

May 10, 2022

REQUEST FOR EXPRESSIONS OF INTEREST **Consultancy for the Provision of Communication Services**

Call for Consultants

The Association of Caribbean States (ACS), has received financing from the Resilience, Sustainable Energy and Marine Biodiversity (RESEMBID) Programme's COVID-19 Resilience Response Facility, under the contracting authority of Expertise France, towards implementing the "Advancing Collaboration as a Strategy for Building Tourism Crisis Resilience in OCTs of the Greater Caribbean" Project, hereinafter referred to as the ACS RESEMBID Project.

The ACS intends to apply a portion of the proceeds of this financing to eligible payments under a contract for which this invitation is issued. Payments by the ACS will be made subject to the terms and conditions of the Financing Agreement. The ACS, through its Directorate of Trade and Sustainable Development, as the primary Project Executing Agency (PEA) wishes to procure the services of a consultant, hereinafter referred to as the Project Communications Assistant, as part of the Project Execution Team (PET) for the ACS RESEMBID Project.

Objective and Timeline

The **overall objective** of the work is to foster greater information and knowledge exchange with key stakeholders on the ACS-RESEMBID Project.

The duration of the assignment is expected to be for a period of approximately twelve (12) months commencing from July 1st, 2022, but services will be rendered on a deliverables basis and not full time.

The ACS now invites interested eligible individual consultants to submit Expressions of Interest indicating qualifications and experience as required to provide these consultancy services.

General Responsibilities

The consultant will work in close collaboration with the Project Team in the Directorate of Trade and Sustainable Development (DTSD), supported by the Units and Directorates at the ACS Secretariat with the technical competencies for scope of services for this consultancy. Under the general guidance of the Project Manager, the Project Communications Assistant is responsible for leading public relation and visibility activities such as training material design, infographic design, video creation, collateral

procurement and social media advertising. Activities are designed to enable heightened project visibility, public education, branding and stakeholder engagement with frequency as per guidelines provided by the ACS and Expertise France.

Eligibility

Consultants shall be eligible to participate if:

- (a) they meet the conditions outline within the RESEMBID Rules of Nationality and Origin found here: [res-01_Rules-on-Nationality-and-Origin.pdf \(resembid.org\)](#)

Qualifications and Experience

General Experience of the Consultant:

- a. A consultant with a minimum of five (5) years of experience in the development of advocacy, visibility, communication and public relations material for diverse stakeholder groups.
- b. The consultant must demonstrate professional training and experience in projects similar to that described in these Terms of Reference.

General Competencies of the Consultant:

- a. Ability to express clearly and concisely ideas and concepts in text, audio, and video formats, in English as the working language of this consultancy;
- b. Ability to creatively conceptualise and develop messaging for visual media products;
- c. Demonstrated competencies in communication best practices, use of computer and internet information software, use of desktop publishing software;
- d. Diplomatic acumen, principles of integrity, transparency and the ability to work under pressure in a multicultural environment;
- e. Ability to work independently.

Specific Competencies and Experience of the Consultant:

The consultant must demonstrate specialisation or have access to expertise as follows:

Expertise Required	Experience
Graphic Design	Minimum of three (3) years' experience in the development of creative, and aesthetically appealing material for use in advertising campaigns.
Video Animation	Minimum of two (2) years' experience in the development of animated videos for use in branding and communication campaigns. Consultant must also demonstrate familiarity with popular video file formats and rendering specifications for popular video hosting locations.

Expertise Required	Experience
Social Media Management	Minimum of two (2) years' experience in the use and management of Facebook, Instagram and LinkedIn social media platforms, including technological solutions for cross platform coordination. Experience should include online customer engagement, ad campaign development and management, and writing creative copy.
Messaging Development	Minimum of three (3) years' experience in the synthesis of ideas, themes and concepts into concise messaging that resonates with target audiences.

Desirable:

- University degree (Bachelor's degree or equivalent) in fields related to Communications, Marketing, or Public Relations;
- Experience in crisis communication, stakeholder engagement, or event management would be an asset;
- Previous work experience in an international or regional organisation would be considered an asset.

Requirements for Expressions of Interest

Expressions of Interest must include the following two (2) components that should be clearly identified:

- Presentation Letter - This letter is to be duly stamped and signed by the consultant, and will detail interest in the project.
- Curriculum Vitae of Consultant – CV should demonstrate alignment in knowledge, qualifications and experience as required within this Request for Expressions of Interest.
- Compliance Documents – These documents must validate project participation eligibility for the consultant and should include:
 - One (1) copy of each consultant's passport biodata page.
 - At least two (2) references who can attest to the quality of previous work or consultancies undertaken by the consultant.

All documentation required to participate in this tender process must be presented in English.

Proposals must be sent electronically for the attention of Mrs Safiya Horne-Bique, Director of Trade and Sustainable Development, to the following email address shorne-bique@acs-aec.org copy to resembid@acs-aec.org with the subject "ACS-RESEMBID Project Communications".

The ACS reserves the right to request additional information or update the documents as it deems pertinent.

Submission Deadline

The deadline for receipt of offers is the 3rd day of the month of June 2022 at 5:00 pm (AST). Offers submitted after this date and time will not be taken into consideration for the evaluation process. Once the proposal has been submitted and the deadline has passed, it cannot be withdrawn, replaced or modified.

Inquiries and Clarifications

In the event that there are doubts or questions regarding the Terms of Reference or the bidding process, consultations and questions are to be directed to the Safiya Horne-Bique, Director for Trade and Sustainable Development of the ACS via the following email address shorne-bique@acs-aec.org copy to resembid@acs-aec.org. Questions and consultations can be made until the deadline for submission of proposals. In order to maintain equality in the information provided, all questions answered to all consultants will be uploaded to the ACS website www.acs-aec.org.