

**Saint Vincent And the Grenadines  
CARIBBEAN DIGITAL TRANSFORMATION PROJECT**

**REQUEST FOR EXPRESSIONS OF INTEREST  
Consulting Services**

**Assignment Title: Communications Officer  
Reference No: SVG-CARDTP-C-IC-15**

The Government of Saint Vincent and the Grenadines (GoSVG) has received financing from the International Development Association (World Bank) towards the cost of the Caribbean Digital Transformation Project -CARDTP - (the Project). The Government of SVG (GoSVG) intends to hire a Communications Officer to support the Project Coordinator in the successful delivery of CARDTP and ensure stakeholder buy-in of the activities financed under the Project.

The position of Communications Officer is a contracted, full-time position, and work will be performed at the Project Implementation Unit within the Ministry of Finance, Economic Planning, and Information Technology, Saint Vincent and the Grenadines.

The Consultant will be responsible for developing and executing a cohesive Communications and Change Management Strategy, coordinating closely with the Project Implementation Unit, line ministries, the Implementation Support Firm (ISF), and other technical partners to ensure consistent messaging, effective stakeholder engagement, smooth implementation of change initiatives and sustainability of reforms beyond the project lifecycle.

This consultant will be instrumental in executing strategic communication and change management activities to support awareness, stakeholder engagement, behavioural transformation, and the successful implementation of reforms under the project.

The detailed Terms of Reference (TOR) for the assignment can be found at the following link:  
<https://procurement.gov.vc/eprocure/index.php/current-bids>

The Ministry of Finance, Economic Planning and Information Technology now invites eligible Consultants to indicate their interest in providing the Services. Required qualifications and experience include, inter alia, the following:

- a. A Bachelor's Degree (or higher) in Journalism, Public Relations, Mass Communication, Public Affairs, or a related field.
- b. Minimum 5 years of relevant experience in communications, change management, media relations, research documentation, report writing, and/or journalism.
- c. Extensive experience in designing, developing, and managing public communication programmes is an asset.
- d. High proficiency in computer software operations (Microsoft Office, etc.) and social media platforms, web publishing tools and basic graphic design (Canva Pro, CapCut, etc.).

- e. Demonstrated ability to produce high-quality communication materials (multimedia, infographics and content writing).
- f. Excellent command of spoken and written English; ability to write, re-write or edit substantive and complex communication material which should be in a clear, concise, and web-friendly style.

The attention of interested Consultants is drawn to Section III. Governance, paragraphs 3.14 - 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers", July 2016, revised November 2017, July 2018, November 2020 and September 2023, setting forth the World Bank's policy on conflict of interest. A Consultant will be selected in accordance with the Individual Consultant (IC) Selection method set out in the Procurement Regulations. Further information can be obtained at the address below during the hours **9:00 a.m. to 3:30 p.m.** (SVG Local Time).

Expressions of interest must be delivered in a written form to the address below (in person, by mail, or by e-mail) by **Tuesday, October 14, 2025**.

Director General of Finance and Planning

Ministry of Finance, Economic Planning and Information Technology

2<sup>nd</sup> Floor Administrative Building

Bay Street

Kingstown

Saint Vincent and the Grenadines

Email: [procurement@gov.vc](mailto:procurement@gov.vc), [wgeorge@gov.vc](mailto:wgeorge@gov.vc), [ssayers@gov.vc](mailto:ssayers@gov.vc) and [sfraser@gov.vc](mailto:sfraser@gov.vc)

**Saint Vincent and the Grenadines**  
**CARIBBEAN DIGITAL TRANSFORMATION PROJECT**

**Terms of Reference**  
**Communications Officer**

**1. SUMMARY**

The Government of St. Vincent and the Grenadines (GoSVG) has received financing from the World Bank Group to implement the Caribbean Digital Transformation Project (CARDTP). The CARDTP comprises four components that address key bottlenecks and harness opportunities to develop the Eastern Caribbean Digital Economy as a driver of growth, job creation, and improved service delivery.

The CARDTP's development objective is "to increase access to digital services, technologies, and skills by governments, businesses, and individuals in the participating Eastern Caribbean countries. It leverages public sector modernisation and digitisation to improve service delivery and drive a digital culture across the region." The CARDTP aims to increase access to digital services, technologies, and skills for governments, businesses, and individuals across participating Eastern Caribbean countries. The Project supports digital public service delivery, enhanced infrastructure, digital skills, and cybersecurity policy, while also promoting technology adoption in key industries and regional integration.

To support the successful delivery of CARDTP and ensure stakeholder buy-in, the Project Implementation Unit (PIU) seeks to hire a **Communications Officer**. This consultant will be instrumental in executing strategic communication and change management activities to support awareness, stakeholder engagement, behavioural transformation, and the successful implementation of reforms under the project.

**2. SCOPE OF SERVICES**

The position of Communications Officer is a contracted, full-time staff position, and work will be performed at the Project Implementation Unit within the Ministry of Finance, Economic Planning, and Information Technology, Saint Vincent and the Grenadines.

The Consultant will be responsible for developing and executing a cohesive Communications and Change Management Strategy, coordinating closely with the Project Implementation Unit, line ministries, the Implementation Support Firm (ISF), and other technical partners to ensure consistent messaging, effective stakeholder engagement, and sustainability of reforms beyond the project lifecycle.

### **3. DUTIES AND RESPONSIBILITIES**

The Communications Officer will assist the Director General of Finance and Planning in all communications-related matters of the CARDTP. He/She will work under the overall management of the Director General-Finance and Planning; however, he/she will report to the Project Coordinator in the execution of the following tasks listed below:

#### **a. Strategic Communications & Change Management**

- (i) Design and implement a comprehensive project level Communications and Change Management Strategy that aims to (a) increase the effectiveness of the project; (b) foster relationships of trust between stakeholders; (c) provide the basis and opportunity to systematically share information amongst the stakeholders involved in the CARDTP, especially project beneficiaries to enhance effectiveness, accountability, and transparency; (d) mitigate risk and build consensus across project activities; and build capacity for staff and counterparts in the use of strategic communication, especially with project beneficiaries.
- (ii) Design and implement campaigns that promote digital adoption, process reengineering and mindset shifts among government employees and the wider public.
- (iii) Support ministries and agencies in integrating change management practices into their day-to-day operations, ensuring sustainability beyond the project lifecycle.
- (iv) Develop a communications work plan that identifies target audiences, key messages, and appropriate channels (radio, print, television, community events, social media, billboards), along with timelines and a budget.
- (v) Develop & coordinate multi-channel awareness campaigns for project initiatives, ensuring inclusive outreach, particularly to vulnerable groups (persons with disabilities, rural communities, youth and women).
- (vi) Work in close coordination with the ISF's Change Management Specialist to align strategies, ensure transfer of knowledge, harmonisation of approaches, and sustainability of activities within government institutions.
- (vii) Submit monthly progress reports of works undertaken and ad-hoc briefs as requested by the Director General of Finance and Planning or the Project Coordinator.
- (viii) Monitor and evaluate the effectiveness of communications and change management activities, incorporating stakeholder feedback and outcomes.

b. Research and Publications

- (i) Prepare and deliver communications packages to promote the strategic and timely flow of information and key messages related to CARDTP.
- (ii) Develop/produce publication layouts or relevant instruments and other material for public information (e.g., Posters, press releases, brochures, website contents, speeches, briefing notes, tweets, Facebook posts, etc.) Documentation of the project results

c. Photography

- (i) Capture photos before, during, and after images of project implementation activities.
- (ii) Capture photos during media events, workshops, and other events related to the CARDTP project.
- (iii) Filing and processing of photos for use in media, website, and social media.

d. Media & Liaison

- (i) Liaise with the media, including the Agency for Public Information (API) to create awareness of the CARDTP activities and achievements as per directives from the Project Coordinator.
- (ii) Serve as the principal point of contact for communications related to the project, including the development of press releases, organisation of press conferences, and responding to media questions related to the Project.
- (i) Ensure appropriate visibility guidelines and measures for the World Bank are adhered to when producing print, electronic events, and/or conducting events.
- (ii) In collaboration with the social and environmental safeguards team of the PIU, conduct and facilitate community sessions in selected communities across the island and facilitate dissemination through various media of communication, such as radio programmes.

e. Social Media and Web page management

- (i) Assist the Information Technology Services Division (ITSD) in the update and maintenance of the project website.
- (ii) Provide monthly updates to ITSD on project progress.

f. Citizen Engagement

- (i) Assist in the management of the Project's Grievance Redress Mechanism (GRM) and assess feedback from the Grievance and Complaints Logging System.

- (ii) Advise key project stakeholders on trends, news developments, or changing/unexpected circumstances related to information and communications needs and determine appropriate strategic responses to address them.
  - (iii) Conduct interviews with beneficiaries and project teams to capture impacts and benefits.
- g. Any other communications activities as assigned by the Director General of Finance and Planning and the Project Coordinator.

#### **4. QUALIFICATIONS AND EXPERIENCE**

The selected consultant is required to possess the minimum competency requirements listed hereunder and should describe in detail in the CV, experience in the successful completion of similar engagements relevant to the scope of the consultancy.

##### **Academic Qualifications:**

- Bachelor's Degree (or higher) in Journalism, Public Relations, Mass Communication, Public Affairs, or a related field.

##### **Experience**

- Minimum 5 years of relevant experience in communications, change management, media relations, research documentation, report writing, and/or journalism.
- Prior experience with change management strategies, stakeholder engagement, and behaviour change communication is highly desirable
- Proven track record in designing, developing, and managing public communication programmes.
- Proven ability to manage communications across multiple platforms and audiences.
- Experience in managing public information campaigns or donor-funded projects.
- Demonstrated ability to work in teams and communicate effectively.
- Experience leading change management activities will be an asset.

##### **Technical Competencies**

- Demonstrated ability to produce high-quality communication materials (multimedia, infographics and content writing).
- Excellent command of spoken and written English; ability to write, re-write or edit substantive and complex communication material which should be in a clear, concise, and web-friendly style.
- High proficiency in computer software operations (Microsoft Office,) and social media platforms, web publishing tools and basic graphic design ( Canva Pro, CapCut etc.).

- Familiarity with stakeholder mapping, change readiness assessment tools and feedback mechanisms.

## **5. REPORTING OBLIGATIONS**

The Consultant will report to the Director General of Finance and Planning through the Project Coordinator. The Consultant will be required to submit the following reports:

- Monthly Communications & Change Management Progress Reports
- Quarterly and Annual Project Reports (sections relevant to communication and change)
- Monthly Media and outreach summaries, campaign reports and feedback analysis
- End of Assignment Report
- Other reports as required

## **6. CONTRACT DURATION**

The duration of the contract is two (2) years and will be subject to renewal based on the consultant's satisfactory performance and continued project needs.

## **7. REMUNERATION**

Remuneration will be commensurate with qualifications and experience.

## **8. CONTRACT PERFORMANCE EVALUATION**

The Consultant may be subject to evaluation of performance based on the Performance Indicators as per Annex 2.

## **ANNEX 1 – PROJECT DESCRIPTION**

The CARDTP has four (4) components through which the Project Development Objective will be achieved:

### **PROJECT COMPONENTS**

The following provides a brief description of the project components:

#### **Component 1: Digital Enabling Environment**

This component will support the development of a positive enabling environment in St. Vincent and the Grenadines' digital economy that drives competition, investment, and innovation while promoting trust and security of online transactions. It will focus on legal, regulatory, and institutional reforms to support the modernisation of the telecommunications and digital financial services sectors while mitigating the growing risks of a digital economy, including cybersecurity and data protection and privacy.

The project will also support the development of national-level cybersecurity capability to monitor, identify, protect against, and respond to cyber threats and support for requisite enabling environment and capacity improvements at the national level. The Computer Emergency Response Team (CERT) will be established using a regionally compatible design and frameworks developed as part of the regionally implemented activities under the subcomponent.

The subcomponents are as follows:

1. Subcomponent 1.1: Telecommunications: Legal and Regulatory Environment, Institutions and Capacity
2. Subcomponent 1.2: Digital Financial Services: Legal and Regulatory Environment, Institutions and Capacity
3. Subcomponent 1.3: Cybersecurity, Data Protection, and Privacy

#### **Component 2: Digital Government Infrastructure, Platforms, and Services**

This component will support public sector modernisation, resilience, and the delivery of digital public services to individuals and businesses. It will aim to ensure that St. Vincent and the Grenadines put in place the core infrastructure, platforms, institutions, and human capacity needed to manage internal government operations efficiently and effectively and to build on these core enablers to make public services widely accessible online from anywhere within the country, region or across the globe. It will also prepare the GoSVG for deeper interconnectivity and interoperability of data and information systems across borders to smooth the administration of regional trade, immigration, and other services between countries. Finally, it will aim to ensure continuity of government operations and services, enable real-time data-driven decision-making, facilitate remote working for civil servants, and enable the ability to rapidly target and deliver payments and social services to citizens and businesses in the event of natural disasters and external shocks. The subcomponents are as follows:



1. Subcomponent 2.1: Cross-Cutting Enablers of Digital Government Operations and Services
2. Subcomponent 2.2: Government Productivity Platforms and Citizen-Centric Digital Services

### **Component 3: Digital Skills and Technology Adoption**

This component aims to better equip individuals and businesses in St. Vincent and the Grenadines for the jobs and economy of the future and to spur innovation and productivity growth. It aims to create a pool of advanced digital talent to better position St. Vincent and the Grenadines to attract investment by digital firms. It takes a comprehensive supply and demand side approach, supporting greater technology adoption and utilisation of digitally enabled business models to drive demand for newly skilled employees, as well as making connections with global employment opportunities through online working platforms. The subcomponents are as follows:

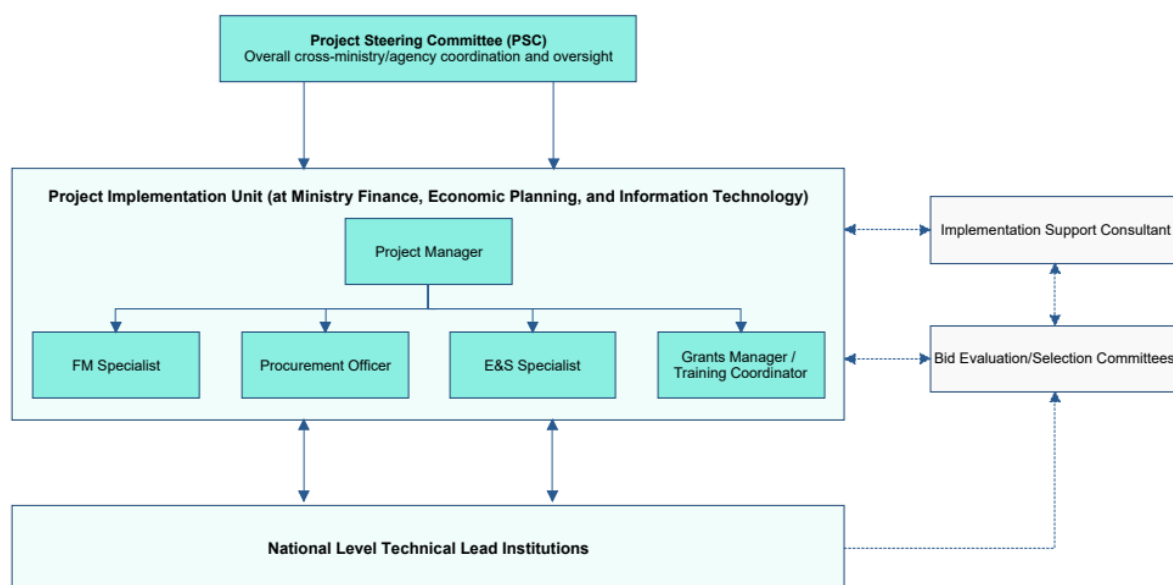
1. Subcomponent 3.1: Workforce-Ready Digital Skills
2. Subcomponent 3.2: Technology Adoption

### **Component 4: Project Implementation Support**

This component will support the national Project Implementation Unit (PIU) with the management and implementation of the project and associated activities. The project will support capacity-building initiatives, as well as PIU staffing through the hiring of expert consultants for key areas such as project management, technical advisory and implementation support, procurement, financial management, environment and social safeguards, monitoring and evaluation, and strategic communications.

## **INSTITUTIONAL ARRANGEMENTS**

The GoSVG, recognising the cross-cutting as well as technical nature of the activities being implemented, has proposed a multi-layer implementation structure, with an independent PIU housed in the Ministry of Finance, Economic Planning, and Information Technology. The PIU will utilise existing procurement and financial management capacity within the Ministry to augment the PIU's capacity. As seen in Figure A1 below, the project implementation arrangements account for cross-government coordination at strategic and operational levels, as well as regional coordination through the participation of the responsible line ministry official in the regional project oversight committee. The roles and responsibilities of the PIU and other Project counterparts are described in Table A1 below.



*Figure A1: Implementation arrangements*

*Table A1: Roles and responsibilities of PIU and other Project counterparts*

Agency	Roles and Responsibilities
Project Steering Committee (PSC)	Facilitate coordination between the different ministries and regional implementation mechanism and address policy issues impacting project implementation. Responsible for overall oversight of project implementation progress, including review of annual implementation plans and progress reports. PSC members include Ministry of Finance, Economic Planning, and Information Technology; Ministry of Legal Affairs; Ministry of Education, National Reconciliation, and Information; Ministry of Housing, Settlements, Land Surveys, and Physical Planning.
PIU	The PIU is housed in the Ministry of Finance, Economic Planning and Information Technology and is staffed with experts as shown in Figure A1 above. It is responsible for coordinating and managing the Project, facilitating inter-ministerial coordination, and implementing digital initiatives across the various ministries, departments and agencies (MDAs) of the GoSVG.
Technical Working Groups (TWG)	The TWGs comprise representatives from the beneficiary MDAs of the GoSVG as well as private sector stakeholders who will benefit from the specific project activity implementation. The TWG will support the PIU and the Consultant by providing guidance and advice in the specific activity, documenting existing business processes, assist with the drafting and finalizing of terms of references (TORs), requests for quotations (RFQs), requests for bids (RFBs), technical specifications and assist with the technical supervision of activity implementation.
Bid Evaluation / Selection Committees	Ad-hoc bid evaluation / selection committees will be established in consultation with Ministry of Finance, Economic Planning and Information Technology and beneficiary MDAs and will generally consist of 3-5 qualified members.

**ANNEX 2– COMMUNICATIONS AND CHANGE MANAGEMENT CONSULTANT**  
**PERFORMANCE INDICATORS**

	<b>Performance Metric</b>	<b>Complied*</b>	<b>Rating*</b>
1.1	Prepare and submit monthly Communications & Change Management progress reports on consultancy in a timely manner.		
1.2.	Develop and maintain an annual Communications & Change Management Work Plan outlining key messages, stakeholder engagement actions, timelines and budget.		
1.3	Develop and implement a project-level Communication Strategy aligned with CARDTP objectives, reviewed and updated as needed.		
1.4	Develop and implement a Change Management Strategy to supports behavioral change, institutional readiness and adoption of digital transformation initiatives across project stakeholders.		
1.5	Coordinate and deliver multi-channel awareness campaigns (e.g, radio, social media, public outreach), ensuring inclusive messaging for vulnerable populations ( youth, women, rural communities, persons with disabilities).		
1.6	Prepare and deliver communications packages and public information materials (press releases, speeches etc.) to promote timely and strategic messaging of CARDTP activities and progress.		
1.7	Conduct stakeholder mapping and engagement sessions, documenting outcomes and demonstrate actions taken to build buy-in and address resistance to change.		
1.8	Facilitate training sessions, town halls, workshops or other change management activities to build change leadership and stakeholder capacity.		
1.9	Provide timely updates and content to the Information Technology Services Division (ITSD) for use on the CARDTP website and social media platforms.		
1.10	Capture and file quality visual documentation (photos, videos) of project events, “before-and-after” milestones and beneficiary engagement.		
1.11	Coordinate media relations, including drafting press releases, arranging interviews, and liaising with media houses (API etc.).		

1.12	Submit quarterly Communications & Change Management reports within 30 days after the reporting period, highlighting achievements, challenges and recommendations.		
1.13	Submit Annual Performance Report within 30 days after the end of the year-end, summarizing results achieved, lessons learned and recommendations for sustainability.		

**\*Complied:**

- Yes
- No
- N/A (not applicable) for the assessed period.

**\*Rating:**

- 5 Outstanding
- 4 Good
- 3 Adequate
- 2 Marginally adequate
- 1 Unsatisfactory