

REQUEST FOR EXPRESSIONS OF INTEREST (CONSULTING SERVICES – INDIVIDUAL SELECTION)

COUNTRY – Trinidad and Tobago

OECS Regional Health Project

Loan No. IDA-D5120

Project No.: P168539

Assignment Title: Communications Officer

Reference No. TT-CARPHA-265772-CS-INDV

The Caribbean Public Health Agency (CARPHA) has received financing from the World Bank toward the cost of the OECS Regional Health Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) is to provide critical support in the development and implementation of the communications plan, increase visibility and social media strategies that support the objectives of the project. This Consultancy is expected to commence in March 2022 for a total period of about twenty-four (24) months.

The detailed Terms of Reference (TOR) for the assignment is attached to this request for expressions of interest. (See Annex A)

The Caribbean Public Health Agency (CARPHA) now invites eligible consulting individuals (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria is as follows:

Qualification Requirements for the Key Expert

Academic Qualifications

- i. Bachelor's degree in Journalism, Public Relations, Communications, Marketing or any other related field.

Technical Expertise:

- i. Knowledge of broad-spectrum communications including public relations, marketing, and mass media.
- ii. Ability to work with internal and external stakeholders and manage vendors to ensure effective communication and dissemination of project supported activities and initiatives.
- iii. Understanding of communications channels, production and distribution.
- iv. Ability to use online monitoring and measurement platforms including, but not limited to, YouTube Insights, Google Analytics, HootSuite, and other social media tools.
- v. Ability to harness social media tools to bring greater visibility to the project.

- vi. Knowledge of best practices and principles for graphic design, including print and digital products, will be considered an asset.

Specific Experience:

- i. Minimum of three (3) years of experience working with developing and implementing communication plans and strategies including social media management and website analysis, or equivalent combination of education and relevant experience.
- ii. Experience working with Caribbean and/or international organizations is an added advantage.
- iii. Experience in liaising with the media as a point of contact – including the promotion of press releases and other information
- iv. Minimum of three (3) years professional experience with Social Media management, Communications, Marketing.

General Experience:

- i. High-level strategic thinking combined with attention to detail in executing communications programmes.
- ii. In-depth understanding of corporate communications principles, strategies, policies, and procedures.
- iii. Excellent interpersonal and organizational skills, ability to work in a team, and demonstrated project management, multi-tasking, and problem-solving skills.
- iv. Demonstrated ability to effectively use a computer and utilize software programmes such as Microsoft Office Suite and Adobe Suite.
- v. Demonstrated experience in leveraging current trends in social media.
- vi. Relevant experience working in health and social communications would be an asset.
- vii. Knowledge of digital marketing and multimedia editing skills would be an asset.

Languages:

- i. Excellent command of written and spoken communication in English
- ii. Any other language will be considered an asset (French, Dutch and Spanish)

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" July 2016 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest. In addition, please refer to the following specific information on conflict of interest related to this assignment (i.e., *3.17 of the Procurement Regulations*).

A Consultant will be selected in accordance with the Individual Consultant Selection Method set out in the Procurement Regulations.

Further information can be obtained at the address below during office hours 8:00am to 4:00pm Mondays to Fridays. Expressions of interest must be delivered in a written form to the address below by e-mail by December 17th, 2021.

Caribbean Public Health Agency

Kern Cassell – Procurement Officer
16-18 Jamaica Boulevard, Federation Park
Port-of-Spain, Trinidad and Tobago
Tel: 1-868-622-4261
Fax: 1-868-622-2792
E-mail: casselke@carpha.org
Website: www.carpha.org

Terms of Reference

Activity 3.2.6.9.1 **Individual Consultancy for a** **Communications Officer** **for the World Bank Funded** **Organisation of the Eastern Caribbean States** **Regional Health Project**

1. Background

The Caribbean Public Health Agency (CARPHA) is a regional institution of the Caribbean Community, established on July 4, 2011 through the ratification of an Inter-Governments Agreement (IGA) by Heads of Member States of CARICOM. The Agency is the Caribbean's collective response to addressing public health issues including those related to communicable and non-communicable diseases; mental health, disaster response, injuries and violence and workers health.

CARPHA has subsumed the functions of the previous five Regional Health Institutions (RHI) – The Caribbean Epidemiology Centre (CAREC), the Caribbean Food and Nutrition Institute (CFHI), the Caribbean Health Research Council (CHRC), the Caribbean Regional Drug Testing Laboratory (CRDTL) and the Caribbean Environmental Health Institute (CEHI). The Agency began operation in January 2013 with headquarters in Port of Spain Trinidad and offices in Saint Lucia and Jamaica. The Agency is the Caribbean Region's collective response to strengthening and reorienting our health system to address the changing nature of public health challenges. The focus of the approach is people-centered and evidence-based.

Approved in August 2019, the [Organisation of Eastern Caribbean States \(OECS\) Regional Health Project](#) (RHP), is a five (5) year project funded by the World Bank and implemented across four CARPHA Member States (Dominica, Grenada, Saint Lucia and Saint Vincent and the Grenadines) by CARPHA and the OECS Commission. The overall objective of the project is to (i) improve preparedness capacities of health systems for public health emergencies in the OECS region, and (ii) provide a response in the event of eligible crises or emergencies. To mitigate against the public health emergencies that are encountered in the Region as a result of infectious

disease outbreaks, extreme weather events and other climate change risks, this project seeks to address the weakness in the public health emergency systems through the proposed strengthening of the health systems.

CARPHA is seeking to engage a Communications Specialist who will support the management, visibility, and reporting with regards to the overall communications for the project. This Consultancy is in alignment with Component 3 of the OECS Regional Health Project, which supports the implementation and coordination of the project.

This Consultancy is fundamental towards an efficient and effective coordinated response to public health emergencies. It will support the critical building blocks for strong implementation and coordination required as outlined in the [OECS RHP Project Appraisal Document](#). This Consultancy will promote knowledge sharing, reporting and monitoring across the project.

This Consultant will be responsible for the development and implementation of the Communications Strategy that supports the development objectives of the project. This will include the development of communications, traditional and new media products related to the management and response for COVID-19 and other infectious diseases; monitoring trends and tools, applications, channels, design, and strategy; and use of relevant analytics and other data sources to assess impact efficiency.

Additionally, the Consultancy will support the sharing of real-time, relevant information, dispelling public health myths as well as addressing public health concerns through collaboration with the various subject matter experts.

This Consultancy is also expected to play a key role in communicating the impacts, expected results and outcomes of the project. Additionally, the intent of the Consultancy, is to highlight the improved laboratory systems and additional services, surveillance activities, emergency management and capacity building initiatives.

2. Objective(s) of the Assignment

The **objective** of this consultancy is to provide critical support in the development and implementation of the communications plan, increase visibility and social media strategies that support the objectives of the project.

The **purpose** of this consultancy is to ensure that the project's outputs and outcomes are communicated across a wide range of communications channels and platforms.

3. Scope of Services, Tasks (Components) and Expected Deliverables

Under the direct supervision of the Communications Project Manager, the Consultant will be expected to execute the following tasks and activities:

- i. Develop and implement a communications strategy, action plan and budget that is designed to increase awareness and visibility of project activities.
- ii. Develop communications products intended to raise the awareness of the project objectives and activities.
- iii. Work with the CARPHA Communications Team to develop and disseminate communications products.
- iv. Create, publish and disseminate a quarterly newsletter on activities implemented by all six implementing entities of the project, contributing towards project visibility.
- v. Liaise with the designated country focal points to gather and highlight evidence of the project activities.
- vi. Coordinate and manage the publication and dissemination of information about the project, in coordination with CARPHA's Project Team and the World Bank Team.
- vii. Provide communications support to project implementing entities during project-related meetings, events and workshops, including facilitation of multimedia services.
- viii. Use analytics and other data sources to assess impact and efficiency of social media activity related to the project.
- ix. Some travel is expected within the CARICOM region.
 ** (The Consultant will be responsible for all costs associated with the acquisition of their personal travel documentation i.e. passport, visas.)

Specific Scope of Services:

- i. Consult with CARPHA Communications Team to assess the communications needs as will be required in the development of the project's communication plan and subsequent updates (if required).
- ii. Use social media and other interactive tools to give project visibility (highlight project achievements, challenges and successes).
- iii. Track and effectively communicate the results and impact on project interventions via web-based tools, or any other means, for effective reporting and demonstration of project's value impact, as well as determine social media metrics to measure efficiency and effectiveness.
- iv. Perform other related duties that may be assigned.

The Expected Deliverables are:

Result 1: Communications Strategy including a detailed action plan and budget, developed and submitted for the approval of the Communications Project Manager and the World Bank Team

- i. Engage in an initial briefing with the CARPHA communications team and other relevant staff of CARPHA to discuss the scope of work to be undertaken, the approach and any other issues pertaining to the Project upon the commencement of the Consultancy.

- ii. Review relevant background documentation on the OECS Regional Health Project such as the Project Appraisal Document (PAD), 2020 and 2021 Annual Progress Report, and others in order to gain an understanding of the intent and scope of the project
- iii. Discuss and agree on the approach and the methodology for the overall work to be conducted.
- iv. Prepare and submit for the approval of the Communications Project Manager and World Bank Team, a draft communications strategy, as well as a detailed action plan with the budget and timeline for the specific project activities and the methodology for the activities.

Result 2: Monthly Progress Reports, including details on the proposed activities, completed activities and recommendations, developed and submitted for the approval of the Project Manager

- i. Prepare a report on the execution of activities outlined in the detailed action plan and brief the CARPHA Communications Team.

Result 3: Meet with stakeholders on drafting of the Final Report, including details of the scope of work completed during the time of engagement, a summary of achievements and recommendations, developed and submitted for the approval of the Communications Project Manager.

- i. Prepare and submit for the approval of the Communications Project Manager, a Draft Final Report which includes details related to the execution of the scope of work, communications activities implemented, achievements and recommendations.

Result 4: Final Report, including details on the scope of work completed during the time of engagement, a summary of achievements and recommendations, incorporating comments from the engagement of the Communications Team developed and submitted for the approval of the Communications Project Manager

- i. Prepare and submit for the approval of the Communications Project Manager, the Final Report, incorporating the comments and recommendations from the Communications Team and the World Bank team.

4. Qualification Requirements for the Key Expert

Academic Qualifications

- ii. Bachelor's degree in Journalism, Public Relations, Communications, Marketing or any other related field.

Technical Expertise:

- vii. Knowledge of broad-spectrum communications including public relations, marketing, and mass media.
- viii. Ability to work with internal and external stakeholders and manage vendors to ensure effective communication and dissemination of project supported activities and initiatives.
- ix. Understanding of communications channels, production and distribution.
- x. Ability to use online monitoring and measurement platforms including, but not limited to, YouTube Insights, Google Analytics, HootSuite, and other social media tools.
- xi. Ability to harness social media tools to bring greater visibility to the project.
- xii. Knowledge of best practices and principles for graphic design, including print and digital products, will be considered an asset.

Specific Experience:

- v. Minimum of three (3) years of experience working with developing and implementing communication plans and strategies including social media management and website analysis, or equivalent combination of education and relevant experience.
- vi. Experience working with Caribbean and/or international organizations is an added advantage.
- vii. Experience in liaising with the media as a point of contact – including the promotion of press releases and other information
- viii. Minimum of three (3) years professional experience with Social Media management, Communications, Marketing.

General Experience:

- viii. High-level strategic thinking combined with attention to detail in executing communications programmes.
- ix. In-depth understanding of corporate communications principles, strategies, policies, and procedures.
- x. Excellent interpersonal and organizational skills, ability to work in a team, and demonstrated project management, multi-tasking, and problem-solving skills.
- xi. Demonstrated ability to effectively use a computer and utilize software programmes such as Microsoft Office Suite and Adobe Suite.
- xii. Demonstrated experience in leveraging current trends in social media.
- xiii. Relevant experience working in health and social communications would be an asset.
- xiv. Knowledge of digital marketing and multimedia editing skills would be an asset.

Languages:

- iii. Excellent command of written and spoken communication in English
- iv. Any other language will be considered an asset (French, Dutch and Spanish)

5. Reporting Requirements and Time Schedule for Deliverables

- i. The intended start date is March 2022 and the period of implementation of the contract will be twenty-four (24) months from this date, inclusive of a three (3) month probationary period. The Consultancy is subject to renewal, based on performance.
- ii. The assignment will be carried out under the direct supervision of the Communications Project Manager, who will be responsible for approving all reports of the Consultant.
- iii. Reports will be submitted by email to the Communications Project Manager at CARPHA.

Table 1 – Specific Deliverables and Timelines Required below outlines the specific deliverables and timelines associated with the consultancy.

Table # 1: Specific Deliverables and Timelines Required			
Name of Report	Deliverable	Timeline	Performance Metrics
Communications Strategy	In this document, the Consultant will include the methodology and implementation/action plan, context for development, recommendations and, requirements in the communications strategy.	One (1) month from start of the contract.	Content and Plans inclusive of the establishment of the social media schedule and the creation of communications products.
Monthly Progress Reports	In each report, the Consultant will describe progress made with the execution of the scope of work, challenges encountered and action to be taken to address challenges as well as a summary of the data/information gathered and preliminary findings. The Report will be no more than 5 pages.	1 week after the end of the previous month	Reporting on the engagements, social media metrics, quarterly update of established deliverables
Interim Final Report	The Consultant will prepare a detailed proposal for the Final Report, that will be at least 10 pages. The proposal will include the activities undertaken, report on deliverables, and the results of the projects against metrics. The proposal will be presented live to a grouping of stakeholders, to be determined by the Communications Project Manager, to shape and approve the direction of the report and its contents.	One month before the end of the period of implementation	Reporting on all deliverables established in the Communications Strategy and action plan.

Table # 1: Specific Deliverables and Timelines Required			
Name of Report	Deliverable	Timeline	Performance Metrics
Final Report	The Consultant will incorporate the stakeholders' feedback for the Final Report. The report will be presented in PDF and be no more than 30 pages, excluding annexes.	Fourteen working days after receipt of comments on the final report proposal	Reporting on all deliverables established in the Communications Strategy and action plan.

6. Client's Input and Counterpart Personnel

- i. Services, facilities and property to be made available to the Consultant by the Client:
 - a) The Consultant will be expected to work remotely as no office space will be provided.
 - b) CARPHA will provide the consultant with all the necessary documents via electronic format or other agreed means to facilitate the process as the need arises
 - c) CARPHA will provide the necessary IT equipment (i.e. laptop) to execute the requisite tasks
 - d) CARPHA will make the necessary travel arrangements as required, in line with the most economical travel rates.
- ii. Professional and support counterpart personnel to be assigned by the Client to the Consultant
 - a) The CARPHA Communications Team will work closely with the consultant to give guidance and to facilitate engagement for the development of materials.

