

## **Terms of References**

### **Communication Consultant**

#### **A. Background**

The Government of Pakistan is cognizant of the socio-economic implications arising from climate change and has taken timely decision to establish a central coordinating body namely “Sustainable Finance Bureau, SFB” to synergize, manage and accelerate all the ongoing efforts to generate climate financial streams and investment opportunities locally as well as to tap international financial cooperation.

In this regard, SFB requires the services of experienced professionals for the following position. The individuals will report to the project director.

Please refer to each position for details on job description and eligibility criteria.

#### **B. Role and Responsibilities**

- Develop and execute a comprehensive communication strategy to promote SFB’s climate finance initiatives.
- Develop and implement communication strategies to effectively convey the Private Sector Mobilization and Climate & Disaster Risk Finance Strategy.
- Identify and prioritize key external stakeholders, including investors, partners, government agencies, and the public and develop targeted communication strategies to engage and educate these stakeholders on the Climate Finance Strategy.
- Work closely with ministries and provincial departments to ensure a deep understanding of the climate finance strategy.
- Align communication efforts with the government’s broader sustainability and climate goals.
- Establish monitoring mechanisms to track the impact and effectiveness of communication strategies.
- Plan capacity building trainings.

#### **C. Deliverables**

- A detailed document outlining the developed and executed communication strategy to promote SFB's climate finance initiatives. This strategy should include key messaging, target audiences, communication channels, and implementation timeline.
- Identification and prioritization of key external stakeholders, such as investors, partners, government agencies, and the public. Development of targeted communication strategies to engage and educate these stakeholders on the SFB’s work, ensuring alignment with their interests and needs.
- Close collaboration with ministries and provincial departments to ensure a deep understanding of the activities undertaken by SFB. This involves providing advisory services and facilitating workshops or meetings to discuss progress and address any concerns or questions.
- Development of a comprehensive plan for capacity-building trainings aimed at enhancing stakeholders' understanding of climate finance concepts, strategies, and implementation

approaches. This includes designing training materials, organizing workshops, and conducting knowledge-sharing sessions.

- Regular progress reports documenting the implementation of communication strategies, including updates on outreach activities, stakeholder engagement efforts, and capacity-building initiatives. These reports should also include insights gained and lessons learned for continuous improvement.

### **Qualifications and Experience**

The assignment necessitates an experienced Consultant with a client-centric approach, adept at fostering effective communication among critical internal and external stakeholders, delivering tangible results, and proficient in disseminating expertise to personnel within the MoPDSI.

- Bachelor's or Master's degree in communications, graphics, public relations, environmental communications, or a related field.
- Proven experience (3-5 years) in developing and implementing communication strategies in the context of climate change or sustainability.
- Strong writing and editing skills, with the ability to convey technical information to diverse audiences.
- Familiarity with climate finance concepts, policies, and international frameworks.
- Proficiency in using social media platforms and other digital communication tools.
- Excellent interpersonal and relationship-building skills.

### **D. Reporting**

Based in the Sustainable Finance Bureau at MoPDSI, and reporting directly to the Project Director, the Consultant/Consulting Firm will provide support to the team in the design and execution of the Bureau's functions.

### **E. Duration**

The local consultancy is expected to be for a period of Four months