



REQUEST FOR EXPRESSIONS OF INTEREST

(INDIVIDUAL CONSULTANT)

Communications Officer to Digital Leadership Team

SINT MAARTEN DIGITAL GOVERNMENT TRANSFORMATION PROJECT (DGTP)

Assignment Title: Communications Officer to Digital Leadership Team

Credit/Loan n.: TF-0A9223

Reference No.: SX-NRPB-434716-CS-INDV

The Government of Sint Maarten has received financing from the World Bank toward the cost of the Digital Government Transformation Project (DGTP) and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include the hiring of a **full-time, experienced Communications Officer to the Digital Leadership Team (DLT)**.

The Consultant will be responsible for the following:

- **Strategic communications development:** Implement overarching communication strategies and communication work plans that support the project’s goals both internally and externally.
- **Media Relations:** Perform roles in managing media relations and disseminating content through various channels in Sint Maarten and regionally. This includes close work with NRPB and the Department of Communications.
- **Content creation:** Create diverse content, including but not limited to press releases, feature stories, social media posts, website content, blogs, newsletters, interviews, media pitches, project brochures.
- **Internal Communication:** Coordinate content production and dissemination internally within the government, including via e-mails, intranet, face to face meetings and other avenues.
- **Event Management:** Support for the organization of press conferences, stakeholder meetings, round tables, public discussions and other project-related events.



- **Coordination:** Develop contacts with government officials, NGOs, journalists and other key stakeholders and identify targets of opportunity and methods to communicate with these agencies/institutions
- **Webpage management:** Maintain and regularly update the DGTP web page
- **Social Media content creation:** Develop content to be posted on the project's behalf in various channels, including NRPB, Department of Communication, and Government social media channels.
- **Stakeholder Engagement Plan (SEP):** Consult with NRPB Environment and Social Team for alignment of all communications activity with the (SEP)
- **Miscellaneous Duties:** Perform any other tasks as requested by the management to ensure a cohesive and effective approach to public relations, internal communications, and stakeholder engagement.

The Consultant shall ensure that all activities are implemented in accordance with the quality standards, time and budget elaborated in the contract document.

The National Recovery Program Bureau (NRPB) now invites eligible consultants ("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, namely:

- a Bachelor's degree and at least 5 years of experience in communications, public relations, marketing, journalism, or any other communications-related specializations;
- advanced proficiency in English in speech and writing;
- experience in Sint Maarten or Caribbean Region in similar work would be an added advantage;
- knowledge of Sint Maarten's public sector is an advantage.

Applicants are free to choose a format for their Expression of Interest. At this stage, Consultants are expected to provide:

1. CVs including relevant information about qualifications and expertise, strategic competencies or achievements;
2. Relevant references from previous similar projects/clients.

NRPB reserves the right to invite any or all interested candidates to an interview.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank's "Procurement Regulations for IPF Borrowers" November 2020 edition ("Procurement Regulations"), setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Open Competitive Selection of Individual Consultants as set forth in the Procurement Regulations.

Interested Consultants may download the Terms of Reference by registering at the following address:

<https://forms.office.com/Pages/ResponsePage.aspx?id=NiEIEbnYxUKO4LrO0sKj-yh7LIb-pypCvDnjKUoIbTtUNEFNVUs3TkZVN0hSMTM0REZYOVIGS1VPOS4u>

Further information can be obtained at the address below during office hours 8:30 AM - 5:00 PM Monday to Friday.

Expressions of interest must be delivered in a written form to the address below (in person, or by mail, or by fax, or by e-mail) by 5:00 PM (AST) **Friday September 27th, 2024**.

Procurement Office, National Recovery Program Bureau

Attn: Mr. Santiago IBARGUEN

#57 Walter J.A. Nisbeth Road, Philipsburg, St. Maarten

Tel: +1(721)542-8886/7

E-mail: tenders@nrpbsxm.org