

## Terms of Reference

# Communications Specialist

7 April 2025

## Background

The Donor Committee for Enterprise Development (DCED) represents a global network of bilateral donors, UN organisations and international foundations with an interest in private sector development (PSD). The DCED's mission is to be a leading forum for exchange and learning between members and practitioners on effective ways to achieve inclusive and resilient economic opportunities in developing countries based on practical experience. The DCED synthesises available knowledge on PSD, develops frameworks and guidelines for good PSD practice and creates awareness about these within a diverse community of practice.

The DCED Secretariat supports six Working Groups, namely Market Systems Development (MSD), Results Measurement (RM), Private Sector Engagement (PSE), Green Growth (GG), Women's Economic Empowerment (WEE) and Business Environment Reform (BER). The Working Groups develop annual work plans with items of common interest, focusing on topics they want to explore in more detail through the most appropriate means, such as commissioning research papers.

The DCED Secretariat also manages two online knowledge portals – the DCED website and The BEAM Exchange. The latter focuses on all aspects of MSD; the former covers all other aspects of PSD, through 15 thematic knowledge pages (such as on WEE and inclusion, green PSD, PSD in fragile environments, PSE, BER and industrial policy) and technical resource areas (including evidence and the DCED Standard for Results Measurement). The online portals aim to share carefully curated knowledge products on PSD published by the DCED and external organisations with members, PSD experts and practitioners.

Finally, the DCED Secretariat organises in-person events, notably the Annual Meeting and the DCED Global Seminar (typically every two years). The former focuses on DCED members and the latter facilitates discussions between DCED members, PSD experts and practitioners. The purpose of these in-person events is to facilitate conversations on evidence on PSD results, lessons from experience, (emerging) good practice, persistent challenges, and innovation in PSD in response to changing development challenges and donor requirements. Ultimately, they inform the DCED agenda.

## Assignment objective(s)

The DCED Secretariat comprises two sub-teams, one for the MSD Working Group and The BEAM Exchange, and one covering the remaining Working Groups as well as knowledge management, including management of the DCED website.

DCED activities focus on knowledge management around good PSD practice and facilitating engagement and exchange around this. Appropriately curated PSD content combined with effective communications should ensure that the DCED's knowledge management is viewed by members and stakeholders as helpful and adding value. For this reason, content curation and communication are the responsibility of all Secretariat members. As such the Communications Specialist will collaborate with all team members as appropriate, under the overall guidance of the DCED Coordinator and Deputy Coordinator.

**The main responsibilities of the Communications Specialist are to ensure that:**

- **All DCED communications efforts – reports, frameworks, guidelines, notes and summaries – are professional and accessible** in terms of language, (diverse) formats and layout, where products are stored and how these can be found and/or are brought to the attention of the intended audiences.
- **These materials are made available to a diverse community of stakeholders through appropriate channels;**
- **Their uptake and usefulness is tracked to inform future communications.**

## Specific tasks

### Enhancing DCED communications

Communicating PSD outcomes and practices to a broad community of donors, experts and practitioners is the responsibility of all Secretariat members.

In close collaboration with the DCED Coordinator and Deputy Coordinator, and with inputs from all Secretariat members, the Communications Specialist is expected to

**1. Develop/refresh and implement a communications strategy (including yearly plans) that identifies DCED target audiences, their needs and interests, and how to best communicate to them in terms of messaging, format, channel and frequency.**

In this context, it is important that communications from the DCED and its knowledge platform on MSD, The BEAM Exchange, which speak to different but overlapping audiences, are sufficiently coordinated so that these, where possible, can reinforce each other. This represents a team effort, to which the Communications Specialist will contribute.

In support of implementing the communications strategy, the Communications Specialist will specifically take the lead in:

**2. Maintain and update the DCED website, DCED and BEAM LinkedIn pages/group, YouTube channel, and Swapcard platform, compile newsletters and manage mailing lists.**

This includes curating and creating content, copyediting/formatting, layouting and/or posting content and resources from other team members on the website and other communication channels, and using a variety of WordPress features to organise and communicate website content.

**3. Think through how to engage audiences and creating or supporting the creation of, new products, updates and posts.**

This will involve a strategic understanding of where and how the DCED and BEAM Exchange should be positioned in the market to ensure ongoing credibility and relevance, and the messaging, content and audience engagement that will reinforce this position. The Communications Specialist will work with the broader DCED Secretariat to ensure a shared and consistent understanding and support the team on messaging, content and engagement approaches

## Developing, copy-editing and designing of knowledge products

In addition to supporting the development of knowledge products in the Working Groups, the DCED Secretariat performs other knowledge management tasks, namely: developing (and updating) summaries, synthesis notes and knowledge pages as well as developing a limited number of frameworks and guidelines. All Secretariat members are expected to contribute to this effort, based on their expertise and resourcing.

Under the guidance of, and in close collaboration with, the DCED Coordinator and Deputy Coordinator, the Communications Specialist is expected to:

**4. Copy-edit and design all DCED publications and ensure they are professional and accessible to busy readers.**

**5. Potentially develop introductory or summary documents on different themes and/or DCED publications**

For this, the Communications Specialist will work closely together with the DCED PSD Specialist as well as The BEAM Exchange Platform Manager.

## Facilitating online and in-person events

The DCED Secretariat, including The BEAM Exchange, regularly organises webinars on a variety of themes, such as on selected knowledge products produced under the umbrella of the different Working Groups. To facilitate this, the Communications Specialist will:

**6. Support both sub-teams in the publicity and running of the webinars, as well as the posting and dissemination of webinar recordings and associated materials.**

In-person events are essential to facilitate discussions on new and/or complex topics with PSD with an adequately broad group of stakeholders, including representatives from bilateral donor agencies (at HQ and in the field), PSD specialists and practitioners.

All Secretariat members, including the Communications Specialist, are expected to contribute to this effort, based on his/her expertise and resourcing. The Communications Specialist is particularly expected to:

**7. Support the in-person events with curated social media content and event summaries.** This task will involve international travel (typically once to twice a year).

## Help maintain and broaden outreach to the DCED Community

Finally, the DCED Secretariat primarily consist of part-time specialists interacting with a broad network of donors, PSD specialist and practitioners. The Communications specialist is expected to:

**8. Identify, trail new means of communicating (e.g., channels and formats) that help facilitate interaction within this large, diverse network; and**

**9. Help team members maintain and expand a DCED community that can easily contact each other to exchange ideas, outcomes, practices and lessons learned.**

## Keeping up to date with member requests and interests

Responding to member requests (typically via email) in a helpful and timely manner is an essential role of the DCED Secretariat. While typically other Secretariat members will take the lead in responding to member

requests, it is important that the Communications Specialist learns about member needs and uses this, where appropriate, to inform the communications strategy (or yearly plans).

## Reporting

The Communications Specialist reports to the DCED Coordinator, with additional technical reporting lines to the Deputy Coordinator.

## Deliverables

- The DCED communications strategy is clear, coherent, well-coordinated and implemented
- DCED knowledge products are consistently of high editorial quality and accessible
- Feedback from DCED members and community and usage data are used to update the communications strategy and improve the offer.
- Seamless interaction between DCED knowledge management and DCED communications functions is facilitated.
- The DCED website and social media platforms are maintained and up to date.
- The Communications Specialist operates as a team player in delivering a diverse portfolio of curated knowledge products, online and in-person events.

## Level of Effort

Up to 60 days per year.

## Requirements

- Master's or Bachelor's degree in communications (or other relevant field) or substantial experience in a comparable role
- Excellent English writing and communications skills; native speaker is preferred
- Proven ability to develop, copy-edit and design high-quality knowledge product, which have practical use for the intended audience.
- Proficiency in Microsoft Word applications (Word, Excel and PowerPoint) including being able to create and use branded templates is essential.
- Proficiency in Adobe Creative Suite software (InDesign, Illustrator, Premiere Pro, Acrobat, Photoshop), including editing in Adobe Acrobat, and Canva is essential.
- Proficiency in website content management systems (specifically WordPress) is essential.
- Proven ability to manage social media and other online platforms or products is essential (e.g. LinkedIn, MailChimp, YouTube, Swapcard).
- Strategic communications experience, including communications strategy development and supporting a diverse team to deliver on strategy.
- Willing to travel internationally for DCED events and DCED Secretariat team meetings (~2 per year) and occasionally work outside of standard office hours (to bridge time zone differences)
- Proven ability to engage a diverse group of stakeholders professionally, proactively and positively, multi-task and deliver outputs
- Fluency in a second global language is desirable

- Experience working in PSD or development more broadly, or proven affinity with the subject, is desirable
- Based within 6 hours of Central European Time. Preferably based in Belgium, The Netherlands, or the United Kingdom, to facilitate periodic in-person collaboration with existing team members who are based in Cambridge (UK), Rotterdam (The Netherlands) and in the Brussels-Antwerp region (Belgium).

**Apply with a cover letter and CV to [admin@enterprise-development.org](mailto:admin@enterprise-development.org). The application deadline is 29 April.**