



REQUEST FOR PROPOSALS

Consultancy to Provide Communication Support for the Office of Independent Evaluation of the Caribbean Development Bank

Introduction

The Office of Independent Evaluation (OIE) of the Caribbean Development Bank (CDB) is charged with assessing the performance and results of the Bank's assistance to its Borrowing Member Countries (BMCs). The OIE reports directly to the Bank's Board of Directors (BoD). The Office undertakes performance evaluations of completed projects (and selected ongoing projects), programmes, policy-based loans, technical assistance activities, and other development efforts to assess their outcomes and impact on BMCs' economic and social development. It also conducts sector policy and thematic reviews, country strategy evaluations, and corporate process reviews.

In June 2023, the OIE undertook its first Perception Survey. This endeavor sought to ascertain the diverse perspectives of its internal stakeholders, including the BoD, senior management, and all CDB staff. With a primary focus on understanding the perceptions held by these stakeholders regarding the OIE's role, functions, evaluation knowledge products, and services, this survey delved into critical dimensions, including familiarity with OIE's work, its value in terms of accountability and learning, relevance, influence, quality, independence, and timeliness, as well as the overall usefulness of OIE's evaluations and knowledge products.

The Perception Survey engaged a notable portion of the CDB internal stakeholders, with 43% of CDB Staff and 46% of the BoD responding. Key highlights include:

- 75% of BoD respondents said they are "not so familiar" or "not at all familiar" with the OIE's work.
- 57% of CDB staff indicated that they are "not so familiar" or "not at all familiar" with the OIE's work
- 43% of CDB staff reported being familiar or extremely familiar with the OIE.
- 46% of CDB staff respondents mentioned having read independent evaluation reports in recent years, while 37% had consulted Project Completion Reports.
- For CDB Staff, participation in evaluation activities such as interviews, focus groups, and surveys (44%) was the primary means of becoming familiar with OIE, followed by engagement in seminars, training, and new employee orientation (36%).
- In contrast, for BoD, reading/consulting OIE's reports, utilizing CDB's website, and participating in advisory activities through the Oversight and Assurance Committee equally contributed to their familiarity with OIE, each accounting for 25% of responses. Only 8% of BoD respondents reported interacting with OIE staff.

The 2023 OIE Perception Survey also highlighted two key lessons that require attention moving forward: (a) a need to enhance efforts to disseminate and promote independent evaluation knowledge among internal stakeholders; (b) a need to strengthen OIE's role in fostering institutional learning. Indeed, the survey highlighted the significant gaps in familiarity with the OIE among CDB staff and BoD members.

The lack of awareness regarding the OIE's work undermines its ability to generate learning and the Bank's ability to effectively utilize evaluation outcomes, namely lessons learned generated through evaluation exercises. To address these challenges, there is a need for robust communication and engagement strategies to enhance awareness and understanding of the OIE's role and activities.

The Role

An individual consultant is required to support the OIE's communication and raise awareness of its work.

Scope of Work

Objective

- Develop, and execute a communications plan to enhance the visibility of the OIE and promote its work.

Specific Objectives

The consultant will be required to:

1. Develop a comprehensive internal communications campaign to increase the visibility of OIE among stakeholders.
2. Produce the communication products necessary for execution of the plan.
3. Create communication outputs for the OIE, including but not limited to emailers, videos, infographics, and social media posts.

Performance Measurement

- Develop a set of Key Performance Indicators to measure the effectiveness of the communication campaign in achieving its objectives.

Outputs/Deliverables

The consultant is expected to provide the following deliverables:

1. Elements for a communications campaign in alignment with CDB's communication strategy.
2. An action plan outlining activities and initiatives for 2024 and a list of communication content to be developed, including video concepts, and infographics.
3. Development of OIE's campaign products.
4. Proposed Key Performance Indicators (KPIs) to measure the performance and impact of the communication strategy.

Consultant Profile & Qualifications

The ideal consultant should have the following qualifications and experience:

- A Bachelor's degree in journalism, strategic communications, or a similar field. A Master's degree in communications or a relevant field would be an asset.

- At least 5 years work experience in public relations, corporate communications, or marketing.
- Hands-on experience in content development and a strong, versatile writing skills.
- Proficiency in writing, editing, proofreading, and layout and design of communications materials.
- Ability to deliver creative content in various formats, including text, images, audio, and video.
- Proficiency in social media communications strategies, methods, and tactics, including experience in managing social media accounts and generating content.
- Excellent communication and analytical skills.
- Strong organizational, planning, and coordination skills.
- Ability to multitask and re-prioritize as needed.
- A strong desire to take full ownership of assigned projects and work independently.
- Strong interpersonal skills and the ability to build collaborative relationships.

Indicative Timeframe

The outputs should be developed by the consultant within four months.

The deliverables are expected to be submitted within the following timeline:

Communications Plan	May 2024
Action plan for 2024	May 2024
List of communication contents to be developed	May 2024
Development of OIE's campaign products	May – July 2024
Proposal of KPIs for the communication strategy	July 2024

Submission Instructions

Interested consultants are invited to submit a proposal (technical and financial) to submissions@caribank.org by **Friday April 5, 2024**.

Financial proposals should be denominated in US Dollars.

Evaluation Criteria

Proposals will be evaluated on the following criteria:

- Relevance of experience and qualifications.
- Demonstrated understanding of the task and CDB's context.
- Clarity and feasibility of the proposed approach.
- Demonstrated creativity and innovation in communication strategies.
- Cost-effectiveness of the proposal.

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Questions or queries can be directed to: submissions@caribank.org