Terms of Reference

Communications and Digital Media Support Partner

About ACCESS Development Services

ACCESS Development Services is a national livelihoods promotion organization with a focus on incubating innovations and developing sustainable models for livelihoods promotion of the poor. To this end, ACCESS is structured uniquely to work at all levels of the value chain – implementing programmes on the ground (Tier I), working with Civil Society Organizations, Government Departments, Corporate sector, and Multilateral / Bilateral Agencies (Tier II) as also undertaking national initiatives to influence and support policy initiatives and strengthening the enabling environment (Tier III). ACCESS, with its head office in New Delhi has a pan-India presence having state offices in 9 states and 26 project offices. More at www.accessdev.org

About the flagship initiatives:

The Livelihoods India Summit is a national-level convening designed to foster deliberations on issues relating to the livelihood promotion of the poor. The two-day summit delves into a multitude of challenges that the poor face in strengthening their livelihoods. Through dialogue, discussions, and debates in various sessions, the summit proffers valuable recommendations.

Global Inclusive Finance Summit is a global platform designed to foster dialogue and deliberation on issues, policy outlook, and practice frameworks in the area of financial inclusion, with an aim to build and track a unified vision for access to financial services in India.

As part of this requirement, ACCESS is looking to onboard a communication and digital media partner that is going to work over the next 7 months to build both the initiatives as a brand and work on social media campaigns.

The requirements of this engagement include working around the following areas

- **Brand Awareness:** Regular messaging and updates on new speakers, expert voices, testimonials, and collaborative action.
- **Engagement and action:** Our messages require to carry clear actionable aspects and the opportunity for active participation. The ideas will require to stand out and cut the clutter with a compelling narrative and engaging tactics to persuade participation.
- **Advertisements:** Promoting/boosting posts or specific messages on relevant Social Media Platform to promote participation
- **Event Participation:** ACCESS wants to increase event participation through greater sectoral outreach. It also wants more conversations and deeper engagement on social media versus the regular one-way update dissemination

- **Handling social media accounts:** The agency/partner will create designs/posts/gifs/videos and will also handle social media accounts for these flagship initiatives (Facebook, LinkedIn, Instagram, Twitter) by working to increase the overall reach, likes, engagement followers, shares, tweets etc by minimum 5%. Minimum three posts in a week for each initiative should be created and posted. The agency/partner will also provide social media analytics report for every month.
- **Mailer Development:** Design and create html links for the mailer to be sent via inhouse mailer software to our mailing lists.

Stakeholders :

- Government Officials
- Policymakers
- Civil Society Organizations
- CSR professionals
- Academia
- Researchers
- FPO representatives
- Entrepreneurs
- Multilateral & Bilateral Agencies
- NBFCs
- MFIs
- Practitioners
- Senior Management CXOs
- Thought Leaders
- Students

Time Period

The agency will come on board for 7 months starting July 2023 – January 2024.

Key Campaign Activities

- Awards category Announcement
- Sponsors Announcement
- Speakers Announcement
- Register for the event
- Report Sneak Peak

Work arrangements:

The partner would be reporting on a weekly basis to the Communication Manager on the progress and organize monthly meetings to plan for ahead. The proposed list of deliverables would be

spread across a period of 7 months and quality deliverables with achievement of min KPI would be a key requirement along with quality of deliverables.

- The agency/partner applicant must be at least 5 year old registered entity
- The agency/partner should have minimum 5 years of experience handling social media accounts in the development sector.
- The agency/partner should have experience working for global events

Proposals must be submitted to aastha@accessdev.org by June 15th, 2023 11.59 PM India Time.