



**OFFICE OF THE PRIME MINISTER**

**REQUEST FOR EXPRESSIONS OF INTEREST**

**PR AND COMMUNICATIONS CONSULTANT FOR KINGSTON 3**

|                         |  |
|-------------------------|--|
| <b>COUNTRY</b>          | <b>: JAMAICA</b>   |
| <b>PROJECT</b>          | <b>: YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES</b>          |
| <b>IBRD LOAN NO.</b>    | <b>:84050</b>  |
| <b>COMPONENT</b>        | <b>: SKILLS AND CAPACITY TO ENHANCE EMPLOYABILITY AND ENTREPRENEURSHIP</b> |
| <b>BID NO.</b>          | <b>:JM-OPM-89964-CS-INDV</b>   |
| <b>SELECTION METHOD</b> | <b>:INDIVIDUAL CONSULTANT SELECTION</b>                                    |

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The Government of Jamaica has received financing from the World Bank toward the cost of the Youth Employment in the Digital and Animation Industries Project and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include providing PR and Communications Services to the **Kingston 3 Animation Festival**. This is a multi-day, multi-track international animation event which will be held during the period April 3-7, 2019 at the University of Technology, Jamaica. The event provides Jamaicans with the opportunity to showcase their growth in the animation industry, while creating an international marketplace for animated content and technology in the Caribbean. The anticipated daily attendance is expected to be 1800 – 2000.

**Interested Consultants should provide Curriculum Vitae with detailed information demonstrating that they have the required qualifications and relevant experience to perform the Services. The shortlisting criteria are:**

- (a) Minimum of a Bachelor’s Degree in Communications or related field.
- (b) At least three (3) years’ experience in designing and executing successful public relations and communications campaigns for an event of a similar nature and size with varied elements.

**OR**

- (a) Certificate in Communications or related field

- (b) At least five (5) years' experience in designing and executing successful public relations and communications campaigns for an event of a similar nature and size with varied elements.

Only persons shortlisted will be contacted. Shortlisted candidates may be required to participate in 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 IFP Borrowers" July 2016, setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultants Selection Method set out in the Procurement Regulations. Further information can be obtained at the address below during office hours Mondays to Thursday, 09:00 hours to 17:00 hours and on Fridays, 09:00 hours to 16:00 hours.

Office of the Prime Minister  
Youth Employment in the Digital and Animation Industries  
Attn: Procurement Specialist  
47b South Camp Road  
Kingston 4  
Jamaica  
Tel: 876-930-7620  
E-mail: [ibrdyedaip@opm.gov.jm](mailto:ibrdyedaip@opm.gov.jm)

Expressions of Interest, including Curriculum Vitae, must be delivered in a written form to email address [ibrdyedaip@opm.gov.jm](mailto:ibrdyedaip@opm.gov.jm) by **January 28, 2019**. The subject line should read: **JM-OPM-89964-CS-INDV: PR AND COMMUNICATIONS CONSULTANT FOR KINGSTOON 3**. The detailed Terms of Reference for the Consultancy Service is available on the website of the Office of the Prime Minister at: [www.opm.gov.jm](http://www.opm.gov.jm).

The Procuring Entity reserves the right to cancel the Request for Expression of Interest process or reject any or all submissions at its discretion

# **OFFICE OF THE PRIME MINISTER**

## **YOUTH EMPLOYMENT IN THE DIGITAL AND ANIMATION INDUSTRIES PROJECT**

### **TERMS OF REFERENCE**

#### **PUBLIC RELATIONS AND COMMUNICATIONS (KINGSTOON 3)**

#### **INDIVIDUAL CONSULTANT**

### **1.0 BACKGROUND**

- 1.1 The Government of Jamaica (GOJ) has received loan financing from the International Bank for Reconstruction and Development (IBRD) to support youth employability in the digital and animation industries via the **Youth Employment in the Digital and Animation Industries (YEDAI) Project**. The general objective of the Project is to support youth employment in the digital and animation industries in Jamaica.
- 1.2 The Project will build the capacity and skills of Jamaican youths to improve their employability in the growing animation industry and in the global online labour market, and provide critical skills to young tech entrepreneurs to bring ideas to market.
- 1.3 A major activity of the Project is hosting of the **KingstOOn Animation Festival**. Since its launch in June of 2013, KingstOOn has catalyzed a number of players and continued to build momentum for the development of the local animation industry. The first staging of the event attracted over 900 animation enthusiasts who participated in various workshops, conferences, speed pitching sessions, and competitions. A number of important initiatives that followed, delivered concrete results on the ground including the launch of animation training programmes, new contracts signed by animation studios, increased collaboration with international players, new employment opportunities for youth in the sector, and the establishment of the YEDAI Project.
- 1.4 Continuing the efforts to develop the animation industry, the second staging of KingstOOn was held in March of 2016 and showed significantly improved participation over its predecessor, with an attendance of over 1300 animation enthusiasts from across the globe, with over 900 competition entries from 97 countries. New dimensions of the festival included a Pitch Development boot camp, Pitch competition, and screenings of animated films.
- 1.5 KingstOOn is an important contribution to the development of the Animation Industry in Jamaica and the region. The initiative reflects the commitment by the Government of Jamaica and the World Bank, to stimulate the growth of the local animation industry and to establish Jamaica as the animation hub of the Caribbean.

### **2.0 PROJECT OBJECTIVES**

- 2.1 The general objective of the **Youth Employment in the Digital and Animation Industries (YEDAI)** Project is to support youth employment in the digital and animation industries. Under Component 1 ‘**Skills and Capacity to Enhance Employability and Entrepreneurship**’ the Project seeks to build the capacity and skills of Jamaican youths to improve their employability in the growing animation industry and in the global online labour market, and provide critical skills to young tech entrepreneurs to bring ideas to market. There are two sub-components: ***Sub-Component 1*** – Strengthening Animation Training and ***Sub-Component 2*** - Enhancing the Animation Industry by collaborating with key stakeholders, especially Jamaica Promotions Corporation (JAMPRO), Jamaica’s national investment and export promotion agency, mandated to drive Jamaica's economic development through growth in investment and export.

## 2.2 ASSIGNMENT OBJECTIVES

- To create and maintain awareness among key target audiences and stakeholders about all aspects of KingstOOOn 3.
- To attract participation in KingstOOOn 3
- To establish the KingstOOOn brand and the event as one of the premiere animation industry’s events in the Caribbean
- To create media (local, regional and international) awareness around KingstOOOn

## 2.3 TARGET AUDIENCE

KingstOOOn 3 is being branded as the event where Afro-descendant content from around the world is displayed, and original content and stories are showcased.

The target audience includes:

- Local and international distributors, producers and broadcasters of animated content
- Animation studio executives
- Animation education stakeholders (programme directors, instructors and students)
- Marketing and advertising agencies
- Architectural firms
- Music studios and producers
- Song writers
- Government officials
- Representatives from the multilateral community
- Fashion designers and curators
- NEET youths

- Special needs community

### 3.0 **ASSIGNMENT**

This assignment is to provide PR and Communications Services to the **KingstOOn 3 Animation Festival**, which is a multi-day, multi-track international animation event which will be held during the period April 3 - 7, 2019 at the University of Technology, Jamaica. The event provides Jamaicans with the opportunity to showcase their growth in the animation industry, while creating an international marketplace for animated content and technology in the Caribbean. The anticipated daily attendance is expected to be 1800 – 2000 (See Appendix 1 - KingstOOn Concept Note).

The assignment will include, inter alia

- Writing and distributing press releases to the media
- Writing articles to be posted on the website and on other media
- Arranging interviews with Radio and TV stations
- On site coordination of PR activities at all KingtOOn events
- Managing social media campaign

### 4.0 **DURATION OF CONTRACT**

The assignment will span a period forty- five (45) non-consecutive days.

### 5.0 **SPECIFIC RESPONSIBILITIES AND TIMELINES**

The individual consultant will be tasked with working closely with the Project Implementation Unit (PIU) and the KingstOOn Planning Team to accomplish the following:

| <b>Pre-event Public Relations and Communications Activities for KingstOOn 3</b> |   |                 |  |
|---|---|-----------------|--|
| <b>Activity/Item</b>  | <b>Description</b>  | <b>Quantity</b> | <b>Timeline</b>                            |
| Work Plan   | Develop and submit public relations and communications plan outlining goals, strategies, activities, deliverables and timelines | 1               | Within one week of signing of the contract |
| Press Releases  | Develop and distribute press releases about KingstOOn to local, regional, and international news outlets                        | 2               | Prior to April 3, 2019                     |

|   |  |   |                                  |
|---|--|---|----------------------------------|
| Interviews and articles   | <ul style="list-style-type: none"> <li>Organize, secure and/or manage interview slots for radio and television broadcasts for local, regional, and international news outlets, including : <ul style="list-style-type: none"> <li>JIS Think Tank</li> <li>TVJ Smile Jamaica</li> <li>Gleaner Editor's Forum</li> <li>Loop</li> <li>Love 101</li> <li>RJR</li> <li>Zip</li> <li>Newstalk 93 FM</li> <li>Power 107</li> <li>Cartoon Brew</li> <li>Animation Magazine</li> <li>JIS Radio</li> <li>Other regional and international outlets</li> </ul> </li> </ul> | Minimum 6   | Prior to April 5, 2019           |
| In collaboration with the Graphic Designer, <b>develop the conference magazine and Programmes</b> | Write content for, edit and finalize a (20) page Conference Magazine (material to be provided by PIU)  | 1   | By March 7                       |
| KingstOOOn Website  | Write, edit and submit (to PIU) content for the KingstOOOn website as well as write articles for and manage KingstOOOn blog.   | Website content ongoing as needed.<br><br>2 blogs per week leading up to the event, 1 per day for the 3 days of the event, and 2 post event blogs | On-going                         |
| In collaboration with the Graphic Designer develop e-Newsletters                                  | Write content for e-Newsletters.   | 3   | For the duration of the contract |
| In collaboration with Social Media Sponsor  | Create and design social media campaign to raise awareness and increase following by 10%. The campaign should include:   | 1   | For the duration of the contract |

|              |  |           |                                  |
|--------------|--|-----------|----------------------------------|
|              | <ol style="list-style-type: none"> <li>1. Create and manage posting schedules for Twitter, Instagram, Facebook.</li> <li>2. Create at least 2 posts per day on Twitter, Instagram and Facebook, before and after KingstOOn</li> <li>3. Create at least 5 posts per day on Twitter, Instagram and Facebook 2 weeks leading up to KingstOOn</li> <li>4. Create at least 10 posts per day on Twitter, Instagram and Facebook during KingstOOn.</li> </ol> |           |                                  |
|              | Communicate with social media followers. Respond to queries, emails, comments and reviews on the website as appropriate and in a timely manner.  | Ongoing   |                                  |
| Other Duties | Speak publicly at interviews, press events and presentations as necessary  | Ongoing   | For the duration of the contract |
|              | Monitor, analyze and communicate PR data/statistics on social media campaign   | 2 reports | For the duration of the contract |
|              | Collaborate with the Festival Coordinator and Project Implementation Unit in the planning and execution of the event (eg. attend planning meetings, presentations, press events, site visits, interviews)  | Ongoing   | For the duration of the contract |

| Public Relations and Communications activities during KingstOOn 3                              |  |          |   |
|--|--|----------|---|
| Activity/Item  | Description  | Quantity | Timeline  |
| ON-SITE coordination of public relations, communications and marketing activities at KingstOOn | Speak publicly and manage interview requests, press events and presentations as necessary                  | On-going | During the 3 days of the event, April 5-7, 2019 |
|  | In collaboration with the social media sponsor, ensure live streaming of social media throughout the event | On-going |   |
|  | Manage inquiries from the media and public   | On-going |   |

|               |   |           |                                |
|---------------|---|-----------|--------------------------------|
|               | Manage all communications with external stakeholders and the animation community at large | On-going  |                                |
| Press Release | Write and distribute press releases to local, regional, and international news outlets    | 1 per day | During the 3 days of the event |

| <b>Post-Event Public Relations and Communications Activities for Kingstoon 2019</b> |   |                 |   |
|---|---|-----------------|---|
| <b>Activity/Item</b>  | <b>Description</b>  | <b>Quantity</b> | <b>Timeline</b>                           |
| Press Release   | Develop and distribute press releases about KingstOOOn to local, regional, and international news outlets   | 2               | Within 3 days of completion of the event  |
| De-briefing Session   | Participate in one (1) debriefing session to identify successes, key challenges, lessons learnt and recommendations of appropriate mitigation measures to be employed for future events with the PIU staff. | 1               | Within 7 days of completion of the event  |
| Final report  | Submit one (1) final report detailing the lessons learnt and recommendations for improvement of the event regarding public relations, communications and marketing campaign and statistics on media reach   | 1               | Within 15 days of completion of the event |

## **6.0 QUALIFICATIONS, EXPERIENCE AND COMPETENCIES**

1. (a) Minimum of a Bachelor's Degree in Communications or related field.
- (b) At least three (3) years' experience in designing and executing successful public relations and communications campaigns for an event of a similar nature and size with varied elements.

OR



2. (a) Certificate in Communications or related field  
(b) At least five (5) years' experience in designing and executing successful public relations and communications campaigns for an event of a similar nature and size with varied elements.
3. Demonstrated experience in social media marketing strategies and content writing, including blogs, Facebook, Twitter, etc.
4. Awareness of and ability to engage with and utilize marketing tools, content management systems, social media marketing tools, SEO, keyword research and Google Analytics.
5. Excellent verbal and written communications skills.
6. Capable of effective interaction with a multi-disciplinary team, internal and external partners.
7. Strong relationships with both local, regional and international business and industry media would be an asset.
8. Previous experience with the KingstOOOn or similar event would be an asset.

## **7.0 DELIVERABLES**

A lump sum contract will be awarded to the selected candidate based on technical merit. Payments shall be as mutually agreed, based upon submission and acceptance of the following outputs:

- Public Relations and Communications Plan outlining goals, strategies, activities, budget, deliverables and timelines in keeping with the KingstOOOn Concept Note (See Appendix 1).
- Execution of the Public Relations and Communications Campaign.
- All content and documentation created for the event, including press releases, social media content, website content, material, and other communications.
- Social media strategy (development and execution) including posting schedules/content calendar.
- Final Report that includes detailed evaluation and recommendations for improvement of the PR and Communications for the next event.

## **8.0 EVALUATION CRITERIA**

| Selection Criteria   | Marks |
|--|-------|
| <b>Competencies and Professional Experience</b>                        |       |
| (b) Minimum of a Bachelor's Degree in Communications or related field. |       |

|   |  |
|---|--|
| <p>(b) At least three (3) years' experience in designing and executing successful public relations and communications campaigns for an event of a similar nature and size with varied elements.</p> <p><b>OR</b></p> <p>(b) Certificate in Communications or related field</p> <p>(b) At least five (5) years' experience in designing and executing successful public relations and communications campaigns for an event of a similar nature and size with varied elements.</p> | <p><b>20</b></p> <p><b>OR</b></p> <p><b>20</b></p> |
| Quality of verbal and written communications skills.  | 20   |
| Quality of experience in social media marketing strategies and content writing, including blogs, Facebook, Twitter, etc   | 20   |
| Strong interpersonal skills and ability to interact with a multi-disciplinary team.   | 10   |
| Experience in developing public relations and communication strategies for conferences or events of a similar nature  | 10   |
| Awareness of and ability to engage with and utilize email marketing tools, content management systems, social media marketing tools, SEO, keyword research and Google Analytics   | 10   |
| Knowledge of blogging strategies and tools  | 10   |
| <b>TOTAL 100 Marks</b>  |  |
| The minimum qualifying score: <b>75</b>   |  |