

## Terms of Reference

Job title	Individual consultant-Investment Communications & Engagement Specialist
Location	Dhaka, Bangladesh
Appointment	Local hire
Appointment type	<b>Term: 2 years from commencement of services</b> <i>The client may extend the contract with the consultant following related rules of Public Procurement Rules (PPR) 2008, subject to the certificate of successful completion of the contract</i>

### A. Background & General Description:

Bangladesh Investment Development Authority (BIDA) is the leading government agency driving private investment and industrial growth in Bangladesh. The high-powered outfit reports directly to the head of government and is involved in a number cross-cutting strategic initiatives for the country. The Investment Communications & Engagement Specialist of the Bangladesh Investment Development Authority (BIDA) is responsible for supporting the Executive Chairman of BIDA in promoting and facilitating investments, and is tasked with managing his strategic investment communications and engagements with potential and existing investors. Under the guidance of the Executive Chairman, the Specialist will drive and coordinate strategic communications and investor engagement efforts to enhance Bangladesh's investment appeal. The role involves shaping BIDA's investment narrative, managing high-level outreach, and positioning Bangladesh as a competitive investment destination.

### B. Our Structure:

Reports directly to the Executive Chairman of BIDA, coordinating closely with international and local investment promotion teams.

### C. Duties and Responsibilities:

The Investment Communications & Engagement Specialist will:

#### 1. Development, Planning, and Execution of Investment Communications and Engagement Strategies:

- Update and implement BIDA's Investment Communications Strategy aligned with national priorities and global IPA practices.
- Create investment-focused content for Executive Chairman.
- Create and manage investor messaging for summits, forums, and international outreach.
- Coordinate internal and external investment communication strategies for cohesive messaging.
- Strengthen BIDA's brand positioning by leveraging strategic stakeholder engagement and media relations.



## **2. Investment Outreach and Stakeholder Engagement:**


- Develop and execute targeted investor engagement strategies to attract FDI.
- Facilitate and coordinate the planning and management of high-profile summits.
- Strengthen relationships with domestic/international investors, business leaders, policymakers.
- Facilitate collaborations with global investment organizations, WAIPA, and industry leaders.
- Develop strategies for effective information service to investors.
- Enhance investor understanding of BIDA regulatory services and facilitate investor access.
- Plan and coordinate high-profile investment visits and official delegations to Bangladesh.
- Develop briefing materials, itineraries etc. for government officials and investors.
- Serve as the liaison for VIP investors, diplomatic missions, and trade delegations.

## **3. Planning, Design, and Implementation of Investment Promotion Materials and Platforms:**

- Oversee the development and maintenance of BIDA's marketing tools, brochures, and investor guides in line with global best IPA practices.
- Oversee the development and maintenance of BIDA's new website and ensure timely and relevant updates in line with global best IPA practices.
- Lead digital and social media campaigns to enhance Bangladesh's investment visibility.
- Generate strategic press releases, blogs, and investor-focused reports to highlight investment opportunities for international and domestic outlets.

## **D. Selection Criteria Qualifications of the Successful Consultant:**

### **I. Relevant Working Experience:**

- Minimum 10 years of relevant experience in strategic communications at the national or international level.
  - Minimum 5 years of experience supporting Investment Promotion Agencies (IPAs) in investment communication, promotion, and investor engagement.
  - Proven experience in facilitating private investors and providing investment information and assistance services along with proficiency in digital tools, including content management systems.
  - Experience in organizing investment summits and engaging in high-level stakeholder coordination and developing IPA communications and investment promotion strategies.
  - Strong understanding of government operations and experience working with public institutions.
  - Excellent verbal and written communication skills in English and Bangla.
  - Candidates with exceptional prior work experience, particularly within BIDA, will be given strong preference.
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## II. Educational Qualifications:

Bachelor's or Master's degree in Business Administration, Marketing, Media and Communications or any relevant field.

## III. Functional competencies:


**Investor-Centric Approach:** Expertise in crafting and delivering messages that resonate with global investors.

**Stakeholder Engagement:** Proven ability to engage and maintain strong relationships with government agencies, private sector leaders, and global investors.

**Strategic Storytelling:** Ability to create compelling investment narratives that enhance Bangladesh's economic brand.

**Policy Advocacy:** Capacity to support investment policy dialogues and communicate regulatory developments effectively.

**Technical Knowledge:** Deep understanding of investment promotion, digital content strategies, and public relations.

  
Chowdhury Ashik Mahmud Bin Harur  
Executive Chairman (State Minister)  
Bangladesh Investment Development Authority  
Chief Adviser's Office  
Govt. of the People's Republic of Bangladesh