



## REQUEST FOR EXPRESSIONS OF INTEREST

### CONSULTANT TO BRAND /REBRAND AND MARKET THE BUREAU OF STANDARDS JAMAICA

**COUNTRY** : JAMAICA  
**PROJECT NAME** : STRATEGIC PUBLIC SECTOR TRANSFORMATION PROJECT  
**IBRD LOAN NO.** : 8406 JM  
**PROJECT NO.** : P146688  
**COMPONENT** : INDUSTRIAL GROWTH AND TRADE FACILITATION  
**BID NO** : 8406JM-COM05A-CQS-001  
**SELECTION METHOD** : CONSULTANTS' QUALIFICATION

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The Government of Jamaica (GOJ) has received loan financing from the International Bank for Reconstruction and Development (IBRD) towards the cost of the Strategic Public Sector Transformation Project (SPSTP) and intends to apply part of the proceeds for consulting services. The Project Development Objective (PDO) is to strengthen public resource management and support selected public sector institutions in facilitating a more enabling environment for private sector growth.

The Bureau of Standards of Jamaica (BSJ), an implementing entity with the Ministry of Finance and Planning (MOFP), intends to separate the regulatory functions of the BSJ whereby the Regulatory Division will become a new Compliance and Inspectorate Body known as *the* National Compliance and Regulatory Authority (NCRA). A Consultant is required to develop and implement a plan for the branding/rebranding of the BSJ and the new Compliance and Inspectorate Body based on their new mandates including the National Certification Body of Jamaica (NCBJ) which operates under the BSJ.

The consultancy will have duration of 6 consecutive months.

The Ministry of Finance and Planning now invites eligible firms to indicate their interest in providing the consultancy services. Interested Consultant Firms should provide information demonstrating that they have the required qualifications and relevant experience to perform the services (description of similar assignments undertaken and availability of a skilled team). The short listing criteria are:

- (a) At least 10 years experience in public relations and marketing of organizations/institutions.
- (b) At least 5 years experience in the development and implementation of marketing, branding or rebranding strategy for institutions.
- (c) Availability of key staff possessing the experience, certification and/ or training in relevant areas including branding, marketing, organizational development or business transformation, and project management.  
*Experience of firms working with multi-functional science based institutions would be an asset.*

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 2011* ("Consultant Guidelines"), setting forth the World Bank's policy on conflict of interest.

Consultants may associate with other firms in the form of a joint venture or a sub consultancy to enhance their qualifications.

A Consultant will be selected in accordance with the Consultants' Qualifications Selection method set out in the Consultant Guidelines. Clarifications to the Request for Expressions of Interest may be obtained by sending an email to [spstp@mof.gov.jm](mailto:spstp@mof.gov.jm), or fax **1(876)932-5977** or mail to the address below.

Expressions of interest along with a copy of the firm's registration certificate must be delivered in a written form to the address below (in person) or by mail, fax or e-mail by **November 11, 2015 at 4:00PM.**

Interested consultants may submit Expression of Interest to:

**THE PROCUREMENT AND ADMINISTRATIVE MANAGER**  
**STRATEGIC PUBLIC SECTOR TRANSFORMATION PROJECT**  
5<sup>th</sup> Floor, Ministry of Finance and Planning  
30 National Heroes Circle  
Kingston, Jamaica WI  
Tel: 922-8600  
Fax: 932-5977  
Email: [spstp@mof.gov.jm](mailto:spstp@mof.gov.jm)