

Terms of Reference (TORs)

Hiring of a Media & Communications Firm

Background

Pakistan Microfinance Investment Company Limited (PMIC) is a wholesale development finance institution established to catalyze financial inclusion in Pakistan by providing funding, risk-sharing instruments, and technical assistance to microfinance banks, NBFCs, and other eligible financial institutions. PMIC works closely with government entities, development partners, donors, and private sector stakeholders to support inclusive growth, climate resilience, gender inclusion, and SME development.

To strengthen its outreach, visibility, stakeholder engagement, and impact communication, PMIC intends to onboard a professional media and communications firm to support strategic communications, content development, media management, and digital presence.

Objective of the Assignment

The objective of this assignment is to engage a qualified media and communications firm to:

- Develop and implement PMIC's communications and media strategy;
- Enhance PMIC's brand visibility and public perception;
- Support dissemination of PMIC's programs, initiatives, and impact;
- Manage media relations and digital communication platforms; and
- Ensure consistent, high-quality communication aligned with PMIC's mandate and values.

Scope of Work

The firm will provide end-to-end media and communications support, including but not limited to the following areas:

A. Strategic Communications & Branding

- Review and refine PMIC's communications strategy in line with institutional objectives.
- Develop annual and campaign-specific communication plans.
- Ensure consistency of messaging across all platforms and materials.
- Support brand positioning aligned with development finance and donor expectations.

B. Content Development

Draft and design communication material including:

- Press releases and media briefs
- Success stories, case studies, and impact narratives

- Annual report content and donor reports (communications sections)
- Website and newsletter content
- Speeches, talking points, and key messages for senior management
- Translate technical and financial content into clear, accessible messaging for public audiences.

C. Media Relations

- Develop and maintain relationships with print, electronic, and digital media.
- Facilitate media coverage of PMIC initiatives, events, and announcements.
- Coordinate press conferences, media briefings, and interviews.
- Provide media monitoring and coverage analysis reports.

D. Digital & Social Media Management

- Manage PMIC's social media platforms (e.g., LinkedIn, X/Twitter, Facebook, YouTube).
- Develop and publish digital content calendars.
- Create visual content including infographics, short videos, and social media creatives.
- Monitor engagement, analytics, and performance metrics.

E. Event & Campaign Support

- Support communications for launches, workshops, stakeholder engagements, and donor events.
- Develop event-specific media kits, banners, backdrops, and digital content.
- Provide on-ground or remote coverage support (as required).

F. Crisis & Reputation Management

- Support PMIC in managing sensitive communications, reputational risks, or adverse media coverage.
- Draft reactive statements and key messages when required.

G. Deliverables

The firm will be responsible for delivering, at a minimum:

- Inception Report outlining understanding of assignment, team structure, and work plan.
- Annual Communications & Media Plan aligned with PMIC's strategy.
- Monthly Content & Media Outputs, including press releases, digital content, and creatives.
- Media Coverage & Digital Analytics Reports (monthly/quarterly).
- Event-specific Communication Packages as required.
- End-of-Year Performance Report summarizing outcomes, reach, and lessons learned.

H. Duration of Assignment

The assignment will initially be for one (1) year, extendable based on satisfactory performance and mutual agreement.

I. Reporting & Coordination

- The firm will report to PMIC's Communications / Strategy / Management-designated focal person.
- All key outputs will be subject to review and approval by PMIC.
- Regular coordination meetings will be held (monthly or as required).

J. Qualification & Experience of the Firm

The eligible firm must meet the following criteria:

- Registered media, communications, or creative agency with minimum 5 years of relevant experience.
- Demonstrated experience working with:
 - Development finance institutions, donors, NGOs, or financial sector entities.
- Proven capability in:
 - Strategic communications
 - Media relations
 - Digital and social media management
 - Content writing and visual design
- Availability of a dedicated team including:
 - Communications lead
 - Content writer/editor
 - Graphic designer
 - Digital media specialist
- Strong portfolio of previous assignments (to be provided).
- Familiarity with donor-funded programs and sensitivity to governance and compliance standards will be considered an added advantage.

K. Confidentiality

The firm shall maintain strict confidentiality of all information, documents, and data shared by PMIC and shall not disclose any information without prior written consent.

L. Payment Terms

Payment terms and milestones will be finalized as per PMIC's procurement policies and agreed scope of work.