



Government of Saint Lucia

**Ministry of Tourism, Investment, Creative Industries,
Culture and Information**



OECS REGIONAL TOURISM COMPETITIVENESS PROJECT

**TERMS OF REFERENCE
FOR COMMUNICATIONS AND PUBLIC AWARENESS ASSISTANT
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April 2022

TERMS OF REFERENCE FOR COMMUNICATIONS AND PUBLIC AWARENESS OFFICER

Project Background

The Ministry of Tourism, Information and Broadcasting, Culture and Creative Industries is currently implementing the **OECS Regional Tourism and Competitiveness Project (ORTCP)** - a six-year tourism development project, which is funded by the World Bank Group as a regional initiative to bolster the competitive placement of the main export of the OECS, as it particularly relates to Grenada and St Vincent and the Grenadines and Saint Lucia.

The original objectives of the Project were to: (i) facilitate the movement of tourists within the participating countries using ferries; (ii) improve selected touristic sites; and (iii) strengthen implementation capacity for regional tourism market development in the participating countries. However, the ORTCP has been restructured to achieve the ultimate aim of improved selected tourism sites and strengthened capacity of resources, to contribute to the industry's recovery from COVID-19 related economic impacts.

Under the OECS Regional Tourism Competitiveness Project, The Government of Saint Lucia (GoSL) wishes to develop several public tourism sites as part of its broader program – Community Tourism – an initiative focused on building and/or enhancing public infrastructure in rural communities that lend to touristic attraction. Some of the sites earmarked for development include the Castries Market Container-Box Park Shopping Facility, the Gros Islet Entertainment Beach Park, the Choiseul Craft Centre, amongst others. The program is also expected to influence private investment in accommodations, restaurants and entertainment which gives rise to horizontal linkages in the sector that allow more locals in quaint communities and villages to benefit directly from tourism-based revenue. Moreover, the program is expected to impact the ecosystems of communities and private citizens in both the short and long term given the level of noise and traffic pollution, amongst other factors typically associated with urban and rural development activities and residual effects.

Given that majority of the activities still pend public consultation and information before the official award of contract for major civil works, there is an emphasized need for communications and public awareness engagements from the project's Team. On this basis, with a view to strengthen the capacity of the project team, The Ministry of Tourism, Investment, Creative Industries, Culture and Information and Project Coordination Unit of the Department of Economic Development seeks to engage the services of a **Communications and Public Awareness Assistant** with experience in digital marketing, brand building and public relations communication.

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 aforementioned 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.

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 for a ten (10) month period, with an expected start date of November 1, 2022.

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) 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) Review the Communication and Public Awareness Strategy and offer expert advice for continuous updates of the strategy and preparation of the quarterly communications workplans.
- ii) Lead all Communication and Public Awareness tasks, as it associates with project activities.
- iii) Execute the services in accordance with the laws, customs and practices of Saint Lucia whilst also adhering to appropriate international standards.
- iv) 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.
4. Other just-in-time reports as requested by the employer for the purpose of internal and external communications of the project.

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, Marketing or other relevant qualification;
- At least two (2) years' experience in Communications/Marketing and implementing media strategies/campaigns
- Demonstrated experience in directing or producing photography, video production and editing
- Demonstrated experience in preparing and disseminating promotional material including Newsletters;
- Experience working with diverse stakeholders;
- 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, easily comprehensible and impactful;
- Overall competence regarding consistency in producing high-quality broadcast materials and designs and in collaborating with clients in a professional and timely manner.