



TERMS OF REFERENCE Consultant

Organization	Rare, Inc.
Title	Content Strategy, Creation, and Social Media Management Consultant
Post Level	Indonesia
Project	Small-Scale Fisheries Impact Bond
Duty Station	Remote with quarterly travel to SE Sulawesi
Duration	12 Months

About Rare

Rare is an international non-profit organization specializing in social change for people and the environment. For 50 years, Rare has worked at the intersection of environmental conservation, development, and human behavior through its programs Fish Forever, Lands for Life, Climate Culture, and Innovative Finance as well as the Center for Behavior and the Environment.

Rare's Innovative Finance (IF) program is developing pathways to sustainable finance-based solutions enabling households, microbusinesses, and local governments to access capital, build more resilient rural communities, and sustainably manage the ecosystems that they manage and depend on. IF's sustainable finance-based solutions also contribute to the goals of Fish Forever (FF), Rare's marine and small-scale fisheries (SSF) program. The aim of FF is to enable the effective management of coastal fisheries in an ecosystem context, where the protection of the environment and the sustainable management of these natural assets, is linked to building a resilient rural economy underpinning the well-being and long-term prosperity of coastal communities. Rare enhances food security, livelihoods, and local resilience to climate change in eight countries worldwide.

Background and Project Description

This project focuses on the development and implementation of a [sustainable impact bond](#) initiative in Southeast Sulawesi, Indonesia. The initial investment will fund the Bond's pilot: the establishment of five new community-based conservation management systems in Southeast Sulawesi, Indonesia called [Managed Access with Reserves \(MA+Rs\)](#). This bond is structured around outcomes. Investors pay upfront capital to establish this system and outcome funders pay back the investment when certain key impacts have been met. In this way, we create a structure that will de-risk investment by private and public sources into small scale coastal communities, building on a decade of impact data from Rare's programs to restore coastal biomass. Past this five-year pilot, we will grow this bond structure to support the sustainability of coastal environmental management in small scale fisheries within and beyond Indonesia.

Over the next five years, we aim to raise awareness, engage stakeholders, and document our progress through high-quality visual content that captures the essence and impact of our work. To achieve this, we are seeking a consultant or agency with expertise in both content strategy and content creation. The selected candidate or agency will work closely with our team to deliver compelling visual narratives and ensure these are effectively distributed across multiple social media platforms to include but not limited to LinkedIn and Instagram.

The primary objective of this consultancy is twofold:

1. **Strategic:** To develop and implement a comprehensive content strategy that aligns with the project's goals and optimizes content for different platforms (i.e. LinkedIn, Instagram, and/or Facebook).
2. **Creative:** To document the project's progress and impact through high-quality visual content that can be shared across social media platforms and other communication channels.
3. **Management:** To post, manage, and engage with the content on social media platforms, ensuring consistent and strategic communication with the target audience.

Scope of Work

The consultant or agency will be responsible for the following:

Content Strategy:

- Develop a comprehensive content strategy that aligns with project goals and effectively engages target audiences across different platforms.
- Create and manage content calendars to ensure consistent and strategic posting schedules.
- Optimize content for platform-specific requirements to maximize engagement and reach.
- Provide guidance on audience engagement and social media best practices.

Content Creation:

- Capture on-the-ground activities, interviews, and spontaneous moments through videography and photography, with a preference for those with expertise in underwater videography (preference, but not a requirement).
- Develop and produce a range of high-quality video content, including video blogs, short clips for Instagram and potentially a short documentary for YouTube.
- Collect still photography that can be used for social media content, educational purposes, carousel posts, or other formats as decided, and also contribute to Rare's content library for future collateral related to the bond and other programs.
- Create and edit content optimized for different platforms, ensuring consistency with the overall content strategy.
- Ideate, script, and provide shoot lists to guide content creation.
- Travel quarterly to project sites in Southeast Sulawesi to document project activities.

Post-Production:

- Edit and compile video content into polished presentations for stakeholder meetings, investor updates, and other communication needs.
- Edit and organize still photographs for use in social media, educational content, and as part of Rare's content library for collateral and future projects.
- Ensure all content meets technical requirements and is optimized for various platforms.

Social Media Management:

- Post content across platforms including LinkedIn, Instagram, and Twitter, ensuring adherence to the content calendar and strategic goals.
- Monitor and manage social media accounts, responding to comments, messages, and queries in a timely and professional manner.
- Engage with followers and audiences, fostering community interaction and amplifying the reach of content.
- Analyze and report on the performance of social media content, using insights to refine strategy and improve engagement.

Content Management:

Travel Requirements

- The consultant or agency will be required to travel to Southeast Sulawesi once per quarter (approximately 3 days per trip) to document project sites and activities.
- Locations and additional travel details will be provided upon confirmation of engagement.

Deliverables and Timeline

In line with the project description, Rare is seeking a consultant to undertake the following deliverables:

1. **Content Strategy:** A comprehensive content strategy document outlining key messages, target audiences, and platform-specific approaches.
2. **Quarterly Video Updates:** Short, polished videos highlighting key milestones and project progress.
3. **Social Media Content:** Regularly provide short clips optimized for social media platforms, including LinkedIn, Instagram, and Twitter.
4. **Still Photography:** A collection of high-quality photographs suitable for social media, educational use, and as part of Rare's content library for collateral related to the bond and other programs.
5. **Documentary (Optional):** Compile footage into a cohesive short documentary for broader dissemination.
6. **Content Calendar:** Provide a content calendar with recommended posting schedules and strategic inputs.

7. **Social Media Management:** Regular posting and management of social media accounts, including engagement with followers and performance reporting. Post must happen a minimum of weekly.

The consultant will be responsible for the timely delivery and technical quality of the aspects outlined above. All deliverables shall be submitted to the Senior Manager, Innovative Finance, based in Indonesia.

The Rare project team will be responsible for the provision of timely responses to the consultant's requests for information, as well as retain the usage rights for content created by the consultant.

Duration of the Work

The initial contract will be for 12 months. Based on performance and mutual agreement, the contract may be extended to cover the remaining project duration.

Location

Indonesia – remote/flexible. Must be able to travel once per quarter to SE Sulawesi. The consultant will be required to meet regularly (virtual).

Qualification and Experience

- This opportunity is open to individual consultants, agencies, or candidates who may subcontract specific services, such as photography, as needed
- Proven experience in both content strategy development and content creation, particularly in documentary-style videography and photography.
- Experience working in Southeast Asia, preferably Indonesia. Preference given for Indonesian native.
- Strong post-production skills, including editing and platform optimization.
- Experience in underwater videography is desirable, but not required.
- Familiarity with social media content strategy and platform optimization.
- Must live in Indonesia with the ability to travel quarterly to project sites.
- Owns necessary gear, including cameras and editing software.
- Advanced level of English & preferably Bahasa Indonesian.
- Ability to work independently and meet deadlines.
- A strong portfolio with at least three relevant works (please provide links).

Submission Guidelines

Interested candidates or agencies should submit the following:

- A cover letter outlining their relevant experience and approach to the project.
- A detailed proposal, including a budget breakdown for professional fees and travel costs, and the proposed timeline for deliverables.
- A portfolio with links to at least three short or longer form clips.

Please submit your proposal and supporting documents to cflannery@rare.org.

Budget and Payment

- We invite interested consultants or agencies to submit a detailed proposal with their proposed fees and travel costs.
- Consultants should provide a detailed budget breakdown distinguishing between professional fees and travel costs.
- Payments will be made upon the approval of deliverables, based on the contractor's invoice.