

Issued on: 02-02-2026

To

Ms./Mr.

Individual Consultant/Consultancy firm

Subject: **Letter of Invitation for COMMUNICATIONS ASSOCIATE.**

Dear Madam/Sir,

BRAC is a global leader in developing and scaling pioneering, proven solutions to poverty and inequality. Founded in 1972 in post-war Bangladesh as a small relief effort to rebuild lives, BRAC has grown into the world's largest Southern-led development organisation. Today, we operate in 13 countries across Asia and Africa and have partnered with more than 145 million people, driving large-scale, community-led interventions. At the heart of BRAC is a radical belief: every person holds boundless potential. People living in poverty already have the power to change their lives-they just need opportunity and the right tools to rise.

For over 50 years, we have challenged the status quo of development. No charity. No quick fixes. No parachuting in. We take ownership of the problem and stay with it until we find a way forward. We approach poverty as a complex, systemic challenge that demands integrated, scalable, and locally driven solutions. With an unwavering focus on those most marginalised-especially women and children-our holistic programmes build resilience, agency, and dignity. BRAC is more than a development organisation. It is a global ecosystem of solutions-spanning social programmes, humanitarian response, social enterprises, investments, and a university. Recognised for cost-effectiveness, pragmatism, and impact, BRAC combines grassroots insight with business acumen, earning the title "the most businesslike NGO in the world" by The Economist. From the ashes of war to a global movement, BRAC continues to demonstrate that there is always a way to unlock human potential.

BRAC Communications plays a critical role in the implementation of BRAC's visual identity, messaging framework, and brand strategy including supporting the organisation to comply with various organisational guidelines. We work across BRAC programmes, affiliates, entities and investments to promote an integrated approach and inspire engagement with the brand strategy.

BRAC Communications work across BRAC programmes, affiliates, entities and investments to promote an integrated approach and inspire engagement with the brand strategy, while highlighting BRAC's impact and advancing the "Doing development differently" agenda. The incumbent will also develop campaigns, creative content, and PR initiatives to drive stakeholder engagement, fundraising, and social behaviour change.

The Communications department is looking to onboard a Consultant in the field of Communications with sufficient knowledge and skills in project management, copywriting, event planning, execution and storytelling. The recruit will act as the key internal focal for designated programmes/ projects with respect to the tasks assigned, including but not limited to, executing various campaigns, communication materials, events and activities etc.

For this reason, we are looking for a suitable consultant/ consultancy firm to serve the purpose.

Here we are enclosing the ToR for the consultancy service. We are looking forward to receive (i) CV/ Profile of the Individual mentioning the required experiences as per the attached ToR (ii) a technical proposal describing the methodology (iii) a budget for the assignment

RFP No: BPD/2026/RFP-225

Closing Date & Time: 16-02-2026 02:30 PM (Dhaka Local Time)

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Please submit the Proposal on **16-02-2026 02:30 PM (Dhaka Local Time)** in **tender.brac.net**. Any offer via email or hard copy is treated as non-responsiveness.

BRAC recognizes the empowerment of women and girls as fundamental to the organization's vision and mission. Women and gender-diverse individuals are encouraged to participate in the procurement. Without compromising organizational compliance in procurement, the selection of the supplier/vendor would be finalized.

During the participation in any tendering/enlistment process, if any Consultant/Consulting firm provides fake document, they will be banned from business with BRAC for certain years as per BRAC Procurement Guideline

Payment Condition:

Mode of payment will follow the below conditions :

The payment for the Consultant shall be made upon recommendation by the programme based upon receiving the deliverables monthly, i.e., monthly payment - twelve (12) installments in twelve (12) calendar months.

Payment would be made to the Consultancy firm after acceptance/recommendation by the programme through an automatic Bank transfer directly into any scheduled Bank in Bangladesh in favor of consultant.

For payment, consultancy firm has to submit an invoice duly describing the agreed accomplishment.

It is noted that the Firm must fill up their accounts information as per instruction i) Account name ii) A/C number iii) Bank name iv) Branch name v) E-mail address vi) Routing Number. Payments will be subject to deduction of VAT & Tax at source as per Govt. Rule. (If applicable).

Payment will be disbursed within 45 days after vetting by Programme.

Consultancy Firm must submit 13 digits new BIN, Updated Income tax certificate & TIN with proposal and Mushok 6.3 and updated Income tax certificate, BIN with invoice.

As per the Income Tax Act-2023, the rate of tax shall be fifty percent (50%) higher if the payee (Vendors) fails to submit the latest PSR at the time of making the payment

Please note: Invoice date and Mushak 6.3 date must be the same. (Invoice submission time).

You are requested to affix 10Tk stamp on the bill.

Please provide team composition details with consultant's name and role for this project.

CV's are required for the consultants who will work from the Consultancy Firm

No stamp needed: if paid electronically (bank transfer, Mobile wallets)

BDT 10 stamp: For Bills >500 taka paid by cash, check or pay order,

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For approval of your account during the supplier registration process, and for any other clarification, please contact with Tazkia Razekin, BRAC Procurement Department (BPD), Phone: +8801325070202, Email: tazkia.razekin@brac.net.

STANDARD REQUEST FOR PROPOSALS (RFP) DOCUMENTS

Section 4: Financial Submission Form (BPD 5-15)

To:

BRAC Procurement Department

BRAC Head Office

BRAC Centre, 6th Floor

75, Mohakhali, Dhaka 1212

Date:

Ladies/Gentlemen:

We agree to be bound by the **Letter of Invitation** and we hereby submit our attached Financial Proposal for the sum of:

<insert currency and amount in both, words and figures>

The amount is including of local taxes & vat.

We confirm that our Proposal shall remain valid, from the closing date, for the period stated in the RFP.

Our Financial Proposal is binding upon us and shall be subject to any modifications resulting from Contract negotiations, up to expiration of the validity period of the Proposal.

Commissions and gratuities paid or to be paid by us to agents relating to this Proposal and Contract execution, if we are awarded the Contract, are listed below:

Name and Address of Agents/Recipient	Amount and Currency	Purpose of Commission or Gratuity

We understand you are not bound to accept any or all Proposals you receive..

Yours sincerely,

Authorized Signature:

Name and Title of Signatory:

Name of Firm:

Address:

Firm's Seal or Stamp:

Terms of Reference (ToR)

COMMUNICATIONS ASSOCIATE

1. BACKGROUND

BRAC is a global leader in developing and scaling pioneering, proven solutions to poverty and inequality. Founded in 1972 in post-war Bangladesh as a small relief effort to rebuild lives, BRAC has grown into the world's largest Southern-led development organisation. Today, we operate in 13 countries across Asia and Africa and have partnered with more than 145 million people, driving large-scale, community-led interventions. At the heart of BRAC is a radical belief: every person holds boundless potential. People living in poverty already have the power to change their lives-they just need opportunity and the right tools to rise.

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The Communications department is looking to onboard a Consultant in the field of Communications with sufficient knowledge and skills in project management, copywriting, event planning, execution and storytelling. The recruit will act as the key internal focal for designated programmes/ projects with respect to the tasks assigned, including but not limited to, executing various campaigns, communication materials, events and activities etc.

2.SCOPE OF WORK

The broad scope of work of the Consultant should cover the following activities:

- Support stakeholder engagement and programmes with the development of campaigns, contents, events/ activation, amplification and PR/ influencer management as per the annual roadmap of programmes and strategic priorities of BRAC.

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- Act as a key internal focal for assigned tasks for programmatic campaigns and contents. Facilitate collaboration between the programmes and communication teams to enhance the creation of impactful campaigns and content.
- Analysing the success of campaigns and creating reports.
- Establish and oversee relationships with communication partners, ensuring effective management of financial and contractual aspects following BRAC Procurement Guidelines.
- Organise plans following communication strategies while adhering to established operational guidelines.
- Ready to visit anywhere inside Bangladesh and anytime throughout the contract period maintaining organizational safety protocols

3.DELIVERABLES

- Execution of BRAC Communications campaigns and projects throughout the contract period.

4.PAYMENT TERMS

The payment for the Consultant shall be made upon recommendation by the programme based upon receiving the deliverables monthly, i.e., monthly payment - twelve (12) installments in twelve (12) calendar months.

5.ESSENTIAL QUALIFICATIONS

Requirement:

- Educational background of Bachelor of Mass Communication/ Economics/ similar field
- Previous experience of project and volunteer management will be an added advantage
- Experience in social media campaigns
- Participation in extra-curricular activities at national and global level
- Any experience in the field of research will be an added advantage
- Strong written and verbal communication skills (copywriting, content writing & planning)
- Experience of working with BRAC will be an added advantage

6.SUPERVISOR/ REPORTING LINE

Nawazul Kabir, Senior Manager, Brand and Programme Communications, Communications, BRAC

7.LOCATION OF WORK

BRAC Center, 75 Mohakhali, Dhaka.

5 Days a week (Excluding holidays)

Can Work From Home upon Supervisor's approval

Field visits may be required

8.DURATION OF WORK

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Twelve (12) months after signing of work order

9. SELECTION CRITERIA

- Resume
- Previous experience examples/ relevance
- Communication & presentation skills
- Project management skills
- Previous experience of working with BRAC

10. OTHER BENEFITS

- BRAC will bear travel, meal and accommodation costs (outside Dhaka) incurred by the consultant(s) for performing tasks under this project on an actual basis and following BRAC policies.
- Necessary logistics will be provided including computer/laptop, stationeries and supplies and any other equipment in relation to the consultancy work.
- The consultant(s) will also be entitled to transport facilities during official travels/visits.

11. CONFIDENTIALITY AND COMPLIANCE

BRAC holds the intellectual property rights of the produced contents/communication materials and all materials shall be transferred by the Consultant after completion of the project. Any data, information, documents, design files and other materials related to the work shall remain the property of BRAC and shall be kept confidential by the Consultant. The Consultant will not be allowed to transfer or divulge any information to any other person or organisation without prior approval of BRAC unless it is necessary by the laws in Bangladesh. Any confidential or proprietary information disclosed (whether in writing or orally) by BRAC or its employees, officers or contractors relating to this contract including, but not limited to, any information specifically designated by BRAC as confidential and any other information which should otherwise be reasonably regarded as possessing a quality of confidence or as having commercial value in relation to the business of BRAC. Confidential Information shall include all Intellectual Property, data and all information shared by BRAC to the Consultant.

12. STANDARD OF CONDUCT

- In rendering consulting services the Consultant shall conform to the highest professional standards of work and business ethics as expected in the industry.
- In no event shall the Consultant take any action or accept any assistance or engage in any activity that would result in acquiring any rights of any nature in the results of work performed by or for BRAC.
- In the event the Consultant violates this provision, BRAC reserves the right to (a) terminate this TOR immediately without any liability to BRAC whatsoever, and (b) hold the Consultant liable for any losses, damages or costs incurred by BRAC as a direct or indirect result of the Consultant's action or inaction (as the case may be).
- Any confidential or proprietary information disclosed (whether in writing or orally) by BRAC or its employees, officers or contractors relating to this contract including, but not limited to, any information specifically designated by BRAC as confidential and any

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13. TERMINATION

- Both the parties, either BRAC or the Consultant can terminate this contract by giving a notice two months earlier.
- No further payment shall be made to the consultant following termination of the contract.

14. SAFEGUARDING

The Consultant agrees, for the purposes of this agreement to take all reasonable steps necessary to ensure that the Consultant does not support sexual harassment, fraudulent activities and misconduct relating to implementation of this agreement and in the operation of its organisation. The Consultant also confirms that it will comply with the BRAC's policies along with the internationally accepted laws, rules and regulations regarding contract, employment conditions, labour issues, sexual harassment, fraudulent activities and misconduct etc.

Thanking You
For BRAC



Tashnuba Binte Anwar
Senior Manager, Procurement