

REQUEST FOR EXPRESSIONS OF INTEREST

SAINT LUCIA

DISASTER VULNERABILITY REDUCTION PROJECT

IDA CREDIT # 5493-LC, SCF Loan # TF 017101, SCF Grant # TF 017143

Assignment Title: PUBLIC AWARENESS AND COMMUNICATIONS OFFICER

Reference No.: SLU-DVRP-CS-IC-PRCOMM-01-20

Saint Lucia has received financing from the World Bank towards the cost of the Disaster Vulnerability Reduction Project (DVRP) and intends to apply part of the proceeds to hire an individual consultant to provide communications and public awareness support to the Disaster Vulnerability Reduction Project (DVRP).

The consulting services (“the Services”) include

- a) Coordinate the implementation of public awareness activities contracted under Component 1 of the Project;
- b) Serve as the communication link between the DVRP and Project stakeholders, including beneficiaries, communities and other agencies of Government;
- c) Assist with capturing data for updating established Project indicators;
- d) Document Project achievements and share these with project stakeholders and the public using various multi-media communication tools;
- e) Give visibility to all relevant components of the Disaster Vulnerability Reduction Project through internal communications and the media so that stakeholders are reliably informed; and
- f) In collaboration with DVRP implementing agencies, develop communication campaigns, strategies and methods to educate the public on climate change as a part of keeping stakeholders engaged on how the DVRP is building climate resilience.

The assignment is on a full-time basis and is expected to start March 15, 2021 and extend through December 2021.

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 with supporting certified copies of qualifications, 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

Academic

- At least a bachelor's degree in Communications, Journalism, or other relevant fields

Experience

- At least 5 years of relevant experience in communications, marketing, public relations, journalism, multi-media production, or a relevant program management role involving communications tasks is required.
- Experience working in a communications role for an international organization/government agency/NGO is desirable.
- Interest in and understanding of climate change adaptation, disaster management or environmental concerns is desirable.
- Demonstrated successful experience in managing execution of communications plans and campaigns for targeted audiences is required.
- Demonstrated experience in developing powerful, engaging multiplatform content for different audiences is required.
- Experience in writing/editing content on themes related to climate change and disaster management will be an added advantage.
- Experience in developing and/or executing donor reporting processes and program monitoring and evaluation requirements will be an added advantage.
- Experience working with various publics is required;

Skills

- Ability to conceptualize, draft scripts and produce advertisements/public service announcements for radio and television broadcasting purposes that appeal to broad and varied audiences, including experience in still photography and audio production – a work sample is required;
- Basic photography, video production and editing skills – a work sample is required;
- Ability to develop high-impact imaging for digital advertising; produce fluid imagery for video production, and connect images to promotional text – a work sample is required;

- Ability to prepare effective and engaging promotional material, including newsletters – a writing sample is required;
- Ability to translate and convey technical information and a variety of messages in a format that is relatable, impactful, memorable, engaging and easily understood by a wide variety of audiences;
- Other technical skills (required): MS Office (Word, PowerPoint, Excel, Publisher); Social Media experience including Facebook, Instagram, Twitter;
- Other technical skills (desired): Experience in Adobe Photoshop/Illustrator and InDesign would be considered an advantage;
- Excellent verbal and written communication skills in English are required. The ability to write and communicate in Kweyol as well would be preferred;
- Strong work ethic with a positive and proactive attitude is required;
- Impeccable attention to detail is required;
- Ability to multitask and prioritize is required.

References

At least one reference letter.

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* ("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 **Wednesday March 10, 2021**.

**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**

Tel: 758-468-2413

E-mail: slupcu@gosl.gov.lc

Website: www.finance.gov.lc