

TERMS OF REFERENCE

CONSULTANCY: PUBLIC RELATIONS SUPPORT FOR THE CARIBBEAN EXPORT DEVELOPMENT AGENCY

1. BACKGROUND INFORMATION/RATIONALE

1.1 Relevant background

Relevance and visibility are critical success factors for Caribbean Export. In the 2020 beneficiary survey, 86% rated the Agency's interventions as effective and very effective. In the area of investment and trade promotion, the Agency currently competes with institutions nationally, regionally, and internationally that have similar mandates. It is therefore imperative that Caribbean Export remains relevant in view of the competition for funding and partnerships, and to respond to the evolving needs of the private sector. To better understand these needs, the engagement of our stakeholders through integrated communication channels is critical. The communication channels that build brand awareness and share information to all stakeholders will help the Agency to build trust with its audiences and retain its relevance as an effective trade and investment promotion organization. The Agency's online knowledge hub and communications channels support visibility campaigns to ensure that beneficiaries remain informed of and engaged with the Agency's services. Further, visibility and effective communication assures donor partners that the Agency will implement funds effectively.

Over the next 3 years, the Agency will place greater focus on results reporting to highlight achievements, successes, and the impact of its services for beneficiaries and the region. This requires greater communication and engagement with underrepresented CARIFORUM states to ensure maximum visibility and ultimately participation from those states. A robust communications strategy, built on external and internal communications, with traditional and digital communications tactics and channels, will be critical to support the Agency's success.

In view of this, Caribbean Export seeks to work with a public relations firm to support the increased engagement and visibility of the Agency with regional and international media.

1.2 Contracting Authority

The contracting authority for this assignment is the Caribbean Export Development Agency and it is funded by the 11th EDF Regional Private Sector Development Programme.

1.3 Beneficiary Countries

The primary beneficiaries under this project are the business support organisations and the private sector in CARIFORUM countries: (Antigua and Barbuda, Bahamas, Barbados, Belize, Dominica, Dominican Republic, Grenada, Guyana, Haiti, Jamaica, St Kitts and Nevis, Saint Lucia, St Vincent and the Grenadines, Suriname and, Trinidad and Tobago).

1.4 Target Groups

CARIFORUM private sector organisations, business support organisations.

2. OBJECTIVE, PURPOSE & EXPECTED RESULTS

2.1 Overall Objective

The overall objective of the Consultancy is to increase the visibility of Caribbean Export with media in CARIFORUM and internationally whilst positioning Caribbean Export as a leader in private sector development within the international development arena.

2.2 Specific Objectives

Specifically, the consultancy aims to provide public relations services to Caribbean Export.

2.3 Purpose of consultancy and expected results

The purpose of the Consultancy is to increase media engagement through supporting the writing and distribution of press releases, coordinating interviews and the placement of articles. It is expected that as a result of the increased engagement, a greater number of people in the Caribbean will be aware of Caribbean Export and the Agency will be known as a thought leader in private sector development internationally. It is expected that the website traffic and the average daily views is increased by 15% as a result.

3. ASSUMPTIONS AND RISKS AND MITIGATION

3.1 Assumptions

- There are PR Agencies with the capacity to provide the translation services
- There are PR Agencies with reach into all CARIFORUM countries

3.2 Risks

- There are no PR Agencies with the capacity to provide translation services
- There are no PR Agencies with the reach into all CARIFORUM countries

3.3 Mitigation

If required, the Agency will seek to source alternative support for translation and for specific market outreach.

4. SCOPE OF WORK

4.1 Specific Activities

- Write and distribute at least two (2) (a maximum five (5)) press releases or articles on the Agency's activities and results each month.
- Translate press releases into English, French, Spanish and Dutch.
- Drive media appearances in CARIFORUM countries, e.g., on radio and TV at least 2 per month in different countries.
- Manage the distribution of press releases regionally to CARIFORUM national traditional news media, and online news media including following up to secure coverage.
- Seek placements of press releases or articles with industry and/or international media appropriate to the needs of the specific activities e.g., SIAL Paris.
- Book media to participate in or cover Caribbean Export events.
- Report monthly on media coverage gained.
- Create and execute at least 2 special events designed for public outreach and media relations
- Prepare first drafts of at least 5 speeches to be delivered by Caribbean Export staff over the period.
- Conduct at least 4 market research activities on the Agency's messaging to gauge changes in perception.
- Expansion of the Agency's key media contacts database within the Caribbean and key international markets for investment and trade promotion.
- Development of a crisis management PR strategy for the Agency.

5. PROJECT MANAGEMENT AND REPORTING

5.1 Responsible Body

The Consultant/Agency will be required to work closely with the Senior Advisor, Marketing and PR within Caribbean Export and other members of Caribbean Export as required.

5.2 Management structure

The Executive Director will retain overall responsibility for the overall project. Day-to-day supervision of this specific programme is the responsibility of Senior Advisor – Marketing and PR, who will communicate progress to the Executive Director.

5.3 Deliverables

- A minimum of (2) and maximum of five (5) press releases/articles per month in English, Spanish, French and Dutch.

5.4 Reporting

- An inception report.
- A monthly report outlining key activities undertaken, progress made, and results achieved, must be submitted to Senior Advisor – Marketing and PR.

6. LOGISTICS AND TIMING

6.1 Commencement date and period of implementation of tasks

This consultancy is expected to commence on July 1, 2022, for a six (6) month period ending December 31, 2022.

7. PAYMENT TERMS

All services must be completed to the satisfaction of the Agency and payments will be contingent on submission and approval of the progress report and appropriate invoice. Payments will be made in accordance with the terms and conditions outlined in the contract between the contracting authority and the consultant.

8. REQUIREMENTS

8.1 Work Experience

- At least five (5) years of experience providing public relation services
- An in-depth knowledge of media in CARIFORUM Countries
- An extensive network of media contacts throughout the CARIFORUM countries – print, tv and online.
- Demonstrated experience writing press releases and articles
- Demonstrated experience coordinating media appearances
- Demonstrate familiarity of the CARIFORUM private sector and knowledge of the business climate in the region
- Ability to speak multiple languages e.g., French, Spanish or Dutch would be an asset

8.2 Required Documentation

- The Applicant must submit a proposal outlining the services offered, including examples of previous work together with a quotation in Euro's.
- [Applicant Declaration Form](#)

Proposals together with the [Applicant Declaration Form](#) must be submitted to Ms. JoEllen Laryea, Senior Advisor – Marketing and PR at jlaryea@carib-export.com no later than 5.00pm AST on May 27, 2022.

8.3 Office Accommodation

Office accommodation will not be provided by the Executing Agency.

8.4 Facilities to be provided by the Consultant

None

8.5 Equipment

The consultant is expected to utilise his/her resources to ensure the adequate fulfilment of the scope of services. This includes utilisation of his/her camera, computer, telephone services, internet, among others.

8.7 Travel

No travel is expected for this consultancy.

9. REPORTS

9.1 Reporting requirements

- An inception report outlining the process for engagement, any foreseen challenges and key points of contact.
- A report at the end of each month that outlines the key activities undertaken, and results achieved i.e., media placements.

9.2 Submission and Approval of Reports

The reports and deliverables as referred to above must be submitted to the Senior Advisor, Marketing and PR. All reports must be submitted in English in electronic format. The Executive Director is responsible for approving the reports.

10. EXCLUSION CRITERIA

Candidates will be excluded from participation in the bidding process if they:

- a) are bankrupt, insolvent, filing for insolvency or being wound up, are having their affairs administered by the courts, have entered into an arrangement with creditors, have suspended business activities or are in any analogous situation arising from a similar procedure provided for in national legislation or regulations;
- b) are the subject of proceedings for fraud, corruption, a declaration of bankruptcy, for winding-up, for administration by the courts, for an arrangement with creditors or for any similar procedure provided for in national legislation or regulations;
- c) have been convicted of an offence concerning professional conduct by a judgement which has the force of *res judicata*
- d) are guilty of grave professional misconduct proven by any means which Caribbean Export can justify;
- e) are guilty of serious misrepresentation in supplying the information required by the contracting authorities as a condition of participation in the procurement process; they have been declared to be in serious breach of contract for failure to comply with

- obligations in connection with another contract with the same Contracting Authority or another contract financed with Caribbean Export's funds;
- f) are in breach of payment of taxes or social security contributions;
 - g) have been convicted or are the subject of proceedings for money laundering, terrorist offences or activities, child labour, human trafficking, being a criminal enterprise in the production of goods and services, or any other irregularity;
 - h) are established as or operating as a shell company.

A derogation from the mandatory exclusion clauses provided above, may be provided on an exceptional basis, for overriding reasons to entities operating in the public interest such as public health or protection of the environment.

11. MONITORING AND EVALUATION

The Consultancy will be monitored and evaluated by Caribbean Export over the duration of the project. Performance on the project will be measured by satisfactory completion and timely submission of the deliverables outlined in Section 5.3 and 5.4, and as outlined within the work plan submitted in the inception report. Feedback, other than acceptance, on each submitted deliverable is not a requirement for the continuation of the project. However, in some instances the Consultant may need to integrate any feedback into the subsequent deliverables. The Contracting Authority will provide feedback to the consultant within two (2) working days of receipt of reports.

12. SPECIAL REQUIREMENTS

There are no special requirements under this Consultancy.

13. PUBLICATION OF INFORMATION

To participate in any activity executed or supported by Caribbean Export, you hereby agree that any information and personal data that you share and is collected by the Agency will be processed for the purpose of reporting the outcomes and impact of your projects and/or participation. Please note that Caribbean Export reserves the right to publish the Contractor's/Participant's name and address, the purpose and nature of the activity, and financial arrangements, in accordance with Caribbean Export's Personal Data Protection Policy. (<https://www.carib-export.com/download/196891/>). Derogation from publication of this information may be granted if it could endanger the Contractor/Participant or harm his/her commercial interests.

14. DECLARATION

To participate in any procurement undertaken by Caribbean Export, all applicants must complete and submit to the agency the Applicant Declaration Form. <https://www.carib-export.com/download/197007/>