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DB Reference N°: IDB-P608697-11/20

Country: Jamaica

Institution: Inter-American Development Bank

Sector: Information and Communications Technology

Deadline: 2020-12-04T00:00:00.00-04:00

Status: Published

Loan N°./Financing:

Project: Skills Development for Global Services Sector

Title: Consultancy Firm to Develop and Execute a Global Marketing and Communications Campaign for the Global Services Sector in Jamaica

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Borrower/Bid No:

JAMPRO TRADE & INVESTMENT JAMAICA

IDB Inter-American Development Bank

Global Services Sector (GSS)

Consultancy Firm to Develop and Execute a Global Marketing and Communications Campaign for the Global Services Sector in Jamaica

INVITATION FOR EXPRESSIONS OF INTEREST

The Government of Jamaica through its Agency, JAMPRO, 18 Trafalgar Road, Kingston 10, invites expressions of interest from suitable qualified firms to provide consultancy services relating to the development and execution of a Global Marketing and Communications Campaign for the Global Services Sector (GSS).

JAMPRO, has received funding from the Inter-American Development Bank (IDB) and is applying a part of the proceeds to this

procurement activity.

IDB Technical Corporation: JA-L1079

Project Name: Skills Development for Global Services Sector

Type of Consultancy: Consulting Firm

Duration: 31 months

A Consultant will be selected based on the Quality Cost Based Selection (QCBS) Method as set out in the IDB policy (GN-2350-9).

OBJECTIVES OF THE CONSULTANCY

The objective of this consultancy is to design, develop and execute a detailed integrated marketing communications and public relations plan, to be executed in the global markets, to increase awareness & sensitize the global industry about:

i. Jamaica's value proposition in the GSS, particularly in the provision of higher-valued services;

ii. Opportunities to work with Jamaica's GSS firms (as clients);

iii. Opportunities to invest in launching and or developing GSS firms within Jamaica's industry.

QUALIFICATION AND EXPERIENCE

The consultancy may be executed by a firm, which should have:

- A minimum of five years of professional experience in the development of global public relations, communications, journalism, marketing or a related field;
- Capability and proven experience in developing and executing global awareness and public relations campaigns;
- Capability and proven experience crafting messages in their targeting a variety of audiences;
- Ability and proven experience in project management under pressure;
- Experience developing and executing perception surveys
- Familiarity with developing content for websites and social media platforms is an asset;

Interested Consulting Firms should record their interest in writing via gojep using the url below. The firms must provide information indicating but not limited to the following:

- Experience in developing and executing international public awareness/communication campaigns.
- Years in business and specifically years of experience undertaking similar assignments.
- Managerial and technical capabilities of the Firm to undertake the assignment, to include qualifications and experience of key staff.

This EOI process will be managed via the Government of Jamaica Electronic Procurement portal. To participate, interested and qualified firms must first be registered on the portal that can be accessed at www.gojep.gov.jm.

For assistance with registration, how to download EOI documents or submit EOI response, kindly make contact with the Ministry of Finance and the Public Service GOJEP Help Desk at: (876) 932-5220/5251/5253/5244 or via email at opppcustomercare@mof.gov.jm.

All other information concerning this process, please contact:

Procurement Specialist

Global Services Sector Project

Jamaica Promotions Corporation (JAMPRO)

18 Trafalgar Road

Kingston 18

E-mail: gssprocurement@jamprocorp.com

Please visit the GOJEP website (ww.gojep.gov.jm) for relevant documents pertaining to the EOI.

Deadline for submission of the Firm's EOI is **December 4, 2020 @ 10:00am**. Submissions must be done via GOJEP.

Late responses will automatically be Rejected