

PRIVATE SECTOR COMMUNICATIONS ENHANCEMENT PROJECT

STATEMENTS OF CAPABILITY

The Barbados Private Sector Association (BPSA) has received a Grant from the Caribbean Aid for Trade and Regional Integration Trust Fund (CARTFund), administered by the Caribbean Development Bank (CDB), financed by the UK Department for International Development (DFID) with decisions on approval of projects made by a Steering Committee comprising DFID, CARICOM and CARIFORUM. The BPSA intends to apply part of the proceeds to eligible payments under the contract for which this invitation is issued.

The main objective of this project is to improve the Barbados Private Sector Trade Team's (PSTT) communications management capacity. More specifically the consultancy will:

- (a) enhance the capacity of the PSTT to manage communications between PSTT and the private sector on the entire panoply of trade issues;
- (b) ensure that the private sector has ready access to easily digestible and pertinent information related to the EPA, the CSME and other multilateral and bilateral trade agreements so that they can make more informed business decisions; and
- (c) ensure PSTT and BPSA has timely and reliable information on the impact of trade agreements on the Barbados private sector.

The consultancy services will include, *inter alia*:

- (a) Review PSTT's current approach to and capacity for managing communications with the Barbados private sector, including but not limited to, current communications outputs/products, structure, staffing level, skills and information and communications infrastructure (e.g. website, software, hardware).
- (b) Develop a communications policy and strategy and a detailed action plan for implementing the policy and strategy;
- (c) Develop a simple tool to be used by PSTT to monitor and evaluate the effectiveness of its communication strategy (i.e. a monitoring and evaluation plan) and train PSTT's staff on the use of the tool; and
- (d) Implement components of the agreed action plan including production of information packages on the major trade agreements.

The Consultant(s) should possess:

- (a) University degree in journalism, communications, marketing or related field;
- (b) A professional track record of at least 8 years experience in the field of media relations, corporate communications, public relations or stakeholder engagement;
- (c) Extensive experience in the development of communications strategies/plans
- (d) Excellent command of English;
- (e) Excellent oral and written communication skills;
- (f) Ability to work effectively in a dynamic environment;
- (g) Excellent computer and web development skills; and
- (h) Excellent organisational skills.

Prior experience in the development of information and communication products to support trade development and familiarity with the CARICOM Single Market and Economy, the CARIFORUM-EC Economic Partnership Agreement and other trade agreements will be highly valued.

The BPSA now invites the submission of Statements of Capability from eligible Consultants who are interested in undertaking the services.

Consultants shall be eligible for procurement if:

- (a) in the case of a body corporate, it is legally incorporated or otherwise organised in an eligible country, has its principal place of business in an eligible country and is more than 50 per cent beneficially owned by a citizen or citizens and/or a *bona fide* resident or residents of an eligible country or countries or by a body or bodies corporate meeting these requirements;
- (b) in the case of individuals and unincorporated firms, the person or persons is or are a citizen or citizens or bona fide resident or residents of an eligible country; and
- (c) in all cases, the Consultant has no arrangement and undertakes not to make any arrangements whereby any substantial part of the net profits or other tangible benefits of the contract will accrue or be paid to a person not a citizen or *bona fide* resident of an eligible country.

Eligible countries are CDB Member Countries.

Submissions will be assessed based on technical competence, qualifications and experience, regional experience on similar assignments, financial capability, the extent of prior commitments, and proficiency in English. Submissions should include corporate profile, descriptions of similar projects completed within the past five years, and the Consultant's curriculum vitae.

Statements of Capability must be submitted in sealed envelopes marked "STATEMENT OF CAPABILITY: PRIVATE SECTOR COMMUNICATIONS ENHANCEMENT PROJECT". Two copies of each submission in the English language must be delivered no later than 15:00 hours on June, 16, 2010 to the first address below and one hard copy sent simultaneously to CDB at the second address below.

Following the assessment of submissions, a shortlist of not less than three, and not more than six Consultants, will be invited to submit technical and financial proposals. Copies of the terms of reference for the assignment will be made available to the short-listed firms.

The BPSA reserves the right to accept or reject late applications or to cancel this invitation partially or in its entirety. The BPSA will not be bound to assign any reason for not short listing any applicant and will not defray any costs incurred by the applicant in the preparation and submission of statements of capability.

Project Coordinator
Barbados Private Sector Association Inc.
The Annex
Geddes Grant Complex
Whitepark Road
St. Michael
BARBADOS, BB11135
Tel: 1 (246) 430-6541
Fax: 1 (246) 271-5135
Email: natasha.ward@tradeteam.bb

Procurement Officer
Project Services Division
Caribbean Development Bank
P.O. Box 408
Willey, St. Michael
BARBADOS, BB11000
Tel: 1(246) 431-1600
Fax: 1(246) 426-7269
Email: procurement@caribank.org