

TERMS OF REFERENCE

(Scope of work)

Independent Consultant-Digital Media Specialist and Content Developer

I. Background

FSD Ethiopia is an agency that aims to support the development of accessible, inclusive, and sustainable financial markets for economic growth and development. Our role is to identify the underlying causes of financial system failures, facilitate market actors to address these constraints, and help build a functional and effective financial sector that generates economic gains for a wide cross-section of Ethiopian individuals and businesses.

We provide technical assistance, grants, and research insights to policymakers, regulators and market actors. Our vision is to contribute to a thriving financial system that delivers real value to the broader economy and the people of Ethiopia.

The primary objective of this position is to develop, produce, and manage multimedia content that supports the NBE's financial inclusion efforts. The Multimedia Content Creator will play a key role in shaping the public's understanding of the NBE's mission, ensuring that the message is clear, engaging, and accessible across various platforms.

2. Introduction

The National Bank of Ethiopia (NBE) is the central bank of Ethiopia responsible for maintaining monetary stability, regulating the financial sector, and promoting economic growth. A critical part of NBE's strategy is enhancing financial inclusion to ensure all segments of society have access to financial services. To support this initiative, the Communication Department at NBE seeks a highly skilled Multimedia Content Creator. This individual will produce high-quality, engaging content that resonates with Ethiopian audiences and effectively communicates NBE's financial inclusion programs. The successful candidate will work closely with the Project Management Office (PMO) being formed by NBE in cooperation with FSD Ethiopia. The PMO's purpose is to implement the second National Financial Inclusion Strategy (NFIS)

3. Key Responsibilities and Role Requirements

Video Production:

- Plan, script, shoot, and edit videos that highlight NBE's initiatives, policies, and programs.
- Produce educational videos on financial literacy topics to enhance public understanding with a focus on addressing the unique needs and challenges faced by women, men, and others from marginalized communities.

- Develop short documentaries and interviews featuring key stakeholders and success stories in financial inclusion ensuring experiences of underrepresented groups are incorporated.
- Ensure a relatable, inclusive tone and style that resonates with the diverse target audience.

Graphic Design:

- Create visually compelling graphics for use in social media, reports, presentations, and promotional materials.
- Design infographics that simplify complex financial concepts and data for public consumption.
- Develop branding materials for NBE's campaigns and events.
- Ensure the imagery, animations, and overall aesthetic resonate with people of different backgrounds, ages, genders, and socioeconomic statuses.

Content Creation:

- Write and create original content for the NBE's social media platforms, ensuring alignment with the bank's messaging and goals.
- Adapt the messaging, visual elements, and overall creative approach to ensure the content is meaningful and impactful for the target audience's diverse perspectives and experiences.
- Produce content for newsletters, brochures, and other print materials to support NBE's outreach efforts. Ensure gender-inclusive representation and language is used throughout the content.
- Collaborate with the web development team to ensure content is integrated seamlessly across digital platforms.

Campaign Support:

- Assist in planning and executing multimedia campaigns aimed at promoting financial inclusion with a specific focus on reaching and empowering women and other marginalized groups.
- Monitor and analyze the performance of multimedia campaigns, providing insights for improvement

Training & Development:

- Provide training to NBE staff on multimedia content creation, ensuring a consistent approach to communication that promotes gender-inclusive practices and representation.

- Stay updated on the latest trends in multimedia production and content creation to continually enhance NBE's communications.

Collaboration:

- Work closely with other departments within the NBE to gather content and ensure cohesive messaging.
- Collaborate with external partners, including media outlets and creative agencies, to amplify NBE's reach.

4. Skills

Technical Skills:

- Proficiency in Adobe Creative Suite (Photoshop, Illustrator, Premiere Pro, After Effects) or similar software.
- Strong understanding of social media platforms, including Facebook, Twitter, LinkedIn, and YouTube, and how to optimize content for these platforms.

Language Skills:

- Excellent verbal and written communication skills in English and Amharic.

Personal Attributes:

- Creative thinker with the ability to generate innovative ideas for content. Strong attention to detail and the ability to work independently or as part of a team.
- Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.

5. Deliverables and Reporting Requirements

- Monthly report – A comprehensive report that includes video production, graphic design, content creation, in consistent and quality manner.
- Provide support to various directorates in various communication activities and engaged in design, development and implementation of various activity in the communication function and ensure to ensure successful delivery of the project.

- Concepts, reports, insights, and recommendation - Provide technical advice on financial inclusion and support activities, offer solution, recommendation and insight
- Other report or deliverable as NBE may specify from time to time.

6. Timing and deliverables

The work will be carried out on daily basis for the period from May 4 2026 – December 31, 2026.

7. Reporting

The Consultant shall report directly to, National Bank of Ethiopia (NBE) PMO Office Communication Advisor or his/her delegate..

How to Apply: Interested candidates should submit a CV, a comprehensive portfolio showcasing previous work, and a cover letter that demonstrates how their experience aligns with the responsibilities and qualifications outlined in this vacancy, clearly stating the position “Digital Media Specialist and Content Creator” for which they are applying, to jobs@fsdethiopia.org before the end of business day on April 23, 2026.

Note: FSD Ethiopia is an equal opportunity employer and welcomes applications from all backgrounds.