

# EASTERN CARIBBEAN TELECOMMUNICATIONS AUTHORITY (ECTEL)

## REQUEST FOR PROPOSAL

### PROVISION OF PUBLIC RELATIONS SERVICES TO THE EASTERN CARIBBEAN TELECOMMUNICATIONS AUTHORITY (ECTEL)

#### 1. Purpose

The Eastern Caribbean Telecommunications Authority (ECTEL) is soliciting proposals from communications agencies to provide public relations and marketing services to the Directorate to increase the level and quality of effective communication to the public.

#### 2. Background

ECTEL is a multi-state telecommunications regulatory authority. It was established in 2000 by a Treaty signed by the Governments of the ECTEL Member States (Commonwealth of Dominica, Grenada, St. Kitts and Nevis, Saint Lucia and St. Vincent and the Grenadines). The main purpose of ECTEL is to promote liberalisation, open entry and competition in the telecommunications market. The governance structure of ECTEL comprises a regional Directorate, Board of Directors and Council of Ministers. The Directorate which is based in Saint Lucia provides regulatory advice and recommendations to the National Telecommunications Regulatory Commissions (NTRCs). The NTRCs are appointed by their respective Ministers for Telecommunications, and are based in the respective Member States. Each NTRC is supported by a Secretariat.

Since the establishment of ECTEL, a wide range of new issues and challenges have emerged in the sector, primary among them being the convergence of information and communications technologies and services, the introduction of new modes of delivery of services and most recently, changes to the electronic communications legislation and regulations. These issues are of importance to consumers thereby leading ECTEL to champion consumer education and empowerment.

ECTEL therefore wishes to engage the services of a communications agency to work with the Directorate and the NTRCs to effectively, accurately and consistently deliver information which will result in enhanced public education.

The duration of the engagement is **one (1) year** with the primary goals being:

- i. To educate the public about issues within electronic communications legislation and regulations, and ECTEL's role and function in respect of this.
- ii. To better educate consumers and users in the ECTEL Member States about prevailing electronic communications issues.

- iii. To promote greater consumer awareness so that individuals are aware of their rights.
- iv. To issue joint statements with National Telecommunications Regulatory Authorities (NTRCs) within Member States.
- v. To enhance ECTEL's public image.

### **3. Scope of Work**

The successful agency will undertake to:

- i. Develop a programme to meet ECTEL's consumer awareness goals.
- ii. Establish and/or maintain relationships with key media to create a direct flow and avenue for accurate information.
- iii. Educate the media and provide a comprehensive base of knowledge and information that lead to greater coverage of ECTEL issues and activities in the member states.
- iv. Achieve maximum exposure and media coverage to increase public awareness and visibility.
- v. Draft, edit, seek approval and distribute media materials such as reports, press releases, communiques and statements.
- vi. Provide day-to-day management of ECTEL's social media platforms, including monitoring, content creation, community engagement and advising on additional initiatives for effective communications.
- vii. Assist with design, copywriting and editing promotional materials such as fliers, brochures, public service announcements, presentations, scripts, informational videos, etc., to maintain brand consistency.
- viii. Schedule and coordinate media interviews, press conferences and promotional events as needed.
- ix. Draft scripts/speaking points for key spokespeople, and help with any interview preparation as needed.
- x. Promote and profile the ECTEL brand through greater visibility.
- xi. Obtain public support and involvement for ECTEL and its programs.
- xii. Provide on-site staff support at special events.
- xiii. Attend meetings either in person and/or remotely as requested by ECTEL.

#### **4. Target Audience**

- i. Consumers of electronic communications services, the public, and stakeholders.
- ii. All media in the Member States and throughout the region including print and electronic reporters, editors and media managers, journalists, writers, freelancers, columnists, bloggers, commentators.

#### **5. Qualifications/Experience**

A minimum of five years of professional experience in communications is required, with a strong background in public and media relations, writing (including press materials, marketing pieces, blogs and social media posting), social media strategy and community relations. A Bachelor's degree in Communications or a related field is preferred for the individuals who will be assigned to the work.

#### **6. Selection Criteria**

- i. Understanding of and ability to meet our goals and objectives.
- ii. Experience as related to media relations, marketing and social media management.
- iii. Agency and personnel qualifications and experience.
- iv. Cost-effectiveness and a demonstrated effort to be cost-conscious.
- v. Documented prior experience in handling project(s) of similar size and scope.
- vi. Demonstrated ability to meet deadlines.
- vii. Proven prior experience, skill and demonstrable results as confirmed by references.

#### **7. Submission of Proposal**

- i. A biography, resume and/or background of agency, including applicable experience, and education and any literature demonstrating prior campaigns or other successes.
- ii. Include a description of the types of services to be provided and a budget for a typical month, showing estimated number of hours and an estimate for reimbursable costs. The proposal should include an hourly cost of service and a rate based on assignments by project.
- iii. Not more than five samples of work done by the individual(s) who would be assigned to complete the work.

- iv. Identification of the method by which progress reports and performance measurements will be provided to ECTEL.
- v. A minimum of three references from current or past clients.

## **8. Closing Date**

The proposal for undertaking the exercise should be submitted electronically to [hr@ectel.int](mailto:hr@ectel.int) and made "Bid for Public Relations and Marketing Services". This should be addressed to the Managing Director (Ag), Eastern Caribbean Telecommunications Authority, P O. Box 1886, Castries, Saint Lucia, to reach not later than **Friday 27<sup>th</sup> October 2017**.