

Terms of Reference

Communications and Publicity Consultant

Organisation of Eastern Caribbean States (OECS) Data for Decision Making Project

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| Title: | Communications and Publicity Consultant |
| Location: | Saint Lucia Central Statistical Office (CSO), The Ministry of Finance, Economic Development and Youth Economy |
| Tentative Start Date: | 1 st August 2024 |

Background

The OECS Data for Decision Making (DDM) Project is a regional project that seeks to improve the capacity of participating Eastern Caribbean countries to produce and publicly disseminate statistical data for country and regional level analytics. It will be implemented by Saint Lucia, Grenada, St. Vincent and the Grenadines, and the OECS Commission. The project seeks to achieve its objective by strengthening both national and regional level capacities and fostering regional coordination. At the national level, Component 1 and Component 2 of the project will strengthen national statistical systems through (i) statistical modernization and capacity building, and (ii) data production, analysis, and dissemination, with a focus on the population and housing census, living conditions surveys, labor market surveys, and agricultural census. At the regional level, Component 3 of the project will support the OECS Commission's mandate for regional integration and the strengthening of the regional statistical system. Component 4 will support project implementation, and Component 5 will provide a contingency option for immediate surge funding in the event of a national emergency. The project is to be implemented over a five-year period commencing in 2022.

The Project aims to produce quality data to inform policy decisions. Under Component 2; Data Production, and Analysis, and Dissemination, the data collection for the Population and Housing Census (PHC) and the Enterprise Census (EC) have been completed, and the Census of Agriculture and Fisheries (CAF) and the Survey of Living Conditions Household Budget Survey (SLC-HBS) are planned for the 3rd to 4th fiscal quarter 2024-2025. The dissemination of the PHC and EC is expected to take place in July/August 2024. These activities, among others, will require advocacy and publicity support, public awareness campaigns to promote participation, and the communication of results to policymakers and the citizens of Saint Lucia.

The Project is seeking the services of an individual consultant to support the CSO in the Department of Economic Development with the communication, advocacy and publicity of Project activities.

SCOPE OF SERVICES

The Communications and Publicity Consultant will be required to develop an appropriate communication strategy for promoting Project activities and increasing the visibility of the Project. The consultant will be responsible for designing campaigns to promote greater participation in the surveys and to disseminate results and data to policymakers and the public. The consultant will work closely with ministries and agencies involved in the Project to facilitate effective communication among key stakeholders.

The Communications and Publicity Consultant will assist the Project Coordinator and Deputy Project Coordinator in all communications-related matters of the Saint Lucia portion of the DDM Project. The consultant will report to the Project Coordinator in the execution of the following tasks listed below:

- a. Develop and implement a project level Communication Strategy for Saint Lucia that aims to increase the effectiveness of the project; foster relationships of trust between stakeholders; provide the basis and opportunity to systematically share information amongst the stakeholders involved in the DDM Project, especially project beneficiaries to enhance effectiveness, accountability and transparency; mitigate risk and build consensus across project activities; and build capacity for staff and counterparts in the use of strategic communication especially with project beneficiaries;
- b. Prepare an Outreach Strategy for the Saint Lucia community to raise awareness of the Project's client feedback and Grievance Redress Mechanisms (GRMs) ;
- c. Develop a Work Plan in collaboration with the Project Coordinator, other members of the Project Implementation Unit (PIU), and key stakeholders to formulate the "key messages" for the Project.
- d. Develop and coordinate Awareness Campaigns before and during data collection activities. Campaigns should utilize various communication channels, which may include radio, print, megaphone delivery, television, social media, billboards, advertising spots on the various media outlets, infomercials, jingles etc;
- e. Develop/produce publication layouts or relevant instruments and other material for public information (e.g., Reports, Posters, press releases, brochures, website contents, speeches, briefing notes, tweets, Facebook posts, etc.) ;
- f. Capture relevant images of project implementation, dissemination events, workshops and other events related to the DDM project for use in media, website and social media;
- g. Conduct and facilitate community sessions/stakeholder engagement across the island in collaboration with the Environmental and Social Specialist of the PIU, and facilitate dissemination via various communication channels such as radio programmes;
- h. Manage the social media presence through postings, periodic web updates, email blasts, etc. for the purposes of interaction with and provision of relevant information for stakeholders;
- i. Prepare and disseminate monthly news stories about project deliverables, important milestones and events, impacts and outcomes or organize press briefings and news conferences to do same;
- j. Serve as the principal point of contact for the communications related to the project, including the development of press releases, organization of press conferences and responding to media questions related to the Project;
- k. Collaborate with communications partners and service providers including advertising agencies, and publishing houses;
- l. Undertake media monitoring and analysis and provide timely feedback, including quarterly reports/presentations to the PIU of the public's perceptions, expectations and concerns about the Project;
- m. Prepare and submit reports of works undertaken and other reporting obligations as specified by the Project Coordinator.

QUALIFICATIONS AND EXPERIENCE

The selected consultant is required to possess the minimum competency requirements listed hereunder and should describe in detail in the CV, experience in the successful completion of similar engagements relevant to the scope of the consultancy.

- At least a Bachelor's Degree in Journalism, Public Relations, Mass Communication, Public Affairs, Marketing, or a related field;
- At least five (5) years' experience in designing, developing and managing public communication programmes including experience working with a variety of communication tools and approaches;
- At least three (3) years' experience conceptualizing, preparing and maintaining multimedia and interactive content (such as press releases, websites, success stories, audio, video, targeting a variety of audiences);
- Five (5) or more assignments demonstrating strong communication skills including the ability to speak and effectively utilize various platforms, such as newsletters, blogs and social media to strengthen outreach efforts;
- Demonstrated proficiency in Microsoft productivity applications (Word, Excel, Power-Point and Publishing etc.);
- Previous census/survey communication experience as well as stakeholder engagement experience is an asset.

REMUNERATION

Remuneration shall be determined on the basis of working days actually spent by the consultant in the performance of the services described above. The daily rate shall be determined based on qualifications and experience.

DURATION

The consultant will be contracted for one (1) year with the possibility of extension based on satisfactory performance assessed by the client.

SELECTION METHOD

The consultant will be selected using the "Individual Consultant Selection method" in accordance with the September 2023 World Bank Procurement Regulations for IPF Borrowers (Procurement Regulations).

