



JAMAICA SOCIAL INVESTMENT FUND

ISO 14001:2015 CERTIFIED



“INVESTING FOR COMMUNITY DEVELOPMENT”

REQUEST FOR EXPRESSIONS OF INTEREST FOR COMMUNICATION SPECIALIST TO SUPPORT JAMAICA CRIME OBSERVATORY INTEGRATED CRIME AND VIOLENCE INFORMATION SYSTEM (JCO-ICVIS)

LOAN NO 8356: INTEGRATED COMMUNITY DEVELOPMENT PROJECT (ICDP)

General Introduction

The Jamaica Social Investment Fund (JSIF) was established in December 1996 as a component of the Government of Jamaica’s strategy to reduce and eradicate poverty. To this end the Government of Jamaica signed a loan with the World Bank for the funding of the Integrated Community Development Project (ICDP) for which the JSIF is the implementing agency. The aim of ICDP is to improve access to urban infrastructure and services, increase public safety in economically depressed and socially volatile communities in Jamaica.

Scope of Work

The JSIF wishes to engage qualified Individual Consultants to develop and drive a communication strategy towards the effective sharing, use and applications of the information produced by the JCO-ICVIS. The consultant will be asked generally to,

- Develop a communication strategy for the JCO-ICVIS based on an assessment of the current communications approach in consultation with relevant stakeholders.
- Develop mission statement and other brand-related content, including templates for the JCO-ICVIS brand as it relates to image, product design and dissemination format.
- Creation of products in editable format, where appropriate; electronic and hard copy format.
- Develop dissemination and outreach strategy to include crime and violence maps, etc., within and outside of MNS. Within the timeframe of the consultancy, lead implementation of first 5 months of the communication strategy.

Objective of the Assignment

The main objective of this consultancy is to develop and drive a communication strategy towards the effective sharing, use and applications of the information produced by the JCO-ICVIS.

Qualifications and Experience

The Consultant will be required to possess the following or demonstrate access to the required skills/expertise through sub-contracted talent. The specific requirements are as follows:

- i. Minimum of Bachelor of Arts Degree in Communications, Public Relations, Marketing or relevant field
- ii. At least 4 years’ experience working in the field of public relations, communications or related areas
- iii. At minimum 3 years of experience in Graphics design and publications
- iv. At minimum 4 years’ experience using social media and traditional communication in stakeholder engagement

- v. Have utilised Microsoft word, desktop publisher, Adobe Photoshop and other similar design software with at least 3 different types of clients (more would be an asset)
- vi. Possess- team working skills
- vii. Ability to meet tight deadlines
- viii. Experience in security, justice, crime prevention or related fields would be an asset

NB: The contact information of two (2) work references who can attest to ability and quality of work must be submitted with the application. Applicants should also be ready to submit samples of their work if requested.

Selection Method

A Consultant will be selected using the **Individual Consultant Selection** method in accordance with the procedures set out in the World Bank Guidelines for the Selection and Employment of Consultants, January 2011 (Revised July 2014) and the Government of Jamaica Handbook of Public Sector Procedures (Revised March 13, 2014), Volume 3 of 4 Procedures for the Procurement of consulting Services.

Please visit the JSIF website, <http://www.jsif.org> to view the detailed Terms of Reference.

Expressions of Interest (EOIs) in the form of an application letter and resume should be delivered to the address below or emailed to contracting@jsif.org at or before 4:00 p.m. on **Monday, September 30, 2019.**

**Procurement Manager
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