

REQUEST FOR STATEMENT OF CAPABILITY CONSULTING SERVICES

Grenada

OECS Tourism Competitiveness Project

Loan No.: **8734-GD**

Assignment Title: TA to Develop and Implement a Regional Marketing Strategy

Reference No.: GD-PCU-Grenada-37492-CS-INDV

Grenada has received financing from the World Bank toward the cost of the OECS Tourism Competitiveness Project, and intends to apply part of the proceeds for consulting services.

The Services are for the engagement of a Consultant to develop a sustainable regional marketing strategy for the destinations of Grenada, Saint Lucia and Saint Vincent & the Grenadines. This strategy will seek to juxtapose the comparative advantages of the countries with the more lucrative niche market segments, with a view to develop attractive product packages with attendant effective strategies for reaching and engaging those markets.

The detailed Terms of Reference (TOR) for the assignment *can be found at the following website:* www.procurement.gd or www.gov.gd

The Central Procurement Unit acting on behalf of the Ministry of Tourism now invites eligible Individual consultants (“Consultants”) to indicate their interest in providing the Services. Interested Individual Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services. The Qualifications/experience are:

- At least a Bachelor’s Degree in Marketing, Tourism Marketing, Business Administration, Sales, Tourism or other related field
- At least 8 years’ demonstrable experience in developing efficient strategies and business plans for all marketing aspects (branding, product promotion, pricing etc.)
- Solid understanding of market research and data analysis methods
- Ability to apply marketing techniques over digital (e.g. social media) and non-digital (e.g. press) channels
- At least eight (8) years’ experience in marketing and/or advertising
- Familiarity with strategic marketing campaigns
- Excellent communication skills; and

- Appropriate involvement and/or experience working on similar assignments would be a plus.

The attention of interested Consultants is drawn to Clause 1.9 of the Selection and Employment of Consultants Guidelines January 2011 revised July, 2014 setting forth the World Bank's policy on conflict of interest.

A Consultant will be selected in accordance with the Individual Consultant (INDV) method set out in the Consultant's Guidelines.

Further information can be obtained at the address below during office hours of 8:30 a.m. and 4:00 p.m. Monday to Friday

Statement of Capability must be delivered to the address below in person, or by mail, or by e-mail Tuesday October 22, 2019.

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