



REQUEST FOR CURRICULM VITAE

The Government of Jamaica through its agency, The Jamaica Promotions Corporation (JAMPRO), 18 Trafalgar Road, Kingston 10, invites suitable qualified individuals to submit CVs for **Consultancy Services to Develop Promotional Brochures for the Digital Global Services Strategy in Jamaica.**

JAMPRO, has received funding from the Inter-American Development Bank (IDB) and is applying a part of the proceeds to these opportunities.

Procurement Entity:	Jamaica Promotions Corporation (JAMPRO)
Project #:	JA-L1079
Project Name:	Skills Development for Global Services Sector
Sector:	Global Services Sector
Duration:	Three (3) months

OBJECTIVES OF THE CONSULTANCY

To develop a collection of four (4) investment brochures showcasing the eight (8) segments within the three (3) broader industries (BPO, KPO, ITO) as well as a fourth, Vertical Integration, identified in the Global Digital Services Strategy for investment promotion.

QUALIFICATION AND EXPERIENCE

- At minimum, a postgraduate degree in one or combined areas of the following disciplines: Communications, Public Relations, Marketing, Economics, Management from recognized tertiary institutions.
- At least 5 years proven track record in developing marketing and promotional materials, specifically:
 - Demonstrable expertise in developing content for niche target audience
 - Demonstrable expertise in business/industry sector analysis and diagnosis – including the digital sector
- Strong project management skills
- Excellent written and oral communication skills, including familiarity with modern reporting/planning techniques (e.g., infographics, dashboards)

The individual Consultant will be selected based on Comparison of Qualifications of National Individuals (QCNI) methodology, 3 CVs and procedures as set out in the IDB policy (GN-2350-9).

Further information can be obtained at the address below:
Procurement Specialist
Global Services Sector Project
Jamaica Promotions Corporation (JAMPRO)
18 Trafalgar Road
Kingston 10
E-mail: gssprocurement@jamprocorp.com

Interested persons should forward their applications and curriculum vitae on or before **May 9, 2022** to the email address gssprocurement@jamprocorp.com. A copy of the Terms of Reference is available for download from JAMPRO's website at <https://dobusinessjamaica.com/about-jampro/tender-invitations/>

We extend our appreciation to all applicants. However only shortlisted applicants will be contacted. The Jamaica Promotions Corporation reserves the right to withdraw this invitation or reject any or all CVs at its discretion.