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Terms of reference: FinScope Lesotho 2011 Project Coordinator

1. Back ground

I. FinMark Trust

FinMark Trust was established in March 2002 with initial funding from the UK's Department for International Development (DfID) and is a not-for-profit independent Trust registered in South Africa. The trust's mission is to 'make financial markets work for the poor in Africa'.

In pursuit of its mission, FinMark Trust supports institutional and organizational development which increases access to financial services in Africa through conducting research to identify the systemic constraints that prevent financial markets from reaching out to poor consumers and by advocating for change on the basis of research findings.

II. FinScope Surveys

FinScope is a research tool that was developed by FinMark Trust. It is a nationally representative study of individuals' perceptions on financial services and issues, which creates insight into how people source their income and manage their financial lives. The sample covers the entire adult population, rich and poor, urban and rural, in order to create a segmentation, or continuum of the entire market and to lend perspective to the various market segments.

Since its development, a FinScope survey has been implemented in 15 countries in Africa. The main objective behind the FinScope initiative is to establish an authoritative, universally accepted benchmark with regard to financial inclusion and, with repeat surveys, assess the impact of interventions to enhance inclusion. Another objective is to support commercial innovation - access to finance can only improve if financial services providers deliver relevant products and services to more people. FinScope has a proven track record in stimulating new product innovation for lower income consumers.

FinScope Lesotho 2011 is conducted in collaboration with the Central Bank of Lesotho.

2. Survey objectives

The primary objective of the FinScope Lesotho 2011 survey is to measure, and profile levels of access to financial services by all adults in Lesotho, rich and poor, located in rural and urban areas, and making this information available for usage by key stakeholders such as policy-makers, regulators, and financial service providers.

The information provided by this survey will help extend the reach of financial services in Lesotho as it provides an understanding of the Lesotho adult population in terms of:

- Their livelihoods and how they generate their income
- Their financial needs and/or demands
- Their financial perceptions, attitudes, and behaviours
- Their demographic and geographical distribution
- The obstacles they face and the factors that would have an influence on their financial situations
- Current levels of access to, and utilisation of, financial services and products (formal and/or informal)
- The landscape of access (i.e. types of products used in terms of transactions, savings, credit, insurance and remittances)
- Drivers of financial products and service utilisation
- Barriers to utilisation of, and access to, financial products and services
- The size of the market
- The differences and commonalities between different market segments.

3. Role and scope of the local project coordinator

The scope of the activities of the local Project Coordinator on the FinScope Lesotho 2011 survey includes:

- Acting as local Project Coordinator in the implementation of the FinScope Lesotho 2011 survey. This is expected to take place during the period November 2010 – March 2011 and will require approximately 50 days of time commitment.
- The Project Coordinator will work closely with FinMark Trust (FMT), based in Johannesburg, South Africa, who will act as implementing agency for the project and will provide technical assistance throughout the implementation of the project.
- The Project Coordinator will be contracted by FinMark Trust and will report to the FinMark Trust FinScope Lesotho 2011 Project Manager – Trevor Kaseke.
- The Project Coordinator will be responsible for all on-the-ground logistical support to FMT for visits (hotel bookings, ground transport, etc.) to Lesotho.
- In terms of the FinScope Lesotho 2011 survey implementation, the Project Coordinator will be responsible for:

- Building support for FinScope Lesotho 2011 survey amongst key government agencies and other relevant stakeholders
- Familiarising him/herself with regard to the management arrangements in terms of the implementation of the survey. A key responsibility of the Project Coordinator would be to liaise with all implementation role players at all times, ensure communication between FMT and other role players, keeping all role players informed with regard to implementation progress, deviations from timelines and reasons for these, as well as key concerns and constraints during implementation. The Project coordinator should convene meetings of relevant role players as needed.
- The convening and facilitation of a stakeholder workshop for the purpose of obtaining input from key stakeholders and government agencies with regard to design and contextualization of the FinScope Lesotho 2011 survey questionnaire.
- Providing input with regard to the customization of the FinScope Lesotho 2011 survey questionnaire and to elicit issues that the questionnaire does not address sufficiently by:
 - Familiarizing her/himself with the approach of the FinScope survey and the core of the FinScope survey questionnaire
 - Doing desktop research reviewing existing material (e.g. relevant government, donor, and other relevant surveys or analyses)
 - Collecting and collating data around financial services and products available in Lesotho
- Working closely with the Bureau of Statistics (BoS) and the research house during the implementation of the FinScope Lesotho 2011 survey fieldwork. The Project Coordinator should keep FMT informed with regard to fieldwork progress, as well as delivery in terms of timelines.
- Ensuring that a full quality protocol is in place prior to the commencement of fieldwork and that this protocol is signed off with FMT. The Project Coordinator will further be responsible to ensure that the quality control protocol is adhered to during the implementation of fieldwork and data capture.
- Close monitoring of the fieldwork process through liaison with the research house supervisors in the field, random checking of interviewers, spot checking of completed questionnaires (reviewing these for accuracy and completeness), and investigating reasons for replacements of Enumerator Areas (if any). Regular reporting to the FMT Project Manager in this regard is required.
- All preparations (including materials such as brochures, CDs etc.) for the official launch of the FinScope Lesotho 2011 survey findings.
- Participate in any other dissemination activities as agreed with FMT.

4. Submissions

Applications with comprehensive CVs, accompanied by two relevant contactable references, should be addressed to Trevor Kaseke, FinMark Trust, Block A East, Central Park, 400 16th Rd, Randjiespark, Midrand. The deadline for receiving applications is **12h00 on 19 November 2010**. Applicants must provide electronic versions of all documentation. Electronic submissions should be sent to trevork@finmark.org.za

5. Important

Shortlisted applicants will be invited to an interview on a date to be determined - at the offices of the Central Bank of Lesotho in Maseru, Lesotho. All applicants will be notified of the outcome of their applications by **30th November 2010**.

The selected applicant must be prepared to meet with FMT at a date to be announced for a briefing.

6. Contract

Once the selection process has been completed, FMT will issue a contract.

7. Queries

Any queries relating to the preparation of the proposal should be referred to Trevor Kaseke by email: trevork@finmark.org.za