

**Saint Vincent and the Grenadines
OECS DATA FOR DECISION MAKING PROJECT**

**Request for Expressions of Interest
Consulting Services – Individual Consultant**

**Assignment Title: Communications Specialist
Reference No.: SVG-DDMP-CS-INDV-7A**

The Government of Saint Vincent and the Grenadines (GoSVG) has applied for financing from the World Bank toward the cost of the OECS Data for Decision Making Project (DDMP), and intends to apply part of the proceeds for consulting services for Communications Specialist.

The OECS Data for Decision Making (DDM) Project (the Project) is a regional project that seeks to improve the capacity of participating Eastern Caribbean countries to produce and publicly disseminate statistical data for country and regional level analytics. It is being implemented by Grenada, Saint Lucia, St. Vincent and the Grenadines, and the OECS Commission. The Project is being implemented over a five-year period ending in June 2027.

Additional details on the Project can be found at the following link: (https://documents1.worldbank.org/curated/en/520151651261033077/pdf/Grenada-Saint-Lucia-Saint-Vincent-and-the-Grenadines-Organization-of-Eastern-Caribbean-States-Commission-OECS-Data-for-Decision-Making-Project.pdf?_gl=1*1ixhs9b*_gcl_au*MTc4ODI0MTE2NC4xNzIzMDCzMjIy).

Under Component 1, the Communication Specialist will be required to develop an appropriate communication strategy for promoting the project activities and the visibility of the Project. He/She will work closely with all relevant ministries and agencies involved in the Project to facilitate effective communication among all key stakeholders:

The Communications Specialist will assist the Project Coordinator and the Director of Economic Planning in all communications-related matters of the DDM Project. He/She will work under the overall management of the Director of Economic Planning, but will report to the Project Coordinator in the execution of the following tasks listed below. The consultant will follow an agreed code of conduct, and when engaging in activities such as workshops and consultations will share information with participants on accessing the available grievance mechanisms. The detailed Terms of Reference (TOR) for the assignment can be found at the following link: (https://www.gov.vc/images/RequestForExpressionsOfInterest/Communications_Specialist_Terms_of_Reference_SVG_DDMP_CS_INDV_7A.PDF)

The Ministry of Finance, Economic Planning and Information Technology now invites eligible Consultants to indicate their interest in providing the Services. The expected activities to be carried out by the consultant are:

1. Communication

- a) Develop and implement a project level Communication Strategy that aims to increase the effectiveness of the project; foster relationships of trust between 3 stakeholders; provide the basis and opportunity to systematically share information amongst the stakeholders involved in the DDM Project, especially project beneficiaries to enhance effectiveness, accountability and transparency; 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.
- b) Develop a work-plan and collaborate with the Project Coordinator, other members of the PIU, PSIPMU, and other key stakeholders to confirm the “key messages” specific to the project.
- c) Develop awareness campaigns for project sites with special attention to vulnerable population inclusive of persons with disability. Campaigns should include costings to various communication channels, including radio, print, megaphone delivery, television, social media, billboards, advertising spots on the various media outlets, infomercials, jingles etc.
- d) Prepare and submit monthly reports of works undertaken and other reporting obligations that will be specified by the Director of Economic Planning.

2. Research and Publications

- a) Prepare and deliver communications packages, to promote the strategic and timely flow of information and key messages related to DDM Project.
- b) 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.

3. Photography

- a. Capture before, during and after images of project implementation.
- b. Capture photos during media events, workshops and other events related to the DDM project.
- c. Filing and processing of photos for use in media, website and social media.

4. Liaison Officer

- a) Liaise with the media including the Agency for Public Information (API) to create awareness of the Project activities and achievements as per directives from the Project Coordinator.
- b) Serve as the principal point of contact for the communications related to the project, including the development of press releases, organization of press conferences and responding to media questions related to the Project.
- c) Ensure appropriate visibility guidelines and measures for the World Bank are adhered to when producing print, electronic events and/or conducting events.

- d) In collaboration with the safeguard team of the PSIPMU, conduct and facilitate community sessions in selected communities across the island and facilitate dissemination on the various medium of communication such as radio programmes.

5. Social Media and Web Page Management

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

6. Citizen Engagement

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

7. Any other communications activities as assigned by the Director of Economic Planning and the Project Coordinator.

Qualifications

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

- At least a Bachelor's Degree in Journalism, Public Relations, Mass Communication, Public Affairs, Environmental/Health Communications, or a related field.

Experience

- At least three (3) years' work experience in the field of media relations, research documentation, report writing, journalism or/and communication.
- Previous Census & survey communication experience and/or extensive experience in designing, developing and managing public communication programmes is an asset.
- At least three (3) years' experience with communications strategies and approaches
- Demonstrated ability to work in teams and communicate effectively

Technical Competences

- Demonstrated experience conceptualizing, preparing and maintaining multimedia and interactive content (such as slideshows, infographics, videos, and timelines).
- Strong communication skills to speak and effectively utilize various platforms, such as newsletters, blogs and social media to strengthen outreach efforts.

- Excellent writing skills; ability to write, re-write or edit substantive and complex communication material which should be in a clear, concise, and web-friendly style.
- Computer literate, with high proficiency in Computer software operations (Microsoft Word, Excel, Power-Point and Publishing etc.).
- Excellent understanding of and ability to apply communication tools and techniques, including the ability to analyze and use research data.

Payment and Duration of the Consultancy

The contract will be for one year in the first instance and would be subject to renewal based on satisfactory performance. Remuneration will be commensurate with qualifications and experience.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" Fifth Edition September 2023 ("Procurement Regulations"), 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 to 15:30 hours.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by **Monday, December 30, 2024, 2:00 p.m.**

The Chairman
Central Procurement Board
Ministry of Finance, Economic Planning, etc.
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