

# **FAIR TRADING COMMISSION**

## **DEVELOPMENT AND IMPLEMENTATION OF COMMUNICATION STRATEGY**

### **TERMS OF REFERENCE**

#### **BACKGROUND**

The Fair Trading Commission (FTC), an agency of the Ministry of Industry Investment & Commerce, has received assistance from the World Bank Group (WBG) for the purpose of enhancing the Competition Policy framework and level of competition in the Jamaican economy. The purpose is to (a) ensure that a pro-competition approach is taken in the regulatory reforms; (b) increase the FTC's capacity for implementing successful competition advocacy in collaboration with the WBG Competition Policy Team; (c) support the FTC to implement its mandate in enforcing the Fair Competition Act (FCA); and (d) advocate for a regulatory framework that promotes well-functioning markets in the economy.

In addition to the enforcement of the Fair Competition Act (FCA), a critical component of the work of the FTC is public education, which involves the dissemination of information relating to competition advocacy and enforcement by various means, on several issues of varying complexities and to different target groups. The FTC currently utilises an annual magazine, quarterly newsletter, website, annual public lecture and press advisory to get information out to the general public. In line with the Project now being undertaken, which involves the reform of the FCA to include Merger Regulation Provisions and a comprehensive and targeted advocacy programme, it recognises that expertise is required to sensitize the business community as well of policymakers on the effect of the changes of the legislation.

The Project will allow for: (a) the development of 3-year Communication Plan; (b) the implementation of strategy; and (c) guidance to the Staff in implementation and monitoring of the Communication Plan.

#### **OBJECTIVES**

The Public Relation Officer will be required to use all forms of media and communication to build, maintain and manage the public image of the Commission; provide information to consumers and businesses and policymakers on the work of the Commission generally, and specifically in relation to this World Bank Project; communicate key messages; and clarify and promote the Commission's point of view on important issues.

#### **CHARACTERISTICS OF THE WORK**

*Type of Consultancy* — Individual or Firm

*Duration* — January to December 2015

**Place of Work** — Tasks will be undertaken in Kingston, Jamaica at the office of the Fair Trading Commission, 52 – 60 Grenada Crescent, Kingston 5.

**Qualifications & Experience** —

- A first degree in Media Studies, Business Administration or Management.
- At least 5 years work experience within the Public Relations, marketing, events promotion, or journalism trades.
- Exceptional communication skills both orally and in writing.
- Excellent interpersonal and presentation skills.
- Ability to prioritize and plan effectively.
- Creativity.

## **ACTIVITIES**

**The Scope of Work includes:**

### **Deliverables and responsibilities**

- Develop public relations strategies, campaigns, and initiatives to improve public perception of the Commission.
- Prepare and publish newsletters and other literature.
- Write and edit magazines, speeches, articles, brochures and annual reports.
- Liaise with and respond to enquiries from media, individuals and other organizations.
- Collate and analyze media coverage.
- Organize events including workshops, seminars and press conferences.
- Define and identify target audience.
- Write press releases and collate media kits.
- Maintain effective working relationships with media representatives.
- Formulate policies and procedures related to public information programs.
- Manage the Commission's reputation with the public in general and stakeholders, in particular.
- Manage, maintain and update information on the Commission's website.
- Develop and disseminate information to the public by appropriate means.

### **Responsibilities of the FTC**

- Review project scope and objectives and advise on changes as required.
- Facilitate the Consultant with access to technical and business process information and FTC personnel as required for the project.
- Participate in project status meetings.

- Coordinate and manage the activities of the Consultant.
- Ensure that deliverables are reviewed by the appropriate personnel within the agreed timeframes.
- Obtain and provide information, data, and decisions within an agreed time frame in order to ensure continuity of the work in accordance with the stated objectives.
- Assist with resolving project issues as is necessary.
- Handle the procurement of the equipment that is needed.

#### **TIMELINE & PAYMENT SCHEDULE**

As activities are ongoing and overlapping, all deliverables must be executed within the contract period. Payments will be made in four equal parts, quarterly, on the basis of assessments by the Executive Director and Project Manager. Payments shall be approved by the Commissioners.

#### **SUPERVISION AND COORDINATION**

Day to day monitoring will be done by the Project Manager and the Executive Director. Assessment of the outcomes and transfer of technical knowledge will be supervised by the Executive Director and General Manager.

*August 26, 2014*