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DB Reference N°: IDB-P684610-03/21

Country: Barbados

Institution: Inter-American Development Bank

Sector: Marketing, Communications, Media and Design

Deadline: 2021-03-26T00:00:00.00-04:00

Status: Published

Loan N°./Financing: 4342/OC-BA

Project: National Tourism Program

Title: DIGITAL MARKETING SPECIALIST

Borrower/Bid No: NTP – 3.1.1.11

REQUEST FOR EXPRESSIONS OF INTEREST

FOR A DIGITAL MARKETING SPECIALIST

Institution: Inter-American Development Bank

Country: BARBADOS

Project: National Tourism Program

Sector: Tourism

Abstract: To engage the services of a Digital Marketing Specialist to co-ordinate, supervise and manage the execution of activities under *Component 2 – Strengthening Digital Marketing.* These activities will pertain to outputs such as: Tourism Digital Information Ecosystem/ Data Management Platform; Digital Marketing Platform Design, Evaluation and Quality Review; Training Programmes in Data Analytics and Programmatic Advertising; Commercial Advertising to the Private Sector with Search Engine Marketing and the development and deployment of a Mobile App. The Specialist shall ensure that these activities are executed in accordance with the provisions of the Loan Contract for the National Tourism Program and other pertinent documentation.

Loan No. 4342/OC-BA

Contract/Bid No.: NTP – 3.1.1.11

Deadline: March 26, 2021

The Government of Barbados has received financing from the Inter-American Development Bank (IDB), towards the cost of the National Tourism Program (NTP), and intends to apply part of the proceeds for consulting services.

The services include, but are not limited to: evaluating system designs; assisting to ensure that all procurement activities are conducted in strict accordance with the procurement guidelines of the Inter-American Development Bank and the Government of Barbados; supervising, monitoring and controlling all activities to ensure that all works are carried out in strict conformity with the pre-approved designs and specifications; having responsibility for all closeout, handover, testing and commissioning activities upon completion of the works to the full satisfaction of the terms of the Contract(s); managing, supervising and co-ordinating all required tasks to ensure that all project stages are completed in accordance with the terms and conditions of the Contract(s); conducting and leading regular meetings including kick off meetings, progress meetings, trouble shooting, completion and hand over, and final sign off meetings and reviewing and reporting on the progress of work.

The implementation period is from May 2021 until April 2022, with the possibility for an extension of the contract.

The Ministry of Tourism and International Transport now invites eligible individuals to indicate their interest in providing the Services. Interested individuals should submit their **Curriculum Vitae** demonstrating that they have the required qualifications and relevant experience to perform the Services.

The Digital Marketing Specialist will be selected in accordance with the procedures set out in the Inter-American Development Bank: *Policies for the Selection and Contracting of Consultants financed by the Inter-American Development Bank* GN-2350-15, Section V. This Request for Expressions of Interest is open to all eligible bidders as defined in the Policies. Only individuals who are citizens of one of the IDB's 48 member countries are eligible to participate.

A Specialist will be selected on the basis of their qualifications for the assignment as set out in the Bank's Policies.

A copy of the Terms of Reference for the Digital Marketing Specialist and any related information, can be obtained by submitting an e-mail to tourismpeu@tourism.gov.bb.

Curriculum Vitae must be submitted by e-mail no later than March 26, 2021 to:

Ministry of Tourism and International Transport

Attn: Mrs. Nicole Alleyne, Project Co-ordinator, NTP

4th & 5th Floors

One Barbados Place

Warrens

St. Michael BB12001

BARBADOS, W.I.

Telephone: (246) 535-7500

Email: tourismpeu@tourism.gov.bb

Applications that do not comply with the conditions set out in this Notice will not be considered. Late submissions will not be accepted.

Applicants will be advised of the results of their applications in due course.

The Government of Barbados reserves the right to accept or reject any applications received.