsDB member countries. The LLF is the largest development initiative of its kind in the Middle East and serves 33 IsDB member countries.

The IsDB is the LLF's trustee and manages the LLF Projects as per the Charter in accordance with the IsDB's project cycle, after their approval by the LLF's Impact Committee (the fund's Board with representation from all partners).

**B) OBJECTIVE AND SCOPE:**

The LLF communications and visibility is a high priority for LLF Donor partners. Important communication opportunities are upcoming between May 2022 – July 2022 requiring material development, planning, and coordination namely the LLF activities at the IsDB Annual Meetings 2022, an LLF Donor field visit being planned for late July 2022, and the LLF Annual Report webpage development. These include the corresponding management of the social media, website updates, and mass media activities, comms planning, and coordination with the external communications partner (Brunswick) and the IsDB MCD department, and others, in support of the LLFMU.

Herewith, we intend to employ services of a qualified, individual Consultant to assist the LLFMU in LLF Communication Material development and Support for LLF Visibility at the IsDB Annual Meetings, LLF Field Visit, LLF Annual Report.

**C) DELIVERABLES:**

In undertaking this assignment, the consultant shall carry out the following work activities:

*IsDB Annual Meetings and LLF Field Visits Communication Management & Planning:*

- *Support Development and execution of the communication plans to ensure maximum exposure, awareness and visibility for the LLF and its activities.*
- *Support the LLF team with the preparation for the major events*
- *Interact with the communication focal points of LLF partners to keep them engaged*
- *Coordinate and support the work of third parties (Brunswick) in support of the LLFMU as required*
- *Draft and produce press releases*

*Website & social media:*

- *Ensure that the Events related content is regularly and consistently updated on the LLF website*
- *Promote and communicate the website content to increase website traffic*

- *Updating news and blog posts\**
- *Content Creation for social media: Creating and posting new content*
- *Social media (SM) Community engagement: responding to comments and messages*
- *Foster connections (SM): monitoring LLF mentions and promoting partners' activities*
- *Planning: creating a monthly editorial calendar, generating ideas for the events and Annual report posts and supporting the social media amplification campaigns*
- *Creative: work with the creative agency and give direction for social media visuals that are in line with the brand guideline for the events and AR*
- *Monitoring & Reporting: reviewing social media analytics and tracking engagement on social media channels to determine content/post performance, level of reach and engagement rate to plan the next course of action*

*LLF Annual Report 2021:*

- *Coordinate the development and the design of LLF annual report page on the LLF website*
- *Develop the necessary content for the LLF AR website page*
- *Review, edit and proofread publications to ensure accuracy*
- *Draft and produce press releases*

*Creative and design management:*

- *Direct the creative execution to produce consistent branding across all communication channels for the Annual Meetings activities, LLF field visit, and AR 2021.*

## **D) PAYMENT SCHEDULE:**

The Consultant will deliver the work for 3 months from the start of the assignment, and monthly update report to be submitted on work done. Monthly payment could be released based on satisfactory delivery of work.

## **E) ADMINISTRATION:**

- i) **Location:** The primary location of the assignment shall be Jeddah, KSA.
- ii) **Confidentiality:** The Consultant shall not, during the term of this assignment disclose any proprietary or confidential information relating to these services or the IsDB's business or operations without the prior written consent of the IsDB.

## **F) OWNERSHIP OF MATERIAL:**

Any assessments, reports, or other materials, graphics, software or otherwise, prepared by the Consultant for the IsDB under this assignment shall belong to and remain the property of the IsDB.

**Annex B**  
**Expression of Interest (EOI) by Applicant**

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**LLF Communication Material development and Support for LLF Visibility at the IsDB  
Annual Meetings, LLF Field Visit, LLF Annual Report**

Date: \_\_\_\_\_

Dear, Mr. XXXX,

I have read carefully your Invitation for Expression of Interest (EOI) for the captioned assignment and find the Terms of References (TOR) and Scope of Work match my skill mix and experiences for providing the services required in the TOR. I would like to express my interest to be considered for the Shortlist of STCs. I understand that IsDB does not have an obligation that I must be shortlisted.

I have attached to this EOI my Curriculum Vitae (CV) for your consideration. Some of the key information is highlighted below:

**Personal Profile**

Nationality:
Date of Birth:
Permanent Address:
Phone No.:
Email:

**Past Consultancy And Work Assignment References**

*[Notes to consultant: Please select most relevant assignments you have recently completed to demonstrate your technical qualifications and experience.]*

Period	Client	Project	Country	Your role (As a lead consultant or as a member of a team?)	Value of the Contract


**III. Availability**

I shall be available for the services from \_\_\_\_\_ to \_\_\_\_\_.

**IV. Eligibility Declaration**

I, the undersigned, certify to the best of my knowledge and belief:

- I have read terms of reference (TOR) and Scope of Work (Appendix A), for this assignment.
- I confirm that the project references submitted as part of this EOI accurately reflect the experience of myself.
- I confirm that I have never been convicted of an integrity-related offense or crime related to theft, corruption and fraud.
- I understand that any misrepresentations that knowingly or recklessly mislead or attempt to mislead may lead to the automatic rejection of the proposal or cancellation of the contract, if awarded, and may result in further remedial action, in accordance with IsDB Integrity and Anti-Corruption Policy.

*Signature:*

*Name of the Applicant*

# Curriculum Vitae (CV)

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Position Title and No.:

Name of Expert: {Insert full name}

Date of Birth: {day/month/year}

Country of Citizenship/Residence:

Contact information:

Education:

{List college/university or other specialized education, giving names of educational institutions, dates attended, degree(s)/diploma(s) obtained}

Employment record:

{Starting with present position, list in reverse order. Please provide dates, name of employing organization, titles of positions held, types of activities performed and location of the assignment, and contact information of previous clients and employing organization(s) who can be contacted for references. Please mark if the assignment is considered relevant to the assignment.}

Period	Employing organization and title/position. Contact information for references	Country	Summary of activities (Comment if relevant to the Assignment)

Membership in Professional Associations and Publications: \_\_\_\_

Skills (language, technical, computer, others related): \_\_\_\_

**Certification:**

I, the undersigned, certify that to the best of my knowledge and belief, this CV correctly describes myself, my qualifications, and my experience, and I am available to undertake the assignment in case of an award. I understand that any misstatement or misrepresentation described herein may lead to my disqualification and/or sanctions by the Bank.

{day/month/year}

Name of Expert

Signature

Date

- |  | Yes                      | No                       |
|--|--------------------------|--------------------------|
| (i) <i>I am employed by the concerned Agency / (ies) related to this consultancy assignment</i>                                  | <input type="checkbox"/> | <input type="checkbox"/> |
| (ii) <i>I was involved with the preparation of the terms of reference for this consultancy assignment</i>                        | <input type="checkbox"/> | <input type="checkbox"/> |
| (iii) <i>I am not currently debarred by a multilateral development bank or other similar institutions (If yes, identify who)</i> | <input type="checkbox"/> | <input type="checkbox"/> |



## Annex C. Technical Evaluation Sheets for Consultant

#	Criteria	Maximum score	Evaluators			
			1	2	3	4
1.0	<b>General Qualifications</b>	<b>45</b>				
1.1	<i>Academic Background &amp; skills</i>	20				
1.2	<i>Language skills (English, Arabic, and French)</i>	25				
2.0	<b>Adequacy for the Assignment</b>	<b>55</b>				
2.1	<i>General Communications Experience</i>	15				
2.2	<i>Experience with similar assignments (social media management and planning, content development for different media channels, experience with website content development and update, creative and business writing, others)</i>	40				
	<b>Total Score:</b>	<b>100</b>				