



# JAMAICA SOCIAL INVESTMENT FUND

ISO 14001:2015 CERTIFIED  
“INVESTING FOR COMMUNITY DEVELOPMENT”



## REQUEST FOR EXPRESSION OF INTEREST FOR THE DEVELOPMENT AND EXECUTION OF A COMPREHENSIVE COMMUNICATIONS CAMPAIGN FOR DISASTER RISK REDUCTION AND THE DISASTER VULNERABILITY REDUCTION PROJECT

Loan No. 8581-JM

### 1. Background

The Jamaica Social Investment Fund (JSIF) was established in 1996 as a component of the Government of Jamaica's strategy to reduce poverty. The Fund promotes, appraises, finances and supervises social and economic infrastructure projects, including schools, roads, agro-processing, water, sanitation, health centres, community centres, homes for children and the elderly, as well as, vocational skills training, counselling, parenting, life skills, education and organizational strengthening.

The Government of Jamaica has received a loan from the World Bank towards the cost of the **JAMAICA DISASTER VULNERABILITY REDUCTION PROJECT (JDVRP)**. The **Jamaica Social Investment Fund** as the executing agency, intends to apply part of the proceeds of this loan to cover payments under this contract.

### 2. Scope of Work

The project requires the services of a Consultancy Firm to develop a communication strategy to enhance the awareness, understanding and knowledge of the general public/government and private sector on disaster risk management and activities of Jamaica's Disaster Vulnerability Reduction Project (DVRP) and Disaster Risk Reduction (DRR). This includes conducting Needs Assessment to identify gaps in existing DRR communication and developing the campaign strategy, action plans, budget proposal, content and materials and launching of the campaigns.

### 3. Objective of the Project

The main objective of this consultancy is to help achieve the overall objective of the DVRP by enhancing the awareness, understanding and knowledge of key stakeholders in the government, private sector, civil society and general public on disaster risk reduction, climate change and the DVRP in general.

### 4. Qualifications and Experience

Interested Consultancy Firms should provide information demonstrating that they have the required qualification and relevant experience to perform the services. The shortlisting criteria are as follows:

- ✓ General Experience
  - *Firms should demonstrate that they are in operations and have undertaken mass communication assignments for at least seven (7) years.*
- ✓ Specific Experience
  - *Firms should demonstrate that they have undertaken at least two (2) similar assignments in social media, public relations, television and radio production and content creation.*
- ✓ *Firms should demonstrate that they have experience undertaking mass communication projects in Jamaica as well as regionally/internationally.*

### 5. Duration of Contract

The duration of this contract is ten (10) months.

### 6. Selection Method

A Consultancy Firm will be selected using the **Consultants Qualification Selection (CQS)** 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). Attention of Interested Consultancy firm is drawn to the World Bank policy on eligibility; Clause 1.13(b) which states - Government-owned enterprises or institutions of the borrower's country may participate in the Borrower's country only if they can establish that they (i) are legally and financially autonomous, (ii) operate under commercial law, and (iii) are not dependent agencies of the Borrower or Sub-Borrower.

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

Expressions of Interest (EOIs) should be submitted in the formats provided on the EOI Submission Standard Forms and must be delivered to the address below or emailed to [contracting@jsif.org](mailto:contracting@jsif.org) at or before 5:00 p.m. on Tuesday, November 6, 2018.

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