

# REQUEST FOR PROPOSAL

**Date: April 30, 2025**

## **Hiring a Public Relations Team to Promote Digital Transformation for the Government of St. Kitts and Nevis**

### **1. Introduction**

The Digital Transformation Management Unit (the DTMU) of the Ministry of ICT and Post, Government of St. Kitts and Nevis, is currently seeking the professional services of a Public Relations, Media and Digital Marketing outfit to assist it in crafting and executing a comprehensive PR strategy to promote the government's digital transformation programme. Digital Transformation is one of the pillars of the Government's Sustainable Island State Agenda (SISA) aimed at enhancing operational efficiency, improving citizen experience, promoting transparency and fostering technological innovation.

As part of the government's digital transformation agenda, we recognise the importance of engaging all stakeholder groups to draw on their ideas and expertise. A clear and consistent communication drive is thus required to promote awareness, buy-in, and collaboration throughout this transformative process.

### **3. Objectives**

The selected PR team will:

1. Assist the DTMU with developing a public relations strategy that highlights the role of Digital Transformation in achieving a sustainable island state.
2. Highlight the role and importance of various stakeholder groups in the success of Digital Transformation.
3. Proactively engage stakeholders with a view to understanding the communication needs relative to Digital Transformation.
4. Create campaigns and materials that are engaging, accessible, and aligned with the objectives of Digital Transformation.
5. Be able to hold a press conference or similar event and answer general questions on digital transformation projects
6. Follow up on questions asked by the public or media

### **4. Scope of Work**

The service provider will do the following:

1. Conduct stakeholder analyses.

2. Develop a comprehensive PR strategy and roadmap tailored to our digital transformation goals.
3. Develop targeted messaging for different stakeholder groups.
4. Design and execute engagement campaigns to foster understanding, collaboration and support.
5. Produce high-quality content, including blogs, social media posts, videos, and infographics.
6. Monitor the effectiveness of PR activities.
7. Crisis Management & Reputation Protection/Management for the DTMU.

## **5. Deliverables**

The selected PR team will be required to deliver:

1. A comprehensive PR strategy document.
2. A detailed timeline for execution.
3. Monthly reports on campaign progress and outcomes.
4. Media coverage reports and analytics.
5. Copies of all content created (press releases, articles, videos, etc.).

## **6. Proposal Requirements**

Interested service providers should submit a proposal that includes:

1. Overview of the company, including size and areas of expertise.
2. Relevant experience in delivering PR campaigns.
3. Relevant experience of key team members.
4. Detailed plan for meeting the scope of work and deliverables.
5. Proposed timeline for execution.
6. Detailed cost breakdown, including fees for each component of the project.
7. Case studies or examples of previous work.

## **7. Evaluation Criteria**

Proposals will be evaluated based on the following criteria:

1. Demonstrated experience in PR campaigns.
2. Creativity and effectiveness of the proposed strategy.
3. Qualifications and expertise of the team.
4. Cost-effectiveness of the proposal.
5. Quality of references and past work.

## **8. Submission Details**

- **Submission Deadline:** May 30, 2025
- **Contact Information:**

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We look forward to receiving your proposal and partnering with a team that shares our vision for driving impactful digital transformation.