



Government of Saint Lucia

**Ministry of Tourism, Information & Broadcasting, Culture &
Creative Industries**



OECS REGIONAL TOURISM COMPETITIVENESS PROJECT

TERMS OF REFERENCE

FOR CONSULTING SERVICES

FOR

Public Awareness and Communications

August 2020

Background

Tourism is the mainstay of the Saint Lucian economy. In particular, cruise ship arrivals have been on an increasing upward trajectory, more than doubling the number of stay-over tourist arrivals. Despite this increasing number of visitors to Saint Lucia (pre COVID-19), most of which docked at the Ports in Castries, anecdotal evidence suggests that the majority of those visitors spend limited time or money in Castries city. Castries has therefore arguably not received the attention that it requires to leverage its full potential to benefit from visitor spending. Moreover, key tourist sites and attractions such as the Derek Walcott Square and the Castries Central Market have missed out on significant opportunities to optimize benefits from the sector.

It is towards addressing these shortcomings that the Government of Saint Lucia (GoSL) has secured financing from the World Bank, for the implementation of the OECS Regional Tourism Competitiveness Project (ORTCP). The Ministry of Tourism, Information and Broadcasting, Culture and Creative Industries is in the third year of leading the implementation of this six (6)-year project. As part of the implementation of the ORTCP, the GoSL has identified the enhancement of the Castries City Tourism Product as a priority and has proposed targeted investments in sites and activities aimed at making downtown Castries more pleasant and attractive to tourists as well as to Saint Lucian residents.

To this end, some key interventions geared towards enhancement of the city centre include *inter alia*: improvement to sidewalks; redevelopment of the Derek Walcott Square; and the redevelopment of the Castries Market. The Ministry of Tourism is the lead agency responsible for the implementation of the ORTCP. However, given the multi-sectoral nature of project activities, the successful implementation of the ORTCP hinges critically on not only inter-agency collaboration, but also on effective communication and public relations. Communications and awareness therefore constitute a salient ingredient for the successful execution of the ORCTP.

Therefore, as part the ORTCP Communications and Public Awareness Strategy, the GoSL, is seeking to procure consulting services to implement elements of the aforementioned Strategy.

Objectives of the Assignment

The overall objective of this consultancy is to provide communications and public awareness support to the ORTCP. Using the ORTCP Communications Strategy as a framework, a Consultant will be engaged to:

- Boost visibility of the work of the Ministry of Tourism, particularly activities implemented under the ORTCP;
- Raise awareness about project activities; and
- Catalyze support for the project and encourage citizen participation.

The specific objectives of the assignment are to:

- Maximize opportunities for visibility through the production and placement of multi-purpose media products;
- Ensure that all pertinent details regarding project activities are effectively communicated to relevant stakeholders; and
- Strategically disseminate communication products to reach the right people at the right time to achieve desired impact.

Critical to achieving the afore-mentioned objectives is adherence to the following guiding principles:

- Appropriate and preferred communication methods will be utilised for specified audiences;
- Dissemination of clear and consistent messages;
- Communication products are disseminated to relevant target stakeholders in order to build public momentum and increase citizen participation;
- A coordinated approach to communications, awareness and visibility for the Project;
- Be sensitive to the idiosyncrasies and peculiarities of key target groups;
- Learn from and utilize best practices in previous outreach activities with these target groups;
- Produce and disseminate information in a timely manner to provide adequate time for messages to be effectively and widely distributed and understood;
- Explore the use of participatory communication as a means of harnessing support and catalyzing positive engagement; and
- Building on and/or ensuring consistency with previous and existing public awareness and communication efforts undertaken by the Ministry of Tourism.

Scope of Services

The Consultant will be guided by the ORTCP Communications Strategy, in implementing the services below, in an effort to achieve the above objectives:

1. Production and distribution of audio-visual material.

1. An optimal mix of audio-visual products will be produced and distributed, maximizing the use of popular traditional media like radio and television. These products will also be made compatible for web-based information platforms such as Facebook, You Tube, Instagram and Twitter; products may be in the form of public service announcements (PSAs), TV features, news reports, flyers, posters, newsletters, brochures, and other exhibits (as appropriate). A cordial and sustained relationship with the media including the Government Information Service (GIS) will be nurtured and maintained throughout this consultancy. The Consultant will also utilize low-cost-high impact mediums, including social media to reach target publics. This will ensure far reaching influence in increasing visibility for the work of the Ministry of Tourism, particularly the ORTCP.

2. Stakeholder consultations and community engagement.

In order to ensure the success of interventions, communities and stakeholders in and around project sites will be sensitized and mobilized to support project activities. They will be consulted and kept informed of any potential social, and environmental impacts and provided with the necessary tools and information to mitigate potential adverse impacts and to report grievances, where necessary.

3. Assessment of impact of public relations and communications Activities.

Use various tools and methods to monitor and evaluate the impact of activities executed. For example, survey instruments may be administered at stakeholders' consultations for capturing data to determine attitudes and perceptions of the target audience. Specific variables to be assessed include number of persons and gender breakdown (male vs female).

Duration of Services

The Consultant will be engaged on a full-time basis, with an expected start date of September 1, 2020, to August 31, 2021.

Working Arrangements

The Consultant will be supervised by the ORTCP Project Manager. The Consultant may opt to work from home; but should be accessible to the Ministry of Tourism on a full-time basis.

Client's Responsibility

- i) Make provision for equipment, material, and office requirements required to execute duties.
- ii) Ensure that key information and documents such as the ORTCP Communication and Public Awareness Strategy and other project-related documents are made available to the Consultant.
- iii) Initiate the consultation and co-operation of other agencies required to provide support to the consultant for realization of the relevant aspects of the assignment.
- iv) Facilitate access to the sites, as required for effective delivery of the assignment.
- v) Make arrangements for stakeholder meetings/workshops. Such arrangements include *inter alia*: provision of venue, refreshments and projector; and printing of basic meeting documents such as Agendas.

Consultant's Responsibility

- i) Execute the services in accordance with the laws, customs and practices of Saint Lucia whilst also adhering to appropriate international standards.
- ii) Undertake services with high levels of professionalism and integrity.

Reporting

The Consultant will be required to submit the following reports to the ORTCP Project Manager, guided by the agreed timelines, as follows:

1. Quarterly Work Plan: based on the ORTCP Work Plan. This Plan should be submitted no later than five (5) days after receiving the ORTCP Work Plan.
2. Quarterly Reports: to detail activities undertaken during the quarter, highlighting achievements, impact of activities, as well as key challenges

encountered during the quarter. This report should be submitted by the fifth day of the first month in the quarter. and

3. Final Report: to outline key activities undertaken; major achievements; challenges faced; and impact of interventions. This report should be submitted by the final day of the contractual period.

Qualification Requirements and Evaluation Performance Criteria

The desired Consultant should also meet and demonstrate the following requirements:

- At least a Bachelor's degree in Mass Communications, Journalism, or other relevant qualification;
- At least five (5) years' experience in Communications and implementing media strategies/campaigns
- At least three (3) years' experience in directing or producing photography, video production and editing
- At least three (3) years' experience in drafting scripts for radio and television broadcasting purposes in both English and Kweyol;
- At least three years' (3) experience in preparing and disseminating promotional material including Newsletters;
- Experience working with various publics;
- Ability to develop high-impact imaging for digital advertising; fluid imagery for commercial production, and connecting images to promotional text;
- Ability to conceptualize and produce advertisements for radio and television that appeal to broad and varied audiences, including experience in still photography; and audio production;
- Ability to convey messages in a format that is memorable, entertaining and easily comprehensible;
- Overall competence regarding consistency in producing high-quality broadcast materials and designs and in collaborating with clients in a professional and timely manner.