



Terms of Reference

For Communication Consultancy

BCC2021-073

To develop the three-year Communication & Outreach Strategy for IsDB



1. **Executive Summary**

Every Communication team is challenged to do more with less, especially at international nonprofit organizations. Communication is all about creating valuable experiences that have a positive impact on people. Communication and outreach for international nonprofits organization is the use of strategies and tactics to amplify an organization's cause and mission, raise visibility, solicit supporters, and attract more beneficiaries. it can also help attract new supporters for the “cause”, connect to valuable investors & donors, engage, and inspire communities.

This is a general scope of work to develop the communication strategy for IsDB as an international MDB with a strong footprint in 57 member countries. The strategy is expected to cover the brand direction for the next 3 years and is to be based on the strategic direction of the bank where 3 important objectives were identified namely: Boosting COVID 19 recovery plans, tackling poverty and building resilience, driving green economic Growth.

Each element listed here is practice that should be developed based on the specific needs of the bank. 

1. **Scope of Work**
2. **Landscape Assessment (Developing framework of:)**
* Assessment and analysis of the current communication of IsDB including: brand perception, current awareness level, PR level and media appearance internationally, content, communication approach and strategy covering the different regions where the bank serves.
* The above to be based on desk research: qualitative and quantitative as to derive the relevant insights and to identify gaps.
* Review and synthesize existing marketing and communication reports done by previous consultant to ensure no duplication occurs in the work carried out (Appendix 1).
* Carry a comprehensive diagnostic assessment of IsDB current communication policies/ systems/ procedures and practice and benchmark against other MDBs and IFIs.
* Identify preliminary communication goals and objectives of IsDB.
* Align goals and objectives with the main strategy & business objectives of IsDB.
* Conduct a benchmarking exercise of similar entities to IsDB (MDBs, IFI and International NGOs) covering their overall communication strategy including PR/ value proposition and positioning as well as branding strategy. This exercise should cover but not be limited to actual communication operation in common member countries.
* Identify and analyze stakeholders (Effectiveness and Legitimacy).
* Identify and analyze competition (direct/indirect).
* Review the recently developed social media strategy.
* Develop final communication and branding goals and objectives.
1. **Prime Prospects Identification**
* Conduct segmentation exercise for stakeholders.
* Conduct stakeholders’ behavior & perception analysis.
* Conduct stakeholders’ triggers & barriers analysis.
* Map out current stakeholders’ journey.
* Identify & prioritize Prime Prospects among stakeholders’ pool.
* Develop detailed profiling for each Prime Prospect’s segment.
1. **Strategic Platform Development**
* Identify all reasons to believe that IsDB can use.
* Identify the Points of Differences (PoDs) between IsDB and others.
* Based on the above two points formulate IsDB positioning statement/ Value proposition.
* Define a clear behavior/perception change methodology from stakeholders’ current status to the desired status.
* Define IsDB brand value, character and personality.
* Adaptation of brand equity to segmentation.
1. **Marketing and Integrated Communication Plan Development**
* Develop a clear communication and outreach strategy for the bank covering the next 3 years.
* Develop communication activities / programs plans based on recommended strategy.
* Develop the annual integrated communication plans and tactics (by stakeholder, time, channel), including penetration build up.
* Recommend budget for the different activities of the year.
* Build IsDB content strategy and content calendar
* Develop the brand creative direction including look and feel, social media templates for the brand campaigns etc.
* Review current IsDB funds situation i.e. (The global Muslim philanthropy fund for children, Lives and livelihood fund, Awqaf properties investment fund, Islamic solidarity fund for development) and develop a communication and PR strategy which can attract donors & investors
1. **Deliverables:**

Expected deliverables for reports would be:

* An assessment report of current marketing & communication situation of IsDB including brand perception, awareness level, PR and content approach with actionable recommendation on how to best take the bank to the next level from a communication perspective.
* A report with a benchmarking exercise of similar organizations to IsDB (MDBs, IFI and International NGOs) covering different aspects such as: positioning, branding, communication, and approach.
* A report on a comprehensive assessment of existing Marketing and Communication systems against a benchmark with other MDBs and IFIs. The assessment shall include a full diagnostic report of IsDB current policies, systems, procedures, rules, tools and practices.
* A report with background information about competition, their portfolio analysis and performance.
* A Prime Prospects report including:
* Internal and external Stakeholders segments identification and prioritization.
* Drivers & barriers Identification.
* Perceptions and need gaps Behavior change model
* Customer journeys’ charts
* A detailed profiling for each identified prime prospect, covering:
* Demographics, geographic, value, behavioral, occasion-based, attitude/emotion, needs/experience, and combination.
* A report that includes:
* Brand communication concept – illustrating the brand role/ attributes and belief system of IsDB in relation to target audience
* Communication, outreach and PR strategy for the next3 years
* Brand Architecture model
* Communication goals
* Suggested communication Budget covering the recommended activities and tactics to meet IsDB marketing and communication goals for the next 3 years including content strategy
1. **Project timeline**

6 months from the date of awarding the contract

* **Expression of Interest:**

MCD invites eligible consultants to indicate their interest in providing the above-mentioned services. Interested consultants must provide the following:

**i. Information on availability for the expected services.**

**ii. Curriculum Vitae, including relevant publications and assignments.**

**iii. Sample of similar works**

Interested Consulting firms are requested to submit their Expression of Interest, Profiles, sample of similar works and other support documents through designated email address: Proposal Submission - **BCC2021-073 Marketing & Communication 3-year Strategy** 118c23dd.isdb.org@emea.teams.ms .

**For Queries and Clarification**: General - BCC2021-073 Marketing & Communication 3-year Strategy 62bd0796.isdb.org@emea.teams.ms

stating the subject as: “**BCC2021-073** **To develop the three-year Communication & Outreach Strategy for IsDB**” and surname of the candidate. The Expression of Interest should be submitted not later than October 20th, 2022, Jeddah, KSA 3:00 PM. Please note that this Expression of Interest entails a non-binding commitment.

**Appendix 1:**

* Previous studies/ work carried out can be accessed here [https://isdb.sharepoint.com/:f:/s/IsDBCommunications/EhtUTVav\_5FDmFoq8lGO598B-9JglcLpWw1gWEAEX63tpA?e=rfBVyQ](https://isdb.sharepoint.com/%3Af%3A/s/IsDBCommunications/EhtUTVav_5FDmFoq8lGO598B-9JglcLpWw1gWEAEX63tpA?e=rfBVyQ)