



REQUEST FOR PROPOSAL
(CONSULTING SERVICES – FIRMS SELECTION)

Ref #: DBJ-023/07

ASSIGNMENT TITLE: DBJ'S PUBLIC AWARENESS & MARKETING PROGRAMME

The Development Bank of Jamaica (DBJ), a wholly owned Government company, is seeking to identify a suitable Communication Consultant (firm) to implement a Public Awareness and Marketing Programme for the organisation. The Consultant is required to submit a proposal that would include:

- (a) The creation of a communication & public relations plan with the attendant implementation costs; and
- (b) The creation of a marketing plan for the Bank's products and services with the attendant implementation costs; and
- (c) Consultancy fees for the management and implementation of the above-mentioned plans.

The organisation's primary objectives are chiefly to expand and strengthen the entrepreneurship base of the country and to provide support to micro, small, medium-sized enterprises (MSME) and large companies through development financing, capacity building, public-private partnerships, privatisation, and other innovative methods in keeping with Government policy.

The consultant will be required to develop and execute an integrated communication and marketing programme over two (2) years, using traditional and new media along with other strategies to inform Jamaicans in general, and entrepreneurs in particular, about the Bank's products and services and to increase public awareness about the work and impact of the Bank..

The programme will employ messages and themes that cover public education, marketing and public relations that will be implemented based on (a) the corporate profile of the organisation and (b) the specific needs of the operational divisions of the Bank.

ELIGIBILITY

Consultants must provide:

- A valid Tax Compliance Letter (TCL)

SUBMISSION OF PROPOSALS:

- **Bidders must first be registered on the Government of Jamaica Electronic Procurement System at www.gojep.gov.jm.** To register, please select the "Register as a Supplier" link from the system's homepage.
- **Bids must be submitted online via www.gojep.gov.jm by Wednesday, May 3, 2023, at 3:00 PM (EST)**
- **An online Bid Opening will take place on Wednesday, May 3, 2023, at 3:15 p.m.**
- **Deadline for Clarifications:** All Requests for Clarification should be submitted on or before **April 26, 2023**, via the electronic portal www.gojep.gov.jm.

For assistance regarding training, download of tender document and upload of tender proposals please contact the Ministry of Finance, Office of Public Procurement Policy (OPPP) Customer Care Desk at: 876- 932-5220/932-5253/932-5246 or via email at opppcustomercare@mof.gov.jm

The Bank is not obliged to accept the lowest or any of the bids received and reserves the right to terminate the bidding process at any point prior to the award of the contract without incurring any liability.