



REQUEST FOR EXPRESSIONS OF INTEREST

SOCIAL MEDIA AND BROADCAST 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 Social Media and Broadcast Specialist for the assignment in relation to supplementing the public relations strategies provided by the Government Information Services.
- 1.2. The overarching objective is to supplement Government's public relations activities for Ministries through social media platforms, YouTube and digital, broadcast and animated communications.
- 1.3. The assignment is expected to be executed on a full-time basis over an initial period of seven (7) months.
- 1.4. Eligible individual consultants are invited to submit Expressions of Interest indicating qualification, and experience to provide the consultancy services.
- 1.5. This is a domestic procurement and is therefore limited to local individual consultants.

2. SCOPE OF WORK

- 2.1. Supervise, manage and execute GIS social media and broadcast programming
- 2.2. Participate in recommending and producing suitable programmes for sharing information on social media, YouTube and GISTV.
- 2.3. Prepare and update schedules, screens and acquires programmes and design and participates in programme promotions.
- 2.4. Prepare, preview and evaluate social media content and television programmes.
- 2.5. Prepare, edit and supervise preparation of scripts and animation.
- 2.6. Liaise with Chief Information Officer for GIS content to inform social media, news and programming.

- 2.7. Prepare and update weekly/monthly programme schedule by establishing programme availability and determining the best time to air.
- 2.8. Develop procedures for instructional broadcast productions.
- 2.9. Respond to viewers' questions, comments and/or complaints regarding GIS social media, YouTube and television programming/scheduling, in consultation with the Director of Communications.
- 2.10. Prepare written bi-monthly progress report on activities and accomplishments for submission to the Chief Information Officer for advancement to the Director of Communications.
- 2.11. Coordinate broadcast traffic and logging activities as it relates to programme scheduling.
- 2.12. Participate in the development of GIS TV goals and operational procedures.

3. COMPETENCIES

- 3.1. Include appropriate resume to commensurate position of interest.
- 3.2. Applicants must have communications experience and acumen within the sector with a minimum of ten (10) years' experience in media communications, marketing, public relations, or journalism.
- 3.3. Sound knowledge of broadcast production, social media, television production and media programme management.
- 3.4. Sound written and oral communication skills.
- 3.5. Ability to exercise discretion and good judgment.
- 3.6. Excellent time-keeping and reliability.
- 3.7. Basic understanding laws and regulations.
- 3.8. Highly developed skills in leadership excellence.

- 3.9. Proficiency in public relations tools.

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.
- 4.3. 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 Thursday, 10 November 2022**. The submission must be a non-editable format and not exceeding 10 MB. The submission must be a single PDF file. 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 Social Media and Broadcast 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

CLOSING DATE: 4:00 p.m. on Thursday, 10 November 2022.