

# **PROCUREMENT NOTICE**

## **Request for Expressions of Interest**

### **Consultancy to Facilitate the Development of a Public Relations/Communications Strategy for the Department of Youth and Culture**

The Department of Youth and Culture is one of the most recent of all government departments. It is tasked to promote the empowerment of youth, the preservation and promotion of Anguilla's cultural heritage and the development of the arts in Anguilla.

This consultancy will focus primarily on the development of a public relations/communications strategy which will be used to enhance the visibility of the department, improve its mode of communication and the availability of information on services to the public.

Attention should be given to how existing and emerging technologies can enhance the modes/manner in which the department communicates to its niche audiences.

The public relations/communications strategy will be used as a model for all government departments/agencies.

#### **Methodology and Process**

The proposed consultancy will support the strategic development of a Public Relations/Communications Strategy by:

- Facilitating a series of interagency consultations (including the media) to determine public relations/communications needs of government departments.
- Facilitating a series of department based workshops (with the staff and stakeholders) to determine the departmental public relations/communications needs.
- Drafting the public relations/communications strategy (with implementation plan) for further review and consultations.
- Drafting of final document.

#### **Deliverables and Timelines**

The work is expected to be conducted over a maximum of three months from July 1, 2015 to September 30, 2015.

Within that timescale the deliverables will include:

1. The facilitation of a series of public consultations (the number to be agreed).
2. The facilitation of a series of workshops with the staff of the department.
3. The formulation of a strategy outlining how the department's Public Relations and Communication needs can be met. This strategy should be submitted electronically in PDF and Microsoft Word along with five (5) bonded copies delivered to the Department of Youth and Culture.

## **2015**

<b>July</b>	Public consultations and production of concept note
<b>July</b>	Draft of Communications/ Public Relations strategy
<b>September 30<sup>th</sup></b>	Final Public Relations/Communications Strategy (with action plan) submitted.

## **Budget**

The consultant will be paid \$5,000 US dollars for delivery of all elements of the project.

## **Basis of Payment**

- 25% payment to be paid on approval of the consultancy.
- 50% payment to be paid on receipt of first draft (Public Relations/Communications Strategy).
- 25% payment within seven days of receipt and acceptance of final documents (as specified above).

The Department of Youth and Culture (Ministry of Social Development) in collaboration with the Governor's Office through the Anguilla Jubilee Fund, now invites eligible consultants to indicate their interest in providing the services. Interested consultants must provide information indicating that they are qualified to perform the services (eg. description of similar assignments, experience in similar conditions, embodied in a complete Curriculum Vita [CV], etc.). Consultants may associate to enhance their qualifications. All information must be submitted in English.

This procurement is open to all qualified consultants.

Five (5) hardcopies of the Expressions of Interest must be delivered to the address below no later than Thursday 25<sup>th</sup> June 2015 at 4:00 pm.

**Chief Procurement Officer  
Procurement Unit  
Ministry of Finance, Government of Anguilla  
The Valley AI-2640  
Anguilla B.W.I.**

**Expression of Interest: Consultancy to Facilitate the Development of a Public Relations/Communications Strategy for the Department of Youth and Culture.**

The Department of Youth and Culture reserves the right to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not short-listing any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

Interested consultants may obtain further information between the hours of 8:00am and 4:00pm at the above address or via email [Procurement.Mailbox@gov.ai](mailto:Procurement.Mailbox@gov.ai).