

REQUEST FOR EXPRESSIONS OF INTEREST (REOI)

Consulting Services – Firm Selection

Assignment Title: Consultancy to Support the Central Statistics Office to Institutionalize Strategic Communication of Official Statistics

Project: OECS Data for Decision Making (DDM) Project – Grenada Component

Country: Grenada

Location: Central Statistics Office (CSO), Grenada

Duration: Eight (8) Months

1. Background

The Government of Grenada, jointly with Saint Lucia, Saint Vincent and the Grenadines, and the OECS Commission, is implementing the OECS Data for Decision-Making (DDM) Project with financing from the World Bank. The Project aims to strengthen the institutional environment for producing, disseminating, and using official statistics across participating OECS member states.

The Grenada component of the Project, implemented by the Central Statistics Office (CSO), supports the modernization of statistical legislation, implementation of censuses and surveys, improvement of statistical infrastructure, and strengthening of advocacy and communication for official statistics.

Over the life of the Project, Grenada has completed major statistical exercises including the Population and Housing Census (PHC) and the Census of Agriculture (CoA), while the Survey of Living Conditions and Household Budget Survey (SLC-HBS) and Labour Force Survey (LFS) are ongoing. These initiatives are generating substantial volumes of statistical data intended to support evidence-based decision-making across government, private sector, academia, and civil society.

To maximize the accessibility, visibility, and public understanding of official statistics, the CSO seeks to institutionalize strategic communication and modernize its digital presence through the engagement of a qualified consulting firm.

2. Objective of the Assignment

The objective of this consultancy is to provide technical assistance to the CSO to institutionalize strategic communication of official statistics and modernize its public-facing digital presence.

Specifically, the assignment seeks to:

- Strengthen advocacy and public awareness of official statistics;
- Institutionalize branding, communication, and stakeholder engagement practices;
- Improve public access to statistical products and services;
- Modernize and enhance the CSO website to improve user experience and accessibility;
- Build internal capacity for strategic communication and digital dissemination.

3. Scope of Services

The selected consulting firm will be responsible for delivering strategic communication and website enhancement services for the CSO. The assignment includes, but is not limited to, the following activities:

A. Strategic Communication of Official Statistics

- Conduct assessments of the CSO's current communication practices and outreach mechanisms;
- Develop a three-year Communication Strategy for Official Statistics;
- Prepare a Service Delivery Charter for public-facing statistical services;
- Develop a comprehensive CSO Branding and Visual Style Guide;
- Prepare campaign plans for official statistics observance events and career fairs;
- Facilitate strategic communication training workshops for CSO staff and key stakeholders.

B. Website Enhancement

- Review and assess the existing CSO website and digital dissemination platforms;
- Develop website design specifications and functionality requirements;
- Design, develop, test, and deploy an upgraded public-facing website;
- Integrate GIS features, interactive dashboards, feedback tools, and downloadable datasets;
- Develop website maintenance guides and service level agreements;
- Conduct training for CSO staff on website administration and maintenance.

4. Deliverables

The Consultant will be required to deliver, inter alia:

- Inception Report;
- Report on Current Communication Practices;
- Communication Strategy for Official Statistics;
- Service Delivery Charter;
- CSO Branding and Style Guide;
- Campaign Plan for Official Statistics Events;
- Website Review Report;
- Website Design Specifications Report;
- Functioning Enhanced Website;
- Website Testing Report;
- Website Maintenance Guide and Service Level Agreement;
- Training Workshop Reports;
- Final Consultancy Report.
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5. Qualifications and Experience

Interested firms should demonstrate:

- Minimum of five (5) years' experience in strategic communication, branding, digital communication, website development, or related services;
- Demonstrated experience delivering similar assignments for public sector, statistical, development, or knowledge-based institutions;
- Experience developing communication strategies, branding frameworks, websites, and stakeholder engagement programmes;
- Experience in website development including CMS platforms, accessibility standards, SEO optimization, website security, and analytics integration;
- Experience facilitating stakeholder consultations, workshops, and training programmes;
- Ability to coordinate multidisciplinary teams and deliver assignments within agreed timelines.

Key Experts should collectively demonstrate expertise in:

- Strategic communication and advocacy;
- Website development and digital solutions;
- GIS and data visualization;
- Official statistics dissemination and stakeholder engagement.

6. Selection Method

The Consultant will be selected in accordance with the Quality- and Cost-Based Selection (QCBS) method set out in the World Bank Procurement Regulations for IPF Borrowers, Sixth Edition, February 2025.

Interested firms should provide information demonstrating that they possess the required qualifications and relevant experience to perform the services. Consultants may associate with other firms in the form of a joint venture or sub-consultancy to enhance their qualifications.

7. Duration and Location

- Duration: Eight (8) Months
- Location: Central Statistical Office (CSO), Grenada
The assignment may include both in-country and remote support arrangements.

8. Invitation for Expressions of Interest

Interested consulting firms are invited to submit:

- Company profile;
- Description of relevant experience and similar assignments;
- Availability of appropriate skills among staff;
- At least three (3) examples of similar assignments completed;
- Contact information for references.

9. Submission Details

Expressions of Interest must be submitted in English no later than 12th June 2026 at 3:00 p.m. (AST), and clearly marked:

“Expression of Interest – Consultancy to Support the Central Statistics Office to Institutionalize Strategic Communication of Official Statistics”

Electronic submissions via the Procurement Portal only:

[Grenada Procurement Portal](#)

10. Contact Information

Central Procurement Unit
Attn: Ms. Erisa Bleasdille – Procurement Officer
Ministry of Finance, The Galleria Mall
Grand Anse, St. George’s, Grenada
Tel: +1 (473) 440-2731

11. Access to Terms of Reference (TOR)

The detailed Terms of Reference (TOR) for the assignment can be found at the following websites:

- [Government of Grenada Procurement Notices](#)
- [Grenada Procurement Portal](#)