

REQUEST FOR EXPRESSIONS OF INTEREST

SAINT LUCIA

OECS REGIONAL TOURISM COMPETITIVENESS PROJECT

IDA Credit #6000-LC

Assignment Title: Consulting Services for Public Awareness and Communications

Reference No.: SLU-RTCP-CS-IC-PAC-01-20

Saint Lucia has received financing from the World Bank towards the cost of the OECS Regional Tourism Competitiveness Project (ORTCP) and intends to apply part of the proceeds to provide communications and public awareness support to the ORTCP.

The consulting services ("the Services") include:

1. Production and distribution of audio-visual material to raise awareness about project activities
2. Stakeholder consultations and community engagement to catalyze support for the project and encourage citizen participation
3. Assessment of the impact of public relations and communications activities

The detailed Terms of Reference (TOR) for the assignment can be found at the following website;
www.finance.gov.lc

The Department of Economic Development, Transport and Civil Aviation now invites eligible individual consultants ("Consultants") to indicate their interest in providing the Services. Interested Individual Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services; (Curriculum Vitae, description of similar assignments, etc). Interested Consultants should have the following requisite minimum qualifications and professional experiences listed below for undertaking the assignment.

QUALIFICATIONS AND EXPERIENCE REQUIREMENTS for Selection of an Individual Consultant are:

Minimum Required Education and Experience

- 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' experience in preparing and disseminating promotional material including Newsletters; and
- Experience working with various publics.

Knowledge, Skills and Abilities Requirements

Additional knowledge, skills and abilities that will be required of successful candidates include:

- 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

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank's *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers January 2011 Revised July 2014* ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultants (IC) method set out in the World Bank's *Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers January 2011 Revised July 2014* ("Consultant Guidelines").

Further information can be obtained at the address below during office hours 8:00 a.m. - 4:00 p.m. (0800 to 1600 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 **August 11, 2020**.

Project Coordination Unit

Department of Economic Development, Transport and Civil Aviation

Attn: Project Coordinator

2nd Floor, Finance Administrative Centre

Trou Garnier, Pointe Seraphine

Castries

Saint Lucia

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