

## **Terms of Reference (ToR) for Key Opinion Leader (KOL) on Financial Literacy**

### **1. Background:**

The organization aims to enhance financial literacy among its target audience. To achieve this, we seek to engage a Key Opinion Leader (KOL) who can effectively communicate financial concepts and promote financial education through various channels. The main focus of this engagement will be in our Samarinda Office. So The KOL need to be present offline in our office site in Samarinda. For logistic purposes, the terms will be discussed separately.

### **2. Objectives:**

- To increase awareness and understanding of financial literacy among the target audience.
- To provide practical financial education and advice.
- To promote the organization's financial literacy initiatives and resources.
- To promote / create awareness regarding "*pinjaman online*"

### **3. Scope of Work:**

- Creating and sharing content related to financial literacy
- Collaborating with the organization to develop educational materials and resources.
- Engaging with the audience through Q&A sessions, live chats, and other interactive formats.

### **4. Deliverables:**

- Webinars / Seminars