

Government of The Bahamas
“Skills for Current and Future Jobs in The Bahamas
(BH-L1037)

Terms of Reference Communications Strategist

I. BACKGROUND

A. The Bank

- 1.1 Established in 1959, the Inter-American Development Bank (“IDB” or “Bank”) is the main source of financing for economic, social and institutional development in Latin America and the Caribbean. It provides loans, grants, guarantees, policy advice and technical assistance to the public and private sectors of its borrowing countries.

B. The Program

- 1.2 The Bank and the Government of The Bahamas (GoBH) signed the Loan Contract No. 3787/OC-BH for the execution of the investment program “Skills for Current and Future Jobs in the Bahamas” (BH-L1037).
- 1.3 *Objectives.* The general objective of the Program is to increase the employability and quality of employment of beneficiaries, by improving access to quality jobs in The Bahamas, with particular emphasis on youth. The specific objectives are to: (a) increase relevant skills and employability in productive jobs for Program beneficiaries; (b) improve the effectiveness of the Public Employment Services (PES); and (c) enhance the capacity of the labor market intelligence system.
- 1.4 *Components.* The Program has three components including: (a) Component 1: “Pre-Apprenticeships + Apprenticeship Program + Sector Skills Councils”, targeted for the unemployed and school leavers between the ages of 10-40 years, and seeks to fulfill two main objectives. *First*, to increase the relevant skills and employability of workers, and their probability of employment in three strategic sectors (maritime, medical services and IT/telecommunications). *Second*, to promote communication between employers and training providers in such sectors with respect to skills needs, and thereby implement actions aimed at promoting relevant skills and higher labor productivity. The component will finance the expansion of the job-readiness Pre-Apprenticeship Program, the establishment of a nationwide Apprenticeship Program, the establishment of three employer-led Sector Skills Councils (SSCs), and the design and implementation of a Matching Grant Facility (MGF); (b) Component 2: “Promoting Better Job Matching”, aimed at supporting the modernization of labor intermediation services, including the provision of hardware and software capacities as well as the construction of a facility in the Department of Labor (DoL) of the Ministry of Labor and National Insurance (ML), as

well as institutional strengthening activities for the Public Employment Service (PES) of The Bahamas; (c) Component 3: “Labor Markets Information System”, aimed at the development of a solid LMIS to monitor the country’s labor market performance and, in particular, through the strengthening of the Department of Statistics for the effective delivery of labor demand and supply information to aid in the decision-making process for job seekers and employers, as well as to guide the training/skills development systems.

- 1.5 *Execution.* The GoBH has designated the ML as the Program Executing Agency (PEA). The ML will establish a Program Executing Unit (PEU) within its organizational structure and under the Office of the Permanent Secretary (PS). The PEU will be staffed with a team of technical and fiduciary staff who will conduct the Program coordination, administration, financial management and monitoring responsibilities, among others.
- 1.6 The present Terms of Reference (TOR) correspond to the contracting of a Strategic Communications Consultant.

II. OBJECTIVES OF THE CONSULTANCY

- 2.1 The objective of the consultancy is to provide strategic, organizational, and technical direction to the PEU in the development of a Communications Strategy for internal and external stakeholders. The internal audience is comprised of the Ministry of Labour as the Executing Agency, the Project Steering Committee, and members of the Programme Implementation Unit. The external audience includes parents, apprentices, firms, employer groups, academia, training providers, government agencies and civil society among others.

III. MAIN ACTIVITIES OF THE CONSULTANCY

- 3.1 The Communications Strategist will:
 - Understand strategic priorities of The Government of The Bahamas and identify ways in which The Programme aligns with and supports the advancement of national priorities.
 - Ensure fit/alignment with the overall communication’s policy of The Bank and Government of The Bahamas, including policies regarding webpage, twitter approach, and facebook page.
 - Develop a deep understanding of apprenticeship programmes, public employment services, and labour market intelligence systems to translate its benefits and relevance into engaging success stories which highlight the activities, outcomes, impact, and results of the programme.
 - Conduct a situational analysis, to benchmark from a communications perspective, the level of awareness, understanding, and buy-in for a national apprenticeship system from key stakeholders, and to identify strengths, weaknesses, opportunities, and threats to the success of the Programme.

- Work in close collaboration with the Ministry of Labour, Programme Executing Unit and relevant stakeholders to develop a Communications Strategy for multiple stakeholder groups, and to support the annual implementation of an outreach and reporting activity plan, as per agreed output, time and resource targets. This process will include identification of current and possible new stakeholders to include in the strategy.
- Generate communications campaigns for specific key stakeholders as identified.
- Advise the Programme Executing Unit on the technical competencies required of firms to facilitate the implementation of the annual communications strategy, guided by the principles of cost-efficiency and effectiveness. And, in close collaboration with other members of the PEU, coordinate the work of related firms in compliance with the Bank's rules and standards and those of the Government of The Bahamas.
- Generate meaningful and compelling content for both Reporting and Outreach products for release under an agreed editorial calendar.
- Propose dissemination activities/products to showcase the Apprenticeship Programme, as well as public employment services delivered by The Department of Labour, and labour markets intelligence reports delivered by The Department of Statistics, with the objective of ensuring awareness of the benefits and opportunities to apprentices, employers, industries, and communities.
- Provide support in the design and definition of standard communication channels and products (Blogs, Newsletters, Brochures, Calendars, Press Releases, News Releases, Videos, Photos, Website, Communities of practice, Social media, marketing products, etc).
- Provide recommendation of how to optimize engagement with key stakeholders through social media tools and other mechanisms.

Specifically, the Consultant will:"

- Establish clear goals, create short, medium and long -term communications goals for the Programme.
- Identify key internal and external audiences and recommend key messages for each audience, including strategies to enhance search engine optimization for online communications, strategies for the periodic assessment of performance and plans, as well as strategies for developing media outreach plans, and adjustments to plans.
- Engage key stakeholders in the development of the strategy through a series of interviews, group meetings and/or workshops with key members of the Executing Agency and Programme Executing Agency
- Identify and develop outreach to these audiences through various communications channels
- Develop a strong social medial strategy to create a strong and loyal online community that creates networks and communities, facilitates dialogue, create a space to promote the sharing of experiences and best practices
- Develop an editorial outline derived from the objectives and intended impact of The Programme.

IV. REPORTS AND DELIVARABLES

The Consultant will provide a diagnosis of situation and proposed communication plan and will be responsible for each product that is agreed in the Communications Strategy and workplan.

V. QUALIFICATIONS OF THE CONSULTANT

- 5.1 The consultant must hold a post-graduate degree in Business Administration, Marketing, Communications, Journalism or Public Affairs, or related field. He/she must have a minimum of five years of relevant work experience leading the design and implementation of corporate communications strategies.
- 5.2 The Consultant will have superior planning and logistical skills, with ability to identify resources, address and prioritize a wide range of issues and activities for timely completion, and a proven ability to take initiative and work independently. He/she will be experienced in coordinating strategic communication efforts and/or initiatives, disseminating knowledge, improving visibility, and developing relevant content. Graphic design experience/knowledge is beneficial, as well as competence in storytelling, communication and messaging, writing and editing, media design and development, stakeholder insight and outreach, and marketing.

Additionally, he/she will be competent in:

- Creative writing, data storytelling techniques, message development, graphic design, digital campaigns, social media.
- Coordination experience among multiple stakeholders. Consultant will need to be able to understand different stakeholders to be able to tailor key messages according to their needs/interests.
- Collaboration, teamwork and inclusion – the Consultant will work cooperatively with others independent of background (gender, ethnic origin, religion, disability, sexual orientation, background, perspective) or organizational role, and takes a team based and inclusive approach to projects and decision making.
- Innovation and creativity – The Consultant will develop strategic ideas and solutions through creativity, experimentation, and critical thinking.
- Communication and influence – The Consultant will communicate effectively and leverage relationship and strategies to influence others.
- Client focus – The Consultant will understand client and needs and provide services that meet their expectations for quality and performance.

VI. CHARACTERISTICS OF THE CONSULTANCY

A. Characteristics

6.1 The consultant will discharge its responsibilities under the following contractual arrangements:

- ✓ Contractual category: Defined term. Yearly with monthly payments.
- ✓ Contract duration: 1year renewable based on good performance.
- ✓ Place of work: Nassau, Bahamas and other locations of the country.
- ✓ Responsibility: Minister/Permanent Secretary of MOL.

B. Payments and Conditions

6.2 Compensation will be determined in accordance with Bank's policies and procedures agreed upon with the GoBH.