



REQUEST FOR EXPRESSIONS OF INTEREST

PUBLIC RELATIONS OFFICER



Government Digital Transformation to Strengthen Competitiveness: Public Relations Officer

Country: The Commonwealth of The Bahamas

Supporting Institution: Inter-American Development Bank

Programme: Government Digital Transformation to Strengthen Competitiveness

Project Number: BH-L1045

Loan Number: LO-4549 / OC-BH

Sector: Reform / Modernization of the State

Sub-Sector: E-Government

Deadline: 6 January, 2022

Post: Public Relations Officer

Post Location: Nassau, Bahamas

Reports to: The Programme Manager

The Office of the Prime Minister (OPM) of the Commonwealth of The Bahamas has received financing from the Inter-American Development Bank (IDB), toward the cost of the Government Digital Transformation to Strengthen Competitiveness and intends to apply part of the proceeds for the consulting services of a **Public Relations Officer**. The consulting services ("the Services") include assisting in the publicity initiatives of The Government Digital Transformation to Strengthen Competitiveness Project directed at mass audiences. The Public Relations Officer shall monitor and develop the corporate reputation of the Digital Transformation Unit, have editorial responsibility for the project executing unit's website and all other related collateral. The contractual position is 12 months renewable annually based on satisfactory performance.

Main responsibilities include:

- Contributing to the development of The Digital Transformation Unit's public and stakeholder communication strategies and associated budgets with a focus on mass audiences
- Conceptualizing, planning, executing and evaluating The Digital Transformation Unit's public relations initiatives (with a particular focus on audio-visual material) and events in conjunction with the parties involved and on the basis of researching, managing, and controlling all aspects including the production of any sub-contracted elements as appropriate
- Performing contract administration for the designated Public Relations Firm to ensure that they are performing against set performance criteria
- Monitoring and actively developing the corporate reputation of the Digital Transformation Unit and its attendant project (s) inclusive of building links with sectoral stakeholders
- Taking responsibility and advising the development for the various digital assets. This includes coordinating with the colleagues responsible for providing support services
- Acting as the main point of liaison and co-ordination with assigned Public Relations Firm and the Digital Transformation Unit and actively participate in the implementation of the various projects
- Performing crisis management on all matters related to the Digital Transformation Project
- Liaising with, and answering enquiries from media, individuals and other organizations, often via telephone and email
- Researching, writing and distributing press releases to targeted media
- Collating and analyzing media coverage
- Writing and editing in-house magazines, speeches, and articles
- Preparing and supervising the production of publicity brochures, handouts, direct mail leaflets, promotional videos, photographs, films and multimedia programs
- Devising and coordinating photo opportunities
- Organizing events including press conferences, exhibitions, town halls and press tours
- Developing written content on the organization's website, and manage the design updates to the website.
- Creating, maintaining, and managing the delivery of the relevant aspects the master project plan (and other project management products (e.g. action logs, risk registers, monthly progress reports) for the assigned work stream
- Managing the development of creative deliverables
- Performing other duties as required



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The successful candidate should have the following

- A minimum of a Bachelor of Science Degree in Public Relations, Communications, Journalism and English or Business would be considered an advantage
- Minimum of three (3) years of relevant professional experience in the public relations or media environment
- Minimum of three (3) years working knowledge of branding
- Specialized training in the field of media/TV/press, public relations, radio or print production/design would be considered an advantage
- Experience in the full management cycle of media/public relations projects, from strategic planning, concept to on-time and on-cost delivery would be considered an advantage

Competencies and Attributes

- Self-starter, ability to take the initiative and operate independently;
- Ability to work in a team setting with high sense of confidentiality, solidarity and flexibility;
- Ability to operate within a fast-moving environment and react appropriately to change;
- Excellent drafting and reporting skills, and the ability to present information in a clear and concise manner;
- Excellent oral and written English;
- ICT skills commensurate with the scope of the post including Microsoft packages;
- Excellent interpersonal skills to operate in a multicultural environment and to deal with challenging circumstances;

The Office of the Prime Minister now invites eligible 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. Consultants will be selected in accordance with the National Competitive Bidding Selection procedures set out in the IDB's: Policies for the Selection and Contracting of Consultants financed by the IDB and it is open to all eligible bidders as defined in these policies. Consultants will be selected in accordance with the International Competitive Bidding Selection method set out in Selection and Contracting of Firms Policies. Only Short-Listed Individuals will be contacted.

Further information can be obtained by E-mail: DTUPROUREMENT@bahamas.gov.bs. Submit all CVs and qualification documents must be submitted Re: **Public Relations Officer** to E-mail: DTUPROUREMENT@bahamas.gov.bs on or before 5:00 pm on 6 January 2022.