

Expression of Interest

Digital Influencers

As part of its National Financial Inclusion Strategy 2022-2030, the Reserve Bank of Fiji is working with various stakeholders and development partners to promote digital financial services in various areas such as the payments system, MSME finance, and financial literacy and education through leveraging innovation and technology. In its effort to further enhance digital financial literacy and education, the Bank has embarked on an innovation challenge for digital influencers who would use their social media platforms for this purpose.

For this purpose, the Digital Financial Services Working Group invites interest from digital influencers with an extensive social media reach to participate in a Financial Literacy Social Media Challenge.

The selected candidates will be responsible for the development and publication of a series of short videos based on selected topics intended to educate a broad range of audiences online on pertinent financial and digital literacy issues. More specifically, the selected candidates will be responsible for the following key tasks:

- Follow the guidance note issued by the Bank and own expertise and knowledge to understand the key challenges and trends in financial inclusion and literacy in Fiji;
- Based on selected topics, synthesise ideas into impactful video content for publication on the candidates social media platforms, including TikTok, Facebook and Instagram;
- Report analytics based on a pre-defined template on audience engagement with the published content.

To be eligible, candidates must be credible, have a broad and diverse local following on their pages and a demonstrated a track record of engagement by other reputable agencies in developing content for marketing or public awareness campaigns. Previous involvement in the production of educational content would be an advantage.

To be considered, applicants are required to **submit a short bio and a portfolio of links** to published content to dfswg@rbf.gov.fj. The deadline for submission is **18 February, 2024**.

All successful candidates will be remunerated accordingly for all videos produced. Additionally, as a social media challenge, successful candidates will also vie for additional monetary rewards based on creativity and quality as judged by a panel of members represented by the Taskforce.

Contact Information: For further enquiries or clarification, please contact the following:

<p>SECRETARIAT Digital Financial Services Working Group Financial System Development Group Reserve Bank of Fiji Email: dfswg@rbf.gov.fj</p>
