

Content writer for a new online information hub relating to humanitarian cash and voucher assistance

Terms of Reference (ToR)

Project Manager	Jo-Anne Witcombe
Additional Support	Karen Peachey, Andrea Buccioni
Date	November 2022
Timeframe	Estimated start late January 2023 with end point late April 2023
Location	Remote
Budget	GFFO

About the CALP Network

The CALP Network is a dynamic global network of over 90 organisations engaged in the critical areas of policy, practice and research in humanitarian cash and voucher assistance (CVA) and financial assistance more broadly. Collectively, CALP members deliver the vast majority of humanitarian CVA worldwide.

What makes the CALP Network unique is its diversity. CALP members currently include local and international non-governmental organisations, United Nations agencies, the Red Cross/Crescent Movement, donors, specialist social innovation, technology and financial services companies, researchers and academics, and individual practitioners.

Together we seek to better meet the needs and improve the outcomes for people affected by crisis. To do this we ensure that CVA is a central, scalable component of quality, timely and appropriate humanitarian assistance, and that the need to sustain positive outcomes for people over the longer term is considered.

Project description

The CALP Network is seeking to develop a content hub on its website that covers key foundational information about Cash and Voucher Assistance and related topics.

The Cash 101 (working title) will sit within calpnetwork.org, and consist of a proposed 19 new pages of 'cornerstone' content. The content will cover fundamental information relating to cash and voucher assistance including what it is, its benefits, its risks, how it's delivered and the various types of cash and voucher assistance and other financial flows.

The Cash 101 will be designed to respond to people's real informational needs about cash and voucher assistance. Its content will be designed to sync with keywords and questions that are widely entered on search engines.

This project is part of a CALP's communications strategy to attract a new audience and drive a much higher volume of organic traffic to CALP's website, through Search Engine Optimisation (SEO).

Here are some examples of 'content hubs'.

<https://www.wwf.org.uk/learn>

<https://www.bluecross.org.uk/pet-advice>

<https://www.rspca.org.uk/adviceandwelfare/farm>

<https://www.rspb.org.uk/birds-and-wildlife/wildlife-guides/bird-a-z/>

<https://www.nspcc.org.uk/what-is-child-abuse/>

<https://www.wrike.com/agile-guide/>

Cash 101 Content Hub Aims

Qualitative impact

- Provide valuable foundational information about CVA to new and existing audiences
- Provide information based on the actual needs of users (based on what and how they look for on Google) and not only based on a technical perspective.
- Expose CALP to a significantly larger audience of people with a professional interest in CVA
- Act as a natural way-in or starting point for capturing new audiences to engage with CALP, funnelling more people towards a longer term and more meaningful relationships with us.
- Build CALP's reputation as provider of high quality, comprehensive content relating to CVA for people at all levels of understanding.
- Meet the informational needs of audiences who have gaps in their CVA knowledge, are new to cash, or whose focus is not exclusively focussed on cash.
- Act as a go-to shareable 'briefing' resource for people with a professional interest in CVA, when briefing themselves or others.

Quantitative impact

- Increase our domain authority (domain's relevance for a specific subject area or industry that has a direct impact on its ranking on search engines).
- Increase number of backlinks (links on others' websites that go back to a page on your website. Their quality and quantity can help a site rank higher in search engines).
- Increase organic traffic to the website, through these new pages acting as landing pages in search
- Drive new users from the Cash 101 domain to other parts of the calpnetwork.org
- Increase our rankings and visibility for relevant queries that our audience is searching for.

Audience

CALP's typical audience are practitioners and professionals working in the humanitarian world, decision-makers, professionals working in multilateral organisations, charities and businesses related to Cash and Voucher Assistance, among others.

Calpnetwork.org mainly publishes content for people working in areas relevant to CVA as technical practitioners, policy makers or leaders who already have a strong knowledge and focus on cash. As a result, most content is fairly niche, assuming a detailed understanding of CVA from readers. Our starting point with most content is based on wanting to communicate information many layers beyond the question 'What is CVA?' (for example). This approach makes sense for our niche but limits growth by excluding 'greener' audiences.

The Cash 101 therefore seeks to fill this gap and cast its net as wide as possible capturing people with far less expertise of CVA than the 'typical' CALP audience. These people once captured can be taken on a journey that leads them more into the 'typical' CALP audience space, such as signing up for updates, attending events or doing training to keep learning.

The Cash 101 is for **the CVA experts of the future, people who work adjacent to CVA and want to know more, or those who are starting out**. We believe this audience will be using search engines to search for basic/foundational CVA related content.

Our assumptions about this audience are that:

- They have a professional or academic interest in CVA
- They generally have a lower level of expertise about CVA than our 'typical' CALP audiences
- They are a diverse audience in terms of seniority, levels of professional engagement in CVA, experience within the CVA sector.

Deliverables

Creating the text for 9 main pages of content (detailed mapping of headings and sub-headings has been prepared). Each page could be any length between 1000 and 3000 words.

Branching from these pages will be 11 shorter pages of content which will vary in length from 1000 to 2000 words per page.

The completed text must be provided in Microsoft Word and meet technical specifications provided in briefing documents, and have accommodated feedback provided by CALP during 2 rounds of feedback.

Separately to this work, we would like the author to review and update the [12 main thematic pages](#) on our website. We would like these checked so that they are up to date in terms of information, statistics and references, as well as ensuring a clear and consistent style across all pages. Please note the Cash 101 and thematic pages have different intended purposes and audiences – **these two pieces are distinct from one another** – especially as the Cash 101 is about starting with an almost blank page, whereas the thematic pages already exist. However, some pieces of content may be complementary to one another, so it makes sense to include both projects in this one ToR.

Workplan

1. Detailed briefing of author. We will provide the author with:

- Concept note describing the proposed content hub (Word).
- Top line site map including all headings and sub headings (Excel).
- Detailed briefs which include – recommended page content, additional content recommendations, advice for title tags, H1, H2 and H3 headings plus URL, target keywords, proposed calls to actions, on page checklists (PDF and PPT versions).
- SEO copywriting guide prepared by experts in SEO (PDF).
- Yoast for SEO content design advice (PDF).
- Cash hub keyword mapping (Excel).
- CALP's style guide

2. Drafting and feedback – first 9 top level pages

We would expect to go through 2 revision stages for each draft of the copy:

- 1st draft – Initial text provided. CALP to provide open-ended feedback.
- 2nd draft – edited text provided which incorporate CALP's 1st draft feedback. CALP to provide final less substantive feedback, alongside requests to incorporate previous feedback not properly integrated.
- Final draft – No further changes to be requested from CALP's side unless some second-round feedback has been missed by the author.

Author to carry out final proof read and provide the documents in word format.

3. Drafting and feedback – 11 sub pages

Drafting and feedback stages as above.

4. Updating 12 thematic pages

Drafting and feedback stages as above.

First and second drafts to be provided as a Word document showing track changes against the current text on CALP's thematic pages.

Style and tone

Clear, accessible language avoiding jargon unless fully explained/absolutely necessary. Written with the audience and SEO aims in mind.

Licensing method/intellectual property rights

The CALP Network will have exclusive ownership of the copyright all text created under these terms of reference.

Proposal:

1. Consultant profile

The consultant should have:

Essential

- Proven experience in writing clear communications copy for websites or similar demonstrated through at least 2 samples
- A basic understanding of cash and voucher assistance used in a humanitarian context
- Strong research and excellent writing skills in English
- High proficiency in the use of Word
- Excellent interpersonal skills and flexible attitude
- Ability to meet deadlines
- Excellent organizational skills
- Minimum level of education: Bachelor's degree

Desirable

- Experience of writing humanitarian related content
- Experience of writing for SEO

2. Application Procedure

Applications are invited from appropriately qualified consultants with the ability to undertake the above activities. Applicants should submit:

- A brief (max one page) expression of interest that outlines the consultant's reflections on the TORs (not simply repeating the TORs), including initial thoughts on process and potential challenges.
- A short, bulleted list indicating what the consultant views as the strengths and weaknesses of this content - <https://www.calpnetwork.org/themes/sector-specific-cva/health-and-cash-and-voucher-assistance/>
- Budget including proposed number of days, daily rate and availability. We would appreciate the budget to provide a breakdown of costs related to content writing the top 9 top level pages, content writing the 11 sub-pages and then copy editing the 12 thematic pages.

- A CV (max three sides)
- Indication of your availability to work in the first half of 2023.
- If you have any questions about your application, please contact jo-anne.witcombe@calpnetwork.org.

Interested candidates are required to submit their Technical & Financial Proposals to consult@CALPnetwork.org and jo-anne.witcombe@calpnetwork.org, with the subject: “Content Writer for the Cash 101 online Hub” no later than the December 4 2022.

Note: Financial and technical proposal should be valid for 90 days

Financial:

Total payment will be split into 2 settlements:

- First payment: 50% of the contracted amount, after completing first 9 top level pages
- Second (final Payment): 50% of the contracted amount, after completing remaining 11 sub pages and updating the copy from CALP’s thematic pages