



Request for Proposals for a Communications Consultant

Issued by:

Caribbean Tourism Organization
7th Floor, Baobab Tower
Warrens, St. Michael
Barbados, West Indies

BID SUBMISSION DEADLINE
December 1, 2022
4:00 P.M. (AST)

1. General

Electronic bid submissions, addressed to Sharon Banfield-Bovell, Director of Resource Mobilization and Development, for a Communications Consultant to serve as the lead for a number of communications activities related to the work of the Caribbean Tourism Organization (CTO) and in support of its membership, including outreach to media, graphic design, editing, development of a media, photo and video depository and event support, will be received until, **December 1, 2022 at 4:00 p.m. (AST)**. The electronic copy of the Proposal shall be submitted to Sharon Banfield-Bovell at the following address: banfields@caribtourism.com and copied to msealy@caribtourism.com. Award of the contract is subject to the approval of the Executive Committee of the CTO. The consultancy will be for a period of six months.

2. Background

The Caribbean Tourism Organization, which is headquartered in Barbados, is the Caribbean's tourism development agency comprising membership of the region's finest countries and territories, including Dutch, English, French and Spanish-speaking, as well as a myriad of private sector allied members. The CTO's vision is to position the Caribbean as the most desirable, year-round, warm weather destination, and its purpose is Leading Sustainable Tourism - One Sea, One Voice, One Caribbean.

Among the benefits to its members, the Organization provides specialized support and technical assistance in sustainable tourism development, marketing, advocacy, human resource development, event planning & execution, research & information technology and communications.

One of the organization's key transformational pillars, **Communication and Branding** focuses on the organization's ability to communicate messages and successes effectively and in so doing builds positive member perception regarding products, image and services. It also focuses on providing support to the work of the various departments of the Organization in delivering products, services and technical assistance that are important to its members, while contributing to the organization's strategic focus and thereby creating the right conditions for organizational success.

3. Request for Proposals - Bid Terms and Conditions

The purpose of this Request for Proposals ("RFP") is to solicit bids from individuals and/or firms interested in serving as a Communications Consultant to the CTO, within the Communications Division. Reporting to the Secretary General, which is based at CTO's Headquarters located in Warrens, St. Michael, Barbados, the Communications Consultant will provide the Organization with Services related to Public Relations and Communications on a contractual basis and execute the work of the Communications Division. The full scope of expected communications services is found in Section 4. below. The consulting engagement will commence as of January 5, 2023, or such other date as is mutually agreed upon by the parties.

- a) For purposes of this document, any party who submits a bid in response to this RFP shall be referred to as “Bidder” and any materials submitted in response to this RFP shall be referred to as a “Proposal.”
- b) For the purposes of this document, any party who submits a query to this RFP shall be referred to as “Respondent.”
- c) For the purposes of this document, the party who submits the successful bid shall be referred as “Contractor.”
- d) The Caribbean Tourism Organization (CTO) is not liable for any costs or expenses incurred by a Bidder or any other person or entity in the preparation of their Proposal.
- e) The CTO reserves the right to reject any, or all Proposals received from Bidders as a result of this RFP, if it is in the best interest of the CTO, as determined solely by the CTO. In determining which Proposal is best, the CTO will take into consideration the bid price and the experience, qualifications, references, responsibility, and current availability of the Bidder to perform the Services. The CTO reserves the right to cancel the award of the contract at any time prior to execution of the Contract without liability on the part of the Organization. The CTO is not obligated to accept the lowest bid.
- f) This RFP may be sent as a courtesy to known interested individuals and firms. The receipt of this RFP from the CTO in no way implies that the recipient is a qualified bidder.
- g) Any Proposal submitted to the CTO is confidential. All materials submitted become the property of the CTO.
- h) If it becomes necessary to revise any part of this RFP, an addendum will be provided to all Respondents or Bidders who responded to the original RFP.

To be considered, the Bidder’s Proposal must be complete and, in the format, indicated in this RFP, and delivered by the date and time indicated in this RFP. Bidders will not be given an opportunity to change any part of a Proposal after submission. A Bidder may submit only one proposal for the Contract.

From the issue date of this RFP until a determination is made regarding the qualification of Bidders, all communication with the CTO concerning this RFP must be made through the Director of Resource Mobilization and Development, Sharon Banfield-Bovell, at banfields@caribtourism.com and copied to msealy@caribtourism.com. All questions about the meanings or intent, discrepancies or omissions of the RFP shall be submitted in writing to the Director of Resource Mobilization and Development by November 21, 2022. Replies to these inquires shall be made in writing by November 23, 2022. No queries will be accepted beyond the response date of November 23, 2022. The written responses

become part of the RFP and will be provided to each Bidder who has received a Bid Package.

- i) The placement of this clause should be reconsidered for a section after all the bidding requirements have been addressed.
- j) The Bidder shall obtain any license or permit required by law to undertake the work as described in the Contract Documents.
- k) Documents to be submitted with bid include:
 - Proposal
 - Information Regarding Bidder (individual consultant/consulting firm)
 - References
 - Vendor Certification (for firms - confirms that the firm has the necessary skills to perform the consultancy)
 - Certificate of Compliance (for firms - confirms that the firm has legal ability to provide the necessary services)
- l) After procurement of the Contractor, the consultant/consulting firm will initiate work within five (5) days of Notice to Proceed.

4. Scope of Communication Services

The Communications Division of the CTO is charged with:

- i. helping to establish and maintain a positive image of the CTO, as the leading authority on Caribbean tourism matters.
- ii. the positive positioning of the CTO in relation to the various publics it serves whether internally, regionally or internationally;
- iii. raising the profile of CTO members (government and allied);
- iv. improving communication with and among member countries and encouraging an active exchange of information and ideas;

The CTO is seeking to contract the services of an experienced consultant/consulting firm to the manage its communications programme, in support of the organization's mandate through the delivery of the services indicated below:

- The development and execution of a strategic communications programme for the CTO that will position the organization as the leading tourism development agency in the Caribbean, including creation advocacy and promotional messaging, the selection of the most effective media and communication partners
- Prioritize the global and regional brand positioning of the CTO by using thought leadership strategies to feature the Chairman, Secretary General and CTO leadership team members.

- The development and coordination of a comprehensive digital communications programme to expand the organization's digital reach and impact, including the production of content for the CTO's digital channels
- Win broadcast and global partnerships to elevate the CTO brand through branding, events, media opportunities and organizational activities.
- The development of a media engagement strategy for the organization, its senior management and members
- The management of the CTO relationship with the communications representatives in member countries to ensure active support of members' respective media engagement and communications programmes
- The management of the CTO crisis Communications strategy for the organization and members
- The organization and execution of all CTO events, in collaboration with the event manager and relevant stakeholders
- The development of a programme to assist in the building of capacity among communications professionals in member countries
- The management of the organization's internal communications activities in collaboration with the senior management team

The successful bidder will have to demonstrate their experience in the areas highlighted above and satisfy the academic qualifications and competency requirements outlined below. In addition, the bidder must present the following for the consideration of the review panel:

- A Motivation Statement, that clearly details what motivated them to respond to this RFP.
- A Brief, that outlines the strategy the bidder would implement to deliver the needs of the CTO, with specific reference to the list of services outlined above. This strategy should include a rationale, key tasks to be undertaken, required inputs and proposed outputs.
- A budget that includes all costs associated with the work outlined in the Brief.

5. Qualifications, Experience and Technical Competencies

The CTO Communications Consultant should have the following qualifications, experience, technical competencies and knowledge:

Academic Qualifications

- ✓ A post-graduate University Degree in Communications, Journalism, Public Relations, Mass Communications, Marketing Communications or a related field. For firms, the qualifications of the key consultants that would be assigned to the CTO, along with their professional profiles must be submitted.

Experience

(For firms this will apply to the key consultants who will be assigned to the contract)

- ✓ Previous employment experience (minimum 10 years) in Communications, Marketing Communications, Journalism, Public Relations position, or other very similar role.
- ✓ At least 5 years' experience at or above middle management level.
- ✓ A track record of communication strategy development and implementation in the Caribbean, preferably across multiple markets.
- ✓ A record of achievement in developing communication strategies and in managing, coordinating and monitoring their implementation.
- ✓ At least ten (10) years of relevant experience in developing, designing, production and publishing/dissemination/airing of communication products using various media, and organizing, and producing major events of regional or international nature.
- ✓ Experience in developing and managing information sharing, social and knowledge management platforms.
- ✓ Experience producing informational, educational and promotional materials for diverse audiences.
- ✓ Experience in establishing regional media contacts in the English, French, Dutch and Spanish Caribbean
- ✓ Experience in establishing media contacts in key CTO member source markets, as well as other international markets.
- ✓ Previous experience in the tourism sector and a government relations environment would be an asset

Technical Competencies and Knowledge

- ✓ Strong track record delivering/organizing workshops and public outreach events in the Caribbean.
- ✓ Familiarity with local and regional media, and established network of contacts with local and regional journalists. Established network of international media and journalists is an added benefit.
- ✓ Ability to communicate with and influence persons and agencies whose decisions impact upon the member countries, regional organizations/bodies and the travel & tourism sector.
- ✓ Excellent copy writing, copy editing and verbal communication skills.
- ✓ Strong presentation and report writing skills in English.
- ✓ Ability to present complex information concisely and clearly to the media and the public.
- ✓ Highly adaptable to dynamic environments
- ✓ Computer Skills and Communications Tools, such as knowledge of graphic design software.
- ✓ Strong track record as an implementer who thrives on managing a variety of key initiatives.
- ✓ Demonstrates strong attention to detail while concurrently maintaining the ability to establish and follow routine processes and procedures.
- ✓ Ability to meet strict deadlines and changing priorities.
- ✓ Demonstrates strong interpersonal, problem-solving and communication skills.

- ✓ Exercises initiative in undertaking routine assignments/projects without direct supervision.
- ✓ Graphic design and layout experience.
- ✓ Knowledge of marketing automation tools and social media strategies including, social media content creation, posting and analysis are highly desired.
- ✓ Knowledge of the tourism sector preferred.

Primary importance will be placed on the ability to interact with and gain the confidence of both the local and international stakeholders

The selected consultant/consulting firm is required to possess the minimum competency requirements listed above.

6. Bidder's Proposal

Required Materials - The Bidder must submit a proposal in a PDF format which includes the following:

- a) Resume or corporate profile, clearly reflecting qualifications, experience, and Caribbean media market connections. It should also include the reasons for the submission of the bid along with an outline of the value the Bidder's particular experience and expertise can bring to the CTO
- b) Motivation Statement (defined on page 5 of this document)
- c) A Brief (defined on page 5 of this document)
- d) A budget (defined on page 5 of this document)
- e) Samples of communication and media materials
- f) Acknowledgement that the Bidder agrees to be responsible for arranging insurance to cover illness, accidents, medical care, damage to property, vehicles, equipment, etc. The CTO shall not undertake any responsibility in respect of any life, health, accident, and other insurance cover for the consultant/ consulting staff.
- g) List at least three (3) professional references.

FORMAT.

The Proposal shall satisfy the following formatting requirements:

- The Proposal shall not exceed more than 1,500 words, excluding resume or corporate profile, references, samples of communication and media materials and acknowledgement of own insurance.
- The Proposal should be organized in the order in which the requirements are presented in this RFP and should clearly indicate the section of the RFP that is being addressed.
- The Proposal shall include all of the required information indicated herein. Failure to submit all required information may result in a request for prompt submission of missing information, giving a lowered evaluation of the Proposal, or rejection of the Proposal.

7. Submission Requirements

The Proposals must be submitted no later than:

- Date: December 1, 2022
- Time: 4:00 p.m. Atlantic Standard Time (AST)
- The Proposal submission is by Electronic Submission Only with a total email size not exceeding 5MB.
- Submissions should be sent to banfields@caribtourism.com and copied to msealy@caribtourism.com