



NRPB
NATIONAL RECOVERY
PROGRAM BUREAU

National Recovery Program Bureau

Terms of Reference

Emergency Income Support and Training Program (EISTP)

TF0A8265

CONSULTANCY SERVICES

**Planning and Implementation of Island Wide Public
Awareness Campaign**

Country: Sint Maarten

1. BACKGROUND

The Government of Sint Maarten is benefitting from the Sint Maarten Recovery, Reconstruction and Resilience Trust Fund that is financed by the Government of the Netherlands, managed by the World Bank, and implemented by Sint Maarten's National Recovery Program Bureau to support the implementation of a number of projects including **Emergency Income Support and Training Project (EISTP)**.

Component two of the EISTP aims to strengthen the information system in the Ministry of Health, Social Development and Labor (VSA) by implementing an Integrated Social Registry System (ISRS). This system will play an important role in improving the delivery of Social Protection and Labor Market programs and services to the people of Sint Maarten.

The development of the ISRS will contribute to the consolidation of several administrative processes linked to targeting and registering individuals for several assistance programs (including those in the recovery). One of the key activities aligned with the implementation of the ISRS is the collection of information to enable the mapping and georeferencing of the population and their socio-economic needs, such as employment, housing, access to utilities, health care, education. Both instruments will support the Government in designing social programs and policies. The mapping and Georeferencing activity currently referred to as Household Listing Survey (HLS), will be conducted through the use of data collectors visiting every home on the island with the objective of capturing the coordinates of the homes through picture taking using a tablet computer and requesting that an adult occupant of the household complete a short questionnaire.

To this end the NRPB, for the EISTP seeks to employ an individual consultant to develop and implement a communications and public outreach campaign to support the HLS.

The individual consultant will be expected to coordinate closely with the NRPB, VSA ministry staff, the Labor Office, the Department of Statistics from the Ministry of Tourism, Economic Affairs, Traffic and Telecommunications (TEATT), and the ISRS steering committee and working group. The consultant must review and get a full understanding of the form to be used and process involved in the data collection exercise for the HLS

2. Objectives of the Assignment

The objectives of the assignment are to:

- Develop and implement a public awareness campaign to support the HLS to be conducted in Sint Maarten.
- Encourage residents of Sint Maarten to co-operate with the data collection exercise for the HLS.
- Position the HLS as a modern and progressive activity that can benefit everyone residing in Sint Maarten as it relates to the delivery of social services especially in times of disasters.

3. Duration

The consultancy for development and implementation of a public awareness plan will take place over a six-month period.

4. Scope of Work

The Consultant shall perform and be responsible for all the services described below. The services shall include, but not be limited to, the following:

- To develop a simple plan using the most appropriate methods to build public awareness related to the conducting of a Household Listing Survey (HLS). The plan must include and shall not be limited to the following:
 - The consultant will be required to develop a tagline for the HLS.
 - Securing radio spots: this will include the production of TV and radio spots (15,30,60 secs) with messages about the HLS to be agreed on by VSA, the Department of Statistics from the Ministry of TEATT, and the NRPB. In the planning the number and placement of radio and TV spots will be determined.
 - Additionally, the consultant will be required to secure or request the attendance of key stakeholders from VSA, the Department of Statistics, and the NRPB on radio programs with the objective of providing information on the implementation of HLS.
 - The consultant will develop press releases about the HLS for distribution amongst the local media.
 - The consultant will produce a fact sheet(s) about the HLS for the purpose of distributing to the public using various channels and outlets.
 - The consultant will produce digital graphics for use on social media.
- To implement the plan developed

5. Reporting Deliverables

Deliverables	Timeframe
Public outreach plan	2-3 weeks after contract signing
Tagline for HSL	1 month after contract signing
Advertisement for Radio and TV	1.5 month after contract signing
Factsheet on HLS	1.5 month after contract signing
Press Releases	Monthly within contract timeframe
End Report	5 months after contract signing

The reports and documents shall be submitted in English. Reports and documents shall become the property of the NRPB and thus the Government of Sint Maarten.

6. Working Arrangements

The EISTP project coordinator will have oversight and supervise the work of the consultant. The project coordinator will provide technical guidance, advice and operational oversight in guiding the consultant towards the accomplishment of the assigned tasks. Close coordination with the NRPB communication team is required.

The consultant is expected to work from their own office space but should be available for meetings at the NRPB, the Department of Statistics, and Ministry of VSA with reasonable notice of request for meeting,

In the conduct of work, the consultant shall cooperate fully with the relevant departments of the NRPB and the Government of Sint Maarten.

7. Qualifications and Skill Requirements

The consultant should meet the following minimum requirements

- Bachelor's Degree in Marketing, Communication or related field.
- At least 5 years' experience as a communications or marketing professional with extensive experience in the development and implementation of public outreach campaigns and digital Marketing
- Evidence of understanding of the local environment and culture would be an advantage

8. How to Apply?

Interested consultants can send their CV in English by email **ONLY** to the email address stated below. Applicants should ensure that their CV is received before **December 13, 2019 at 12h00 AST**. Any CV coming in after this date and time will not be considered.

In the subject line, clearly state the position you are applying for.

National Recovery Program Bureau

jobopportunity@nrbsxm.org

The CV should clearly show the relevant experience and competences outlined in the terms of reference above.