



REQUEST FOR EXPRESSIONS OF INTEREST
COMMUNICATIONS SPECIALIST CONSULTANT

Country: The Commonwealth of The Bahamas

Supporting Institution: Inter-American Development Bank

Programmes: Program to Support the Health Sector to Contain and Control Coronavirus and to Mitigate its Effects in Service Provision & Programme to Support the Health System Strengthening of The Bahamas

Project Number: BH-L1053 & BH-L1055

Loan Number: 5179/OC-BH & 5296/OC-BH

Sector: Health

Deadline: 30 November 2022

Consultancy: Communications Specialist Consultant

Consultancy Location: Nassau, The Bahamas

Reports to: Project Manager, MOHW IDB Project Execution Unit – Ministry of Health & Wellness

The Ministry of Health and Wellness (MOHW) of The Bahamas has received financing from the Inter-American Development Bank (IDB), toward the cost of the Program to Support the Health Sector to Contain and Control Coronavirus and to Mitigate its Effects in Service Provision & the Programme to Support the Health System Strengthening of The Bahamas and intends to apply part of the proceeds for the consulting services of a Communications Specialist Consultant. The successful individual will work as a part of the MOHW IDB Project Execution Unit on a contractual basis and report to the Project Manager (or other designated alternate). The successful individual will also work collaboratively with other leaders from across the Ministry of Health and national health system stakeholders, as well as with other ministries and international partners. The successful individual will be responsible for developing and implementing a holistic internal and external communications strategy, including plans to facilitate stakeholder sensitization and garner stakeholder support for the Ministry of Health and Wellness' Programmes to Support The Health Sector and The Health System Strengthening initiatives. This contract is expected to be completed in a twenty-four-month period starting in January 2023.

Main Responsibilities:

The successful individual will form part of the MoHW IDB Project Execution Unit and will report to the Project Manager. The successful individual will also work collaboratively with the Global Communications Unit of the Ministry of Health & Wellness, with other workers from across the Ministry of Health and Wellness' national health system stakeholders, as well as with other ministries and international partners. The Communications Specialist will be expected to:

- Plan & implement the communication strategy and plans to support the Ministry of Health & Wellness' 'Programmes to "Support the Health Sector to Sustain and Control Coronavirus" and to "Support the Health System Strengthening of The Bahamas".
- Monitor the media and devise proactive and reactive strategies
- Plan and manage events, launches, press conferences and interviews with journalists, including the development of briefing materials and press releases
- Develop communications strategies for external and internal communications including the staff bulletin, newsletters and intranet
- Manage the stakeholder engagement programme including taking a lead on mapping, making and maintaining appropriate levels of contact with stakeholders, and advising and colleagues to develop mutually beneficial relationships with key stakeholders
- Build support for the Projects by communicating to stakeholders the goals, objectives, activities and benefits - using all forms of media possible
- Research industrial relations in the Public Sector and preparing communication strategies for dealing with Unions in the context of the transformation
- Review and updating existing communications materials
- Provide guidance on branding, suitability for the audience and ensure consistency of content, style and format whilst ensuring appropriate stock levels
- Assist with the sourcing of external third parties, to produce communication materials and the delivery of communication services
- Liaise with third party suppliers for communications services and assist with effective contract management, monitoring and control.
- Conceptualize, plan, execute and evaluate public relations initiatives (with a particular focus on audio-visual material)
- Monitor and actively develop the corporate reputation of the Ministry of Health and Wellness and its attendant projects, inclusive of building links with sectoral stakeholders
- Take overall editorial and editorial development responsibility for the various digital assets namely, website, mobile apps and social media platforms: Instagram, Facebook and Twitter pages. This includes coordinating with the colleagues responsible for providing support services
- Support the Project Manager, MOHW Project Execution Unit, the IS4H Program Lead and Specialists with their communications, to ensure coherence across the Government of The Bahamas landscape
- Document project risks, and issues
- Perform other duties as required that are considered reasonable by industry standards

Key deliverables:

The deliverables under this project include but are not limited to the items defined below:

Key Deliverables	Performance Standard
Work plan in agreed format	Tasks and activities defined; task durations defined; resources defined; milestones defined; dependencies defined.
Communication and Engagement Plan	Sound communication and engagement plan developed
Communication events and activities	Communication events and/or activities successfully delivered in accordance with plan.
Monitoring and Evaluation Framework	Development of framework to measure impact of communication and related activities

The Successful Candidate will have the following skills:

- **Education:** A minimum of a Bachelor's Degree in Communications, Public Relations, Journalism, International Relations or related field from a recognized University. Advanced training e.g., post graduate degree, certification in relevant training, would be an asset.
- **Experience:** Minimum of four (4) years' experience in communications, public relations or related field. Public sector communications would be an asset. Three (3) years media experience or close working relationship with the press. Demonstrated capabilities in implementing effective communication strategies, advanced knowledge of communication principles and methodologies. Experience with public relations and marketing using social media. Multimedia experience (online and offline) would be a plus. Proven track record of working effectively within multi-disciplinary teams. Experience in setting up and coordinating events
- **Languages:** Advanced writing, communication, and presentation skills in English
- **Core and Technical Competencies:** An understanding of communication principles and approaches. Capability and proven experience in crafting messages in various formats (press releases, websites, success stories, blog entries, tweets, etc.) targeting a variety of audiences. Experience and knowledge of stakeholder engagement. Excellent communication skills – oral and written. Able to work effectively at all levels in an organisation. Willingness to gain experience with large-scale organisational change effort. Advanced planning and organisational skills and analytical skills. Strong interpersonal and relationship building skills. Ability to work effectively as a team player in a dynamic environment. Familiarity with project management approaches, tools and phases of the project lifecycle. Proficiency in using software for graphic design. Willingness to work beyond normal working hours and on weekends, whenever the need arises.

The Ministry of Health & Wellness 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 under 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. Only Short-Listed Individuals will be contacted.

Further information can be obtained by e-mail: MOHWPEU@BAHAMAS.GOV.BS. All CVs and qualification documents must be submitted **Re: Communications Specialist Consultant** to the following e-mail address: MOHWPEU@BAHAMAS.GOV.BS on or before 5:00 pm on **30 November 2022**.

TABLE 1
SUMMARY EVALUATION
INDIVIDUAL CONSULTANT – COMMUNICATIONS SPECIALIST

	SELECTION CRITERIA	MAXIMUM POINTS	NAME OF Applicant 1	NAME OF Applicant 2	NAME OF Applicant 3
1	Academic Qualification	25			
	Bachelor’s Degree in Communications, Public Relations, or Journalism	20			
	Post Graduate Degree in Communications, Public Relations, or Journalism	25			
	Comments				
2	General Experience	20			
	4 - 6 years’ experience in communications, and or public relations	15			
	6-10 years’ experience in communications, and or public relations	20			
	Comments				
3	Specific Experience	40			
	3 – 5 Years in Media Relations Management	20			
	3 - 5 Years in Communications Campaign Management	20			
	Comments				
4	Other Criteria [Adequacy for the Assignment]	15			
	Value added skills, Events Coordinator	15			
	Comments				
Total Points		100			
Ranking					
General Comments					