

Media & Digital Communications Firm

Terms of Reference

Kashf Foundation

1. Background

Kashf Foundation is a leading Microfinance institution in Pakistan working to promote women's economic empowerment, financial inclusion, social development, and gender equality. Over the years, Kashf has implemented scaled up microfinance services, capacity building initiatives, gender advocacy interventions and media-based projects aimed at alleviating poverty, shifting social norms and expanding opportunities for women across Pakistan.

To strengthen its institutional visibility, public engagement, donor communications, and programmatic storytelling, Kashf Foundation seeks to engage a professional media and digital communications firm to manage and enhance its corporate communications and social media presence.

2. Purpose of the Assignment

The purpose of this engagement is to provide Kashf Foundation with a cohesive, high-quality, and strategically aligned digital presence that:

- Accurately reflects Kashf's mission, values, and credibility while remaining professional, factual and aligned with Kashf's mandate
- Showcases field programs, research, and impact through high quality content that reflects scale and social value
- Generates a strong brand presence and positioning to ensure a clear and recognizable institutional voice within the development sector
- Strengthens engagement with donors, partners, policymakers, and the public through targeted and platform-appropriate digital content
- Enhances brand consistency across all digital platforms including tone, visual messaging and ethical standards
- Boosts media presence consistently through regular content creation, proactive platform management and performance-driven optimization.

3. Scope of Work

The media firm will be responsible for end-to-end management of Kashf Foundation's digital and social media communications, including but not limited to the following:

A. Strategy & Planning

- Develop a comprehensive digital communications strategy aligned with Kashf's institutional priorities, programmatic areas, advocacy goals, fundraising objectives etc
- Prepare a quarterly content plan and monthly editorial calendar providing key deliverables, content and messaging, themes, in light of the institutional needs, outcomes and key events
- Identify key narratives, campaigns, and thematic priorities that effectively reflect Kashf's mission, field programmes and outcomes, emerging needs and new contexts

- Advise on platform-specific strategies (LinkedIn, X, Facebook, Instagram, YouTube & TikTok) including frequency of content posting, content formats, audience targeting etc

B. Content Development & Storytelling

- Produce high-quality content including:
 - Written posts, captions, and threads
 - Short videos, reels, and explainers
 - Infographics and visual summaries
 - Field-based storytelling (program highlights, beneficiary voices)
- Translate complex development work into clear, accessible narratives
- Ensure content reflects ethical storytelling principles, particularly when featuring women and communities

C. Corporate & Program Communications

- Showcase Kashf's:
 - Core programs and field activities
 - Research, policy engagement, and advocacy work
 - Institutional achievements, awards, and milestones
- Support communications around:
 - Donor-funded projects
 - Events, launches, and convenings
 - Partnerships and MOUs
 - Key achievements and outcomes
 - On going advocacy and media campaigns
 - Story telling around impact (client, staff, etc)

D. Platform Management & Publishing

- Manage Kashf's official social media accounts, including:
 - Content scheduling and publishing
 - Comment moderation and community management
 - Responding to messages in coordination with Kashf
- Ensure consistency of tone, visuals, and messaging as per section 2 above.

E. Audio-Visual Production Support

- Plan and produce:
 - Short-form videos for social platforms
 - Event coverage (photo/video highlights)
 - Podcast clips and institutional interviews
 - Utilize Kashf's current archive and database to develop content
- Coordinate with Kashf's in-house studio or external videographers as required

F. Campaigns & Special Initiatives

- Design and execute digital campaigns around (these will be reviewed every quarter on an on-going basis):
 - Women Entrepreneurship Awards (WEA)
 - Key advocacy moments and national/international days
 - Major programmatic milestones
- Support paid campaigns where required in agreement with the Kashf management

G. Monitoring, Analytics & Reporting

- Track and report on:

Audience growth and engagement, including:

- Follower/subscriber growth by platform
- Engagement rates (likes, comments, shares, saves)
- Audience demographics and reach

Content performance by platform, including:

- Top-performing content formats (static, video, reels, carousels, threads)
- Post-level reach and engagement
- Video views, watch time, and completion rates

Campaign reach and impact, including:

- Reach and impressions for campaigns and key initiatives
- Engagement generated by campaigns
- Referral traffic to Kashf's website or other platforms, where applicable
- Monthly performance reports and quarterly insights to be provided
- Quarterly analytics to be prepared to refine content and strategy

4. Deliverables

The firm will deliver, at minimum:

- Digital communications strategy (annual / bi-annual)
- Monthly content calendar
- Minimum monthly content outputs (to be finalised):
 - Posts (static + video)
 - Short videos/reels
 - Stories and highlights
- Monthly analytics report
- Quarterly strategic review and recommendations

5. Duration of Assignment

The initial contract will be for **12 months**, with a **3-month probation period**, extendable based on performance and mutual agreement

6. Reporting & Coordination

- The firm will report to the Strategic Communications Department at Kashf Foundation.
- Regular coordination meetings (bi-weekly or monthly) will be held.
- Kashf will retain final editorial approval over all content.

7. Team Composition & Requirements

The firm should assign a dedicated team, including:

- Account / Project Manager
- Content Strategist
- Creative Designer
- Video Editor / Producer (should be located in Lahore)
- Social Media Manager

Experience required:

- Minimum 5–7 years in institutional or development communications
- Demonstrated experience with NGOs, donors, or public interest organisations
- Strong understanding of ethical storytelling and gender-sensitive content

8. Intellectual Property & Ownership

All content produced under this assignment shall remain the exclusive intellectual property of Kashf Foundation. The firm may not reuse or repurpose content without written permission.

9. Proposal Submission Requirements

Interested firms should submit:

- Company profile and relevant experience
- Portfolio of similar work
- Proposed approach and methodology
- Team structure and CVs
- Financial proposal (monthly retainer and cost breakdown)

Kindly submit your proposal via email to areeba.mahmood@kashf.org by **January 15, 2026**.

10. Budget

Kashf Foundation seeks a retainer-based arrangement to ensure a strong partnership model between the organization and the media company.