



## REQUEST FOR EXPRESSIONS OF INTEREST VISUAL MEDIA 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 Visual Media 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 support Government's public relations activities in developing 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, experience and price 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. Produce visual/digital public relations materials on demand to keep the public fully informed of the initiatives, programmes, laws and policies of the Government of the Virgin Islands.
- 2.2. Assist with the production of daily live coverage of Government Ministries in a professional manner.
- 2.3. Prepare and create innovative clips and highlights of Government events and stories.
- 2.4. Create and deliver animated designs for all things digital including rich media display, web-based marketing landing pages, and lifecycle email campaigns.
- 2.5. Support the Social Media and Broadcast Specialist with digital public relations assets.

- 2.6. Provide design solutions based on supervisor's feedback.
- 2.7. Keep the design standards of the Government's brand at the highest possible level
- 2.8. Contribute concepts to campaign pitches.
- 2.9. Collaborate with the GIS Television Supervisor in selecting stories and producing visual promotions in line with programmes and initiatives of Ministries.
- 2.10. Assist with the promotion of GIS TV and its social media and YouTube programmes.
- 2.11. Assist with live field coverage of Government events to facilitate news coverage.
- 2.12. Assist with covering Government Information Service news in real time and follow along with updates.
- 2.13. Assist with creating visual public relations advertisements in a way that allows viewers or listeners to clearly understand the initiatives of the Government.

### 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 five (5) years' experience in multimedia communications, animation, and visual communications.
- 3.3. Sound knowledge of broadcast production, social media, television production.
- 3.4. Sound 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 media production.

### 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 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 Visual Media 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)

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