

TERMS OF REFERENCE
CONSULTANCY SERVICES FOR THE MARKETING AND PUBLIC
RELATIONS (PROMOTIONAL) CONSULTANT FOR THE
SHETRADES CARIBBEAN REGIONAL HUB

1. BACKGROUND

1.01 The Caribbean Development Bank (CDB) serves as Host Institution for the SheTrades Caribbean Regional Hub in partnership with the International Trade Centre (ITC) with the objective of building the capacity of women entrepreneurs in the Bank's Borrowing Member Countries (BMCs). The Hub was officially launched in September 2023 and was initially envisioned to support the delivery of training and capacity building to entrepreneurs in topics such as logistics, global trade, e-commerce, management, finance and supply chain management and the provision of market access opportunities through participation in trade fairs. Since its launch, the Hub has amassed a membership of over 1000 women entrepreneurs from across the region as of July 2024.

1.02 A recent analysis of the results of the assessment survey completed by Hub members upon registration revealed that the primary need identified was Access to Trade Finance, closely followed by Business Linkages and Enterprise Development. To address these needs, the Hub has facilitated the participation of members in several online courses through the ITC SME Trade Academy on areas such as Raising Funds for Your Business, Introduction to Business Plans, Considering Export Markets, Export Sales and Negotiation and Creating Quality E-Commerce Content. In seeking to create opportunities for further business linkages, women entrepreneurs in the Hub have benefited from participation in the Ambiente Consumer Goods trade fair in Frankfurt, Germany as well as the Small Island Developing States (SIDS) Gender Equality Marketplace in Antigua and Barbuda.

1.03 However, access to finance remains a critical component in ensuring that MSMEs survive and thrive. Informal discussions with Hub members on the Project's current scope as well as consultations with Business Support Organisations in the BMCs have pointed to the need for a more impactful approach to addressing the access to finance challenge –beyond the provision of theoretical courses - which will help women entrepreneurs to grow resilient, competitive businesses and access new markets, largely through direct financing and investment. Providing these entrepreneurs with appropriate funding opportunities to grow and scale their businesses and diversify their products and services is key in addressing some of the existing gender disparities and promoting their integration into global markets.

1.04 Against this background, the CDB is implementing a non-reimbursable Grow and Go grant facility to assist in improving the capacity of women entrepreneurs in the SheTrades Caribbean Regional Hub to scale their businesses and export.

1.05 The objectives of the Grow and Go Grant Facility are to:

- (a) Provide funding for women entrepreneurs who demonstrate the readiness and capacity to scale or improve their businesses
- (b) Enable women entrepreneurs to take advantage of commercial opportunities in regional and/or global markets through trade and export
- (c) Provide funding to support women entrepreneurs with viable business concepts to study and test the market in relation to products and services for trade and export.

1.06 The Facility will provide a non-reimbursable grant to cover TA and capacity building for firms registered and operating in the Bank's BMCs. The grants will cover up to 100% of eligible cost or a

maximum USD \$25,000 per grant. Under the Project, the Hub will target at least 20 registered women owned/led MSMEs across all exporting sectors.

1.07 The expected impact of the project is increased operational and technical capacity of members of the SheTrades Caribbean Regional Hub to access markets within and outside the Caribbean region. There are two main components for the provision of the SheTrades Caribbean Grow and Go grants to the WSMEs in the Regional Hub. These are:

Component 1 – Grow Stream (USD 200,000) under which grants will be provided to women owned and women led businesses that are currently offering innovative and competitive products and services in sectors which are best placed to take advantage of current and emerging opportunities to trade and export at the global (including regional) level; and

Component 2 – Go Stream (USD 200,000) under which market ready grants will be provided to women-owned and led companies at different stages of their export journey. The **grants** would be made available to new exporters and export-ready companies which require financial or technical catalyst for international expansion. Funding will also be accessible by WSMEs who are already exporting and seeking to scale up their presence in desired target markets or to diversify the products and services already on offer.

1.08 In order to support this project, the SheTrades Caribbean Regional Hub is seeking the services of an independent Marketing & PR Consultant to design and execute a Public Relations Campaign to promote the SheTrades Caribbean Hub and the Grow and Go Stream Grant Facility through production of:

- Mass Media Advertisements
- Social Media Advertisements
- Beneficiary Videos and Case Studies

2. OBJECTIVE

2.01 The objective of this Consultancy is to design and implement a robust public awareness and promotional campaign for the SheTrades Caribbean Regional Hub and the Grow and Go Grant Fund Facility in accordance with the appropriate communications mechanisms within the CDB.

3. SCOPE OF WORK

3.01 The tasks will include, but not be limited to:

- (a) Working closely with the Project Coordinator and the CDB Communications Team, to design, develop and implement a Public Relations and a Marketing Strategy for the Grow and Go Grant Fund Facility.
- (b) Working closely with the Project Team to develop promotional material for the activities of the Regional Hub to promote the Grow and Go Grant Facility.
- (c) Assisting Project Team to promote training session, (to be facilitated by CDB) for all Applicants, outlining the use and navigation of the SheTrades Grow and Go Grant Fund Facility application and processing site/portal.

- (d) Liaising between the Project Coordinator and CDB's Communications department regarding the assignment.

Participating in planning and review meetings with the CDB, SheTrades Caribbean and key relevant partner institutions to discuss implementation and progress of various project activities and status of the work plan.

- (e) Assisting Project Team to arrange and organise local training sessions, workshops, and other project activities.
- (f) Assisting with compiling project information to populate monthly reports to CDB and key partnering institutions.

4. DELIVERABLES AND REPORTING REQUIREMENTS

4.01 The Consultant will prepare and submit to CDB through the SheTrades Project Coordinator monthly, the following:

- (a) Draft Public Relations and Communications Strategy and Campaign for the SheTrades Caribbean Regional Hub
- (b) Finalized Public Relations and Communications Strategy and Campaign to promote the SheTrades Caribbean Regional Hub using:
- (c) Mass (Print, Radio and Television) Media
- (d) Social Media
- (e) Beneficiary Testimonials and Case Studies (audio-visual)

1.2 Additionally, the Consultant shall prepare and submit the following:-

1. In accordance with CDB reporting procedure, at the end of each month, Progress reports addressing section 3 above, highlighting the activities undertaken each quarter, progress to date, and challenges encountered using CTCS Quarterly Progress Report template. The progress reports should be submitted electronically to Michel.Thomas@caribank.org copied to Kayanne.anderson@caribank.org in Microsoft Word format.
2. An overall evaluation report on the Project inclusive of all project expenses. The report should be submitted electronically to Michel.Thomas@caribank.org copied to Kayanne.anderson@caribank.org in Microsoft Word format within 15 days upon completion of the deliverables.

5. QUALIFICATIONS AND EXPERIENCE

5.01 The Consultant should have a minimum of the following qualifications and experience:

- (a) Bachelor's Degree or equivalent in Marketing, Communications, Public Relations or similar field.
- (b) Five years administrative experience performing similar functions.
- (c) A minimum of three years working in a similar capacity with local businesses and other organisations in the Caribbean region.
- (d) Awareness of the regional business climate.
- (e) Computer literate, particularly Microsoft PowerPoint, Excel, and Word programmes.

6. DURATION

6.01 The assignment will be performed over seven (7) months between February 15, 2024, and ending September 30, 2025.