

REQUEST FOR EXPRESSIONS OF INTEREST

(CONSULTING SERVICES-FIRMS SELECTION)

GUYANA

GUYANA EARLY CHILDHOOD EDUCATION PROJECT

Grant No. TF019053.

Assignment Title: Development of Mass Media Programs for Improved Parental /Primary Caregiver Education of Young Children

Reference No.: GECEP/CQS/01/2015

The Government of Guyana and the Global Partnership for Education, in collaboration with the World Bank, have agreed to support the Guyana Early Childhood Education Project (GECEP). This project will focus on improving emergent literacy and numeracy outcomes at the nursery level and primary Grade 1 in Hinterland regions and targeted remote riverine areas. The total cost of the project is US\$1.7 million. A portion of this amount is earmarked for:

Development of Mass Media Campaigns for Improved Parental/Primary Caregiver Education of Young Children

1. OBJECTIVE AND SCOPE OF WORK OF THE CONSULTANCY

The firm will be responsible for leading the design, development and production of mass media education and informational materials for this activity, in close collaboration with the Nursery Technical Coordinator, the Assistant Chief Education Officers (A-CEOs) for Nursery Education and Primary Education, NCERD's ECE specialist, and UNICEF's early childhood education specialist. It is anticipated that the firm would be required for an estimated 200 days, over the three (3) years of the Project with the bulk of that time in Year 1. Tasks to be completed include the following:

- 1) Review of nursery related data sets, community consultation reports and existing Information, Education and Communication (IEC) materials related to parental/primary caregiver education developed by the MOE, UNICEF and other agencies.
- 2) Preparation of a Concept Document that articulates the key messages ("the pitch") to be communicated across multiple media platforms.
- 3) Translation of key messages into mass media communication formats including posters, pamphlets and flyers, radio spots, instructional videos and cell phone text messages.

Objects or symbols of any kind used in the print and audio visual materials should reflect the life and culture of the Guyanese people, especially those in Hinterland communities.

2. EXPERIENCE/QUALIFICATIONS

The successful firm should have extensive knowledge and experience in the field of IEC campaigns and social marketing through mass media channels. Previous involvement in development of education-related communication materials would be preferable but would not be required.

- 1) Specifically, the firm should have a portfolio of previous mass media campaigns conceptualized and produced; and delivered for review by the MOE ECE counterparts.
- 2) The firm should be able to provide evidence of at least 4 years of practical, proven experience in designing and delivering mass media campaigns.
- 3) Familiarity with social and cultural specificities of communities living in remote Hinterland regions and Riverine areas would be of considerable benefit.
- 4) All team members must possess strong English-language (written and spoken) ability, communication skills (presentational skills, listening skills, etc.), along with basic mastery of mass media production technologies, and demonstrated ability to work productively in teams.
- 5) At least three people or firms who can be contacted by the Guyanese MOE as references.

The minimum required qualifications of the required key professional staff are:

Position	Qualifications	Specific Experience
Project Team Leader	A minimum of an undergraduate degree in Public Communications, Marketing, or any related field.	A minimum of 5 years verifiable professional experience managing projects of a similar nature. A Minimum of 5 years' experience in any technical leadership capacity for a multi-media production.
Multi-media Specialist	Undergraduate degree in Public Relations, Information Technology, or Marketing. * Associate Degrees and Diplomas will be considered.	A minimum of 5 years experience utilizing various mass media outlets to promote programs, products or services. Demonstrable experience using multi-media to promote a singular advertising campaign.
Script Writer	Undergraduate degree in Communications, Marketing, or English. * Associate Degrees and Diplomas will be considered.	A minimum of three (3) years experience in script writing and story boards for all multi-media platforms (radio, television, web-based, and print).
Editor (video/audio)	Professional training certification	A minimum of three (3) years demonstrable experience in editing (at least 5 pieces of work i.e. clips that span the time period).
Graphics Artist	Professional training certification	A minimum of three (3) years demonstrable experience in graphics (at least 5 pieces of work i.e. a portfolio that spans the time period).
Photographer	Professional training certification	A minimum of three (3) years least demonstrable experience in photography (at least 5 pieces of work i.e. a portfolio that span the time period).
Videographer	Professional training certification	A minimum of three (3) years demonstrable experience in videography (at least 5 pieces of work i.e. clips that span the time period)..

The Ministry of Education now invites eligible consulting firms (“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 (brochures, description of similar assignments, experience in similar conditions, availability of appropriate skills among staff, etc.).

The attention of interested Consultants is drawn to paragraph 1.9 of the World Bank’s, **Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers, January 2011** (‘Consultant Guidelines’), setting forth the World Bank’s policy on conflict of interest.

Consultants may associate to enhance their qualifications. The associations should clearly indicate the form of the association (Joint-venture or sub-consultancy; member in charge; other member/s and or sub-consultants). Joint ventures should submit letters of intent indicating their intent to form a joint venture if awarded the contract and shall provide the above mentioned information for each member of the joint venture.

A consulting firm will be selected using the Selection Based on the Consultants’ Qualifications (CQS) method in accordance with the procedures set out in the World Bank’s **Guidelines: Selection and Employment of Consultants under IBRD Loans and IDA Credits & Grants by World Bank Borrowers, January 2011**.

Interested consultants may obtain further information at the address (1) below during office hours *09:00 to 16:30 hours-Monday to Friday*. For detailed Terms of Reference (TORs) please check the website: <http://education.gov.gy/web/index.php/careers-consultancies> .

Expressions of interest, together with CV’s and other documents, may be sent by mail, e-mail, or fax and must be delivered to the address (2) below by **Thursday October 22, 2015 at 9:00 hrs. Guyana time**.

Expressions of Interest should be clearly marked **Consultancy for the Development of Mass Media Programs for Improved Parental/Primary Caregiver Education of Young Children -GUYANA EARLY CHILDHOOD EDUCATION PROJECT** on the envelope.

Address (1):

Office of Guyana Early Childhood Education Project
Attn: Dr. Nandram Persaud, Procurement Specialist
109 Barima Avenue, Bel Air Park, Georgetown, Guyana
Tel: (592) 225-1108
Fax: (592) 226-0506
E-mail: junoper@hotmail.com.

Address (2)

Tender Box, Ministry of Education,
26 Brickdam, Georgetown, Guyana.

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Ms. Delma Nedd
Permanent Secretary.
Ministry of Education