



## REQUEST FOR EXPRESSIONS OF INTEREST Public Image Enhancement Specialist

### 1. INTRODUCTION

- 1.1. The Premier's Office, acting on behalf of the Government of the Virgin Islands (GoVI), wishes to procure the services of a Public Image Enhancement Specialist for the assignment in relation to supplementing the public relations strategies provided by the Government Information Services.
- 1.2. The assignment is expected to be executed on a full-time basis for a period of one year.
- 1.3. Eligible individual consultants are invited to submit Expressions of Interest indicating qualification, and experience to provide the consultancy services.
- 1.4. This is a domestic procurement and is therefore limited to local individual consultants.

### 2. SCOPE OF WORK

- 2.1. Accompany the Premier in his professional capacity to gain insight into his daily activities and public interactions.
- 2.2. Develop and execute social media strategies to enhance the Premier's online presence and public engagement.
- 2.3. Create and curate engaging content that aligns with the Premier's goals and vision.
- 2.4. Assist with the organisation and coordination of interviews, press conferences, and other media appearances to effectively convey the Premier's message to the public.
- 2.5. Assist to ensure that the Premier is well-prepared for all media engagements.
- 2.6. Produce behind-the-scenes content that humanizes the Premier and showcases his dedication and commitment to his role.
- 2.7. Share these insights through various media channels.

- 2.8. Work closely with contracted photographers and videographers to capture high-quality visual content that aligns with the Premier's image enhancement goals.
- 2.9. Ensure that visual content is consistent with the overall communication strategy.
- 2.10. Collaborate with other members of the communication team to gather and provide relevant information for timely and efficient dissemination to the public.
- 2.11. Monitor and respond to public inquiries and feedback in a professional and diplomatic manner.

### 3. COMPETENCIES

- 3.1. Include appropriate resume to commensurate position of interest.
- 3.2. Proven experience in public relations, social media management, or related fields.
- 3.3. Sound communications skills.
- 3.4. Proficient in content creation.
- 3.5. Sound public relations skills.
- 3.6. Ability to maintain discretion and handle confidential information.
- 3.7. Flexibility and adaptability to work in a dynamic and high-pressure environment.
- 3.8. Ability to exercise discretion and good judgment.
- 3.9. Excellent time-keeping and reliability.
- 3.10. Basic understanding of laws and regulations.
- 3.11. Skills in journalism/creative writing.

### 4. ASSESSMENT OF SUBMISSIONS

- 4.1. In the assessment of submissions, consideration will be given to technical competence, qualifications and experience, local experience on similar assignments.
- 4.2. Following the assessment of submissions, a short-list of not less than three and not more than six will be provided with full terms of reference and invited to submit technical and financial proposals to undertake the assignment. GoVI reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not short-listing any applicant and will not defray any costs incurred by any applicant in the preparation and submission of Expressions of Interest.

### 5. SUBMISSION

- 5.1. Electronic copies of the Expression of Interest must be received no later than 4:00 p.m. on Friday, 28 January, 2024. The submission must be a non-editable format and not exceeding 10 MB. The body of the email submission should include the name and address of the applicant and the subject of the email shall be "Expression of Interest — Consultancy Services for Public Image Enhancement Specialist."
- 5.2. Submit and address applications to only:

**Permanent Secretary  
Premier's Office  
Cutlass Building  
2nd Floor Road Town,  
Tortola British Virgin Islands**

Tel: (284) 468-2152  
Email: [premieroffice@gov.vg](mailto:premieroffice@gov.vg)

### 6. CLOSING DATE

**Friday, 28 January, 2024**