

**REQUEST FOR EXPRESSIONS OF INTEREST  
(CONSULTING SERVICES – INDIVIDUALS)**

**GRENADA**

**CARIBBEAN DIGITAL TRANSFORMATION PROJECT**

**Loan No./Credit No./ Grant No.:** 6679-GD

**Assignment Title:** Cyber Security Communication Plan Development

**Reference No.:** GD-PCU - GRENADA-258001-CS-INDV

Grenada has received financing from the World Bank toward the cost of the Caribbean Digital Transformation Project (the Project) and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include:

(a) **within the first phase (months 1 to 5) for face-to-face engagements:**

- **Design and Development** of Communication Strategy, Action Plan, the content and text for marketing materials, the type of materials. RICA matrix for the execution of the programme
- **Training** the DTO and ICT and MOIT staff to execute the Plan
- **Lead the planning** of a national event to launch the Digital Transformation Programme.
- **Cost all event** to support the plan of action.

(b) **within the second phase (months 7 to 12)**, remote monitoring and evaluation, reporting and other on demand support.

The expected start date of the consulting assignment is the first quarter of 2023

The detailed Terms of Reference (TOR) for the assignment is published under [www.procurement.gd](http://www.procurement.gd)

The Government of Grenada, Ministry of Finance now invites individual consultants (“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 (attach curriculum vitae with description of experience in similar assignments, similar conditions, etc.). The criteria for selecting the Consultant are:

- Bachelor’s Degree in journalism, communication, marketing, or another communication/marketing associated field **20 points**
- At least 10 years of work experience in the field of media relations, journalism or/and marketing **10 points**
- Proven experience in developing strategic marketing plans, PR campaigns, produce advertising/marketing run sheets etc. Ideally the consultant should be able to develop and produce campaigns- material, content specific to various niches within the population of target subsets within the population **10 points**
- Capability and proven experience in crafting and implementing communications strategies/plans **10 points**

- Capability and proven experience in crafting messages and products in various formats (press releases, success stories, reports, audio, video etc.) targeting a variety of audiences **10 points**
- Proven experience as an audio / video editor and trainer **5 points**
- Language Skills **5 points**
  - High proficiency in spoken and written English
  - Exceptional writing skills with the ability to form complex communications in a simple, clear and concise manner to the various target audience
- High proficiency in MS Office (Word, Excel, PowerPoint, MS Project etc.) and excellent web navigation skills **10 points**
- High professional and personal integrity **5 points**
- Strong leadership skills **5 points**
- Ability to collaborate effectively with diverse stakeholders / Ability to work both independently and collaboratively in a team **5 points**
- Organizational skills and the ability to concurrently handle multiple assignments **5 points**

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, revised November 2017 and August 2018 ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

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 of 8:00 a.m. and 4:00 p.m. Monday to Friday (Grenada time).

Project Manager

Caribbean Digital Transformation Project

Ministry of Finance, Economic development, physical development, public utilities, and Energy  
Botanical Gardens, Tanteen, St. George

Tel: 1-473-423-1109

e-mail: [imi@gov.gd](mailto:imi@gov.gd)

Expressions of interest along with a resume and a cover letter must be submitted via e-mail no later than December 2, 2022 to [imi@gov.gd](mailto:imi@gov.gd) , [procurementofficer1@procurement.gov.gd](mailto:procurementofficer1@procurement.gov.gd).

**Submissions shall be clearly marked "Expression of Interest – Cyber Security Communication Plan Development".**