



## **Request for Expressions of Interest**

### **Individual Consultant: Communications Strategist**

### **“Skills for Current and Future Jobs in The Bahamas”**

The Inter-American Development Bank and the Government of The Bahamas (GoBH) signed the Loan Contract No. 3787/OC-BH for the execution of the investment programme “Skills for Current and Future Jobs in The Bahamas” (9BH-L1037). The general objective of the Programme 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, in three strategic sectors: maritime, medical services and IT/telecommunications. The specific objectives are to: (a) increase relevant skills and employability in productive jobs for Programme beneficiaries; (b) improve the effectiveness of the Public Employment Services (PES); and (c) enhance the capacity of the labour market intelligence system.

The GoBH has designated the Ministry of Labour (MOL) as the Programme Executing Agency (PEA). The MOL will establish a Programme Executing Unit (PEU) within its organizational structure under the Office of the Permanent Secretary (PS). Accordingly, the PEU now invites interested eligible individual consultants to submit Expressions of Interest (EOI) indicating qualifications and experience required to provide consulting services of Strategic Communications Consultant. The contract duration for this consultancy is 12 months, renewable annually. This consultancy shall be based in New Providence.

#### **Main Responsibilities of the Consultancy**

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.

Specific responsibilities and activities are itemized in the Terms of Reference (TOR) for this consultancy, which can be accessed via this link, <http://jobseekers.bahamas.gov.bs>.

#### **Required Qualifications**

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.

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.

Expressions of interest should include a cover letter highlighting the consultant's interest in the position, relevant experiences and qualifications, a recent copy of the consultant's curriculum vitae (CV), three written professional references, and a sample of the consultant's technical writing.

Submissions of Expressions of Interest may be submitted by hand to the address below or by email to [skillslabour@bahamas.gov.bs](mailto:skillslabour@bahamas.gov.bs), no later than 5.00 p.m. June 21st, 2019.

Permanent Secretary

Ministry of Labour

Re: Strategic Communications Consultant, Skills for Current and Future Jobs in The Bahamas

Charlotte House, Shirley Street and Charlotte Streets

Nassau, The Bahamas