

## TERMS OF REFERENCE



**Title: Consultant to run a behavior change campaign that fosters greater sharing of care work between W-MSMEs and family members**

**Location:** Hanoi, HCMC and/or Online

**Duration:** January to June 2026

**Reporting to:** Project Manager & MarCom Manager

Since 1989, CARE in Vietnam (CVN) has partnered with a wide range of organizations to implement over 300 impactful projects across the country. We believe that true sustainable development can only be achieved by addressing the root causes of poverty, social injustice, and inequality. In collaboration with our partners, we are committed to empowering women and their communities—whether smallholder farmers, workers, or owners of micro and small enterprises—by enhancing their skills, confidence, and capacity to engage in economic development, adapt to climate change, and strengthen their resilience to natural or major disasters. Together, we aim to foster a society where development is inclusive, equitable, and accessible to all.

### Project information

To unlock the power of entrepreneurs worldwide, CARE and the Mastercard Center for Inclusive Growth (the Center) launched [Strive Women](#) in 2023 (as the 2<sup>nd</sup> phase of [Ignite Initiative](#)) with funding from the Mastercard Impact Fund. This global partnership dramatically accelerated the growth of enterprises while advancing financial security and promoting inclusive growth. Recognizing that women entrepreneurs represent one of the most powerful—and one of the most constrained—groups of entrepreneurs, Strive Women continue to prioritize actions that helped women thrive with resounding success. With a proven model that delivers meaningful financial inclusion for **Women-led Micro and Small Enterprises (W-MSEs)**, which aligns with Financial Services Provider (FSP) incentives and drives sustainable business outcomes, CARE and the Center are well positioned to deepen and scale impact through Strive Women.

Strive Women will directly improve the financial health of W-MSEs by increasing business growth and financial resilience while also catalyzing replication of the model through strategic engagement and influence via **four core elements**:

- (i) Supporting W-MSEs growth: regarding formal financial access & wrap-around support (training, market access, learning visit, coaching, etc.);
- (ii) Equipping FSPs/banks to better serve W-MSEs;
- (iii) Innovating to address cross-cutting constraints, including childcare & green practice; and
- (iv) Ecosystem building and thought leadership.

The project aims to reach 7,800 W-MSEs via lending services, 65,000 via other financial access and 18,000 via wrap-around services given its partnership with microfinance institutions, commercial banks, and incubators.

**To describe in 1 sentence:** *Strive Women supports women entrepreneurs to feel confident, resilient, in control, and equipped to grow their businesses, so they gain economic power in their households, communities, and economies.*

### Rationale and purpose

**Existing social norms:** On average, worldwide, women spend 2.4+ more hours per day on unpaid care work compared to men (World Bank, 2022). In Vietnam, 80% of men and 60% of women believing businesswomen should be the main childcare provider, despite the pressures of running a business ([CARE, 2022](#)).

Strive Women recognizes the critical need to address these systemic barriers that are hindering women's ability to fully participate in the workforce, build successful businesses, and contribute to economic growth. By fulfilling objective *(iii) innovating to address cross-cutting constraints such as childcare and promoting equitable caregiving practices*, we aim to:

- **Empower women entrepreneurs:** By reducing the burden of unpaid care work, women have more time and energy for their personal choices, whether it's business or self-related, leading to better mental health, improved livelihoods, and greater economic independence.
- **Promote women and girls' equality:** By challenging traditional women and girls' roles while encouraging men and boys to share in caregiving responsibilities where appropriate, we can create a better society for all.
- **Drive economic growth:** By unleashing the full potential of women entrepreneurs, we can contribute to stronger, more inclusive economies that benefit all members of society.

A behavior change social campaign will play a vital role in shifting attitudes, and changing behaviors related to caregiving within families and communities, creating a more supportive environment for women entrepreneurs to thrive.

### Key objective

CVN is looking for a full-service agency with creativity and expertise in leading an **innovative behavior change communication campaign** to target **W-MSEs and their family members**. The campaign should shift the perception of housework from "woman's duty" to "family's work", resulting in a **measurable increase in carework sharing**.

### Scope of work and key deliverables

#### Target audience

1. Husband and male family members of households where the woman runs a business including but not limited to husband/partner and children. (At least 50% of target group)
2. Other family members like mothers-in-law, daughters, female relatives, etc.
3. The businesswomen themselves, refer to [Personna](#) for more details

#### Success metrics

Level	KPI	Target	Definition of success
Tier 1: Campaign awareness	Unique reach	1,500,000	Total unique individuals reached accross digital and/or offline channels
Tier 2: Message resonance	Active engagement	45,000	Relevant engagement on primary content including video views (>30s), "tags", comment on the campaign's message, joining a group, etc.
Tier 3: Behavioral commitment	High-intent action	5,000	Total unique individuals in TA showing actions of change, for example: downloading a toolkit, proof of 21-day challenge, using of housework notebook or calendar, etc.

#### Scope of work

- Conduct desk review: Analysis of project documents provided by CARE & self-research of relevant references
- Develop campaign implementation plan including but not limited to:
  - Campaign overall concept
  - **Identified action of change and its measureable indicator(s)**
  - Detailed workplan to achieve such indicators, including communication assets, activities, channels, tools, and timeframe for production and publication
  - Detailed budget based on workplan
  - Quality measurement and control
- Work with CARE team to finalize detailed campaign plan
- Work with CARE team to implement campaign activities upon mutual agreement
- Conduct 1 A/B testing stimulation on key behavior change with midterm result, allowing for timely intervention.
- Report on final campaign result in English to document implementing results based on key campaign's objective, KPIs, cost efficiency analysis with support of (including but not limited to) data, figures, used tools, and multi-faceted evaluation on the whole campaign (strength/weakness/lesson learned, etc.).

#### Deliverables with tentative timeframe

Deliverables	Duration (Estimated # of days)	Tentative timeline
1. Inception report with workplan and methodology / Formative research summary 2. Full BBC strategy and creative concept	3	26 Jan 2026
3. Implementation and rollout plan	5	2 Feb 2026
4. Midpoint A/B testing result and intervention	3	30 April 2026
5. Communication materials package (all format)	60	20 June 2026
6. Final campaign report including documentation of outcomes and recommendations	4	30 June 2026
<b>TOTAL</b>	<b>75 days</b>	

\* The number of working days can be adjusted upon the agreement with CARE team.

#### Selection criteria

The agency team can be Vietnam national or international professionals with relevant education and working experience.

#### Required attributes:

- a. Proven capacity and extensive experience in online/offline campaign management and conduct of creative content, production, evaluations, including strong analytical skills and experience in designing and implementing campaign for social awareness raising and

behaviors changing.

- b. Basic awareness of gender issues, gender sensitivity in business in Vietnam
- c. Experience with communication channels monitoring and evaluation
- d. Demonstrated written communication skills including ability to communicate complex concepts in plain English and develop relevant, useful recommendations

**Preferred attributes:**

- e. Experience with the Vietnamese development sector/NGOs context
- f. Experience working with Vietnamese micro and small women business owners

**Application procedure**

Interested candidates should submit the following documents in English, clearly stating the title of the Terms of Reference to email: [procurement1@care.org.vn](mailto:procurement1@care.org.vn) by 20 January 2026.

**Applications including:**

- 1. CV(s) and relevant credentials
- 2. A portfolio of relevant past works
- 3. A campaign proposal, including:
  - *Campaign overall concept*
  - *Identified high-intent action(s) of change and its indicator(s) with sound justification*
  - *Brief workplan to achieve targets aligned with the success metrics*
  - *Method of quality measurement and control*
- 4. A detailed financial proposal, including professional fees, production costs, airing costs, travel, and relevant taxes (if applicable).

CARE is an equal opportunity employer committed to a diverse workforce. Women, ethnic minorities and people with disabilities are strongly encouraged to apply.

*Thanks for your interest in CARE! We are committed to each other and to the protection of the people we serve. We do not tolerate sexual misconduct within or external to our organization and embed child protection in all we do. Protection from sexual harassment, exploitation and abuse and child protection are fundamental to our relationships, including employment, and our recruitment practices are designed to ensure we only recruit people who are suitable to work with other staff and the people we serve. As well as pre-employment checks, we will use the recruitment and reference process to ensure potential new consultant/supplier understand and are aligned with these expectations. To find out more, please contact the Human Resources Team Leader.*