



JAMAICA SOCIAL INVESTMENT FUND

ISO 14001:2004 CERTIFIED



“INVESTING FOR COMMUNITY DEVELOPMENT”

REQUEST FOR EXPRESSIONS OF INTEREST – CONSULTING SERVICES Communication and Social Marketing Consultant

Grant No: TF090322

Background

The Jamaica Social Investment Fund (JSIF) is preparing to implement a Rural Economic Development Initiative (REDI) project [*formerly called Second National Community Development Project (NCDP2) Preparation*]. The objective of the REDI project is to enhance market-based opportunities for income generation and local economic development in the agricultural and rural tourism sectors in an effort to reduce poverty in targeted rural areas.

The purpose of this contract is to develop a comprehensive communication and visibility strategy for the Rural Economic Development Initiative (REDI). Specifically, this strategy should assist the JSIF Project Implementation Unit to actively promote REDI and provide appropriate and targeted project information to potential applicants in the intended rural areas. Additionally, the strategy must ensure that programme-financed actions receive adequate dissemination so it becomes an instrument for enabling access to project users.

Scope of Work

The Firm is required to conduct a Rapid Assessment; Design a Communications and Visibility Strategy and Action Plan; Develop and Conduct appropriate capacity building training to implement communication strategies developed and Plan, Organize and Implement the Launch of the REDI project.

Team Composition and Qualifications

The Firm must possess the following expertise and experiences:

- a. **Team Leader** – An advanced university degree in Mass Communication or related field.
- b. **Communications Specialist** – An advanced university degree in Mass Communication or related field.
- c. **Social Marketing Specialist** – An advanced university degree in Behaviour Change Communication or related field.
- d. **Graphic Designer** – A University degree in graphic design would be an asset, however minimum requirement is Post Secondary training in graphic design.

A Firm will be selected in accordance with the procedures set out in Section 11 (*Quality and Cost-Based Selection (QCBS)*) of the World Bank Guidelines: Selection and Employment of Consultants by World Bank Borrowers (Revised October 2006). Complete details of the selection process will be provided to short-listed Consultants in the Request for Proposals.

Interested consultants must provide profile outlining their qualification, experiences in undertaking similar assignments and necessary skills and expertise to deliver the relevant services.

Expressions of Interest must be delivered to the address or emailed below on or before **Friday, May 8, 2009 at 4:00 pm.**

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