

**REVISED**  
**REQUEST FOR EXPRESSIONS OF INTEREST**

**SAINT LUCIA**  
**SAINT LUCIA HEALTH SYSTEM STRENGTHENING PROJECT**  
Credit No.: IDA Credit # 63160-LC

**Assignment Title: Communications Specialist**  
**Reference No. 010/CS/HSSP/19**

The Government of Saint Lucia (GOSL) has received financing from the World Bank toward the cost of the Health System Strengthening Project, and intends to apply part of the proceeds for consulting services.

The consulting services (“the Services”) include

- Developing a communication strategy specific to the project and as much as possible integrating existing Communication Plans already in existence.
- Design and implementation of a communication strategy to inform personnel within the health sector (internal stakeholders), users of the Primary Health Care facilities and the wider public (external stakeholders) of the project activities
- Prepare an outreach strategy to the community to raise awareness of the existing client feedback and Grievance Redress Mechanisms (GRMs) available through the project through which beneficiaries can share feedback,
- Develop within the framework of the project an internal and external communications and information strategy and carry out communications activities to promote and share information about the PHC project.

The consultancy is full-time and is expected to commence the assignment in July 2019 for a period of one year in the first instance, renewable annually subject to satisfactory performance. The detailed Terms of Reference (TOR) for the assignment *can be found at the following website; [www.govt.lc/consultancies](http://www.govt.lc/consultancies) or [www.finance.gov.lc](http://www.finance.gov.lc) or can be obtained at the address given below*

The Department of Health and Wellness now invites eligible Individual Consultants (“Consultants”) to indicate their interest in providing the Services. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the Services; **(Curriculum Vitae, description of similar assignments, experience in similar conditions, clients’ references etc.)**.

The shortlisting criteria are:

## QUALIFICATION

### Minimum required education and experience

- Degree (Masters or Bachelors) in Communications, Public Relations, Journalism or equivalent
- At least 5 years work experience in the field of public information, media and communication
- Demonstrated experience in effective oral and written communication including the development of communication products
- Sound policy understanding of the Saint Lucia Health Sector and policies and programmes is an asset.
- Knowledge and experience of ICT-based Office applications and tools (word processing, spreadsheets, and data processing, PowerPoint)
- Have good understanding of project planning, coordination and implementation and good analytical capacity
- Excellent command of communication in English and Kweyol
- Excellent interpersonal and communication skills and positive attitude

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 IPF Borrowers" July 2016, revised November 2017 ("Procurement Regulations"), 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 8:00 a.m. - 4:30 p.m. (0800 to 1630 hours).

Expressions of Interest must be delivered in a written form to the address below (in person, or by mail, or by e-mail) by August 13, 2019.

**Project Coordination Unit**  
**Department of Economic Development, Transport and Civil Aviation**  
**Attn: Project Coordinator**  
**2<sup>nd</sup> Floor, Finance Administrative Centre**  
**Pointe Seraphine**  
**Castries**  
**Saint Lucia**  
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