

THE UNIVERSITY OF THE WEST INDIES

DIGITAL TRANSFORMATION PROJECT

CONSULTANCY SERVICE FOR A REVIEW OF THE UWI'S DIGITAL MARKETING AND DEVELOPMENT OF A DIGITAL MARKETING STRATEGY

REQUEST FOR EXPRESSIONS OF INTEREST – FIRMS

The University of the West Indies (the UWI) has received financing from the Caribbean Development Bank (CDB) in an amount equivalent to US\$8,496,100 towards the cost of Digital Transformation Project and intends to apply a portion of the proceeds of this financing to eligible payments under a contract for which this invitation is issued. Payments by CDB will be made only at the request of The UWI and upon approval by CDB, and will be subject in all respects to the terms and conditions of the Financing Agreement. The Financing Agreement prohibits withdrawal from the financing account for the purpose of any payment to persons or entities, or for any import of goods, if such payment or import, to the knowledge of CDB, is prohibited by a decision of the United Nations Security Council taken under Chapter VII of the Charter of the United Nations. No party other than The UWI shall derive any rights from the Financing Agreement or have any claim to the proceeds of the Financing.

The UWI is the Executing Agency of this Project and now wishes to procure Consultancy Services for a review of the UWI's Digital Marketing and the development of a Digital Marketing Strategy for the UWI.

The objectives of the Consultancy is:

To design a digital marketing system and clearly defined marketing strategy to support:

- a) A unified **OneUWI** brand
- b) Optimal brand visibility; and
- c) Increased engagement with key internal and external stakeholders and audiences.

The UWI now invites interested eligible Consulting Firms to submit Expressions of Interest for the provision of these consultancy services.

Consultants shall be eligible to participate if:

- (a) In the case of a body corporate, it is legally incorporated or otherwise organised in an eligible country, has its principal place of business in an eligible country and is more than 50 per cent beneficially owned by citizen(s) and/or *bona fide* resident(s) of an eligible country(ies) or by a body(ies) corporate meeting these requirements;
- (b) In the case of unincorporated firms, the persons are citizens or *bona fide* residents of an eligible country; and
- (c) In all cases, the consultant has no arrangement and undertakes not to make any arrangements, whereby any substantial part of the net profits or other tangible benefits of the contract will accrue or be paid to a person not a citizen or *bona fide* resident of an eligible country.

Eligible countries are member countries of CDB. Consultants are advised to review the detailed eligibility criteria detailed in Section 4 and conflict of interest provisions in Section 5 of the Procurement Procedures for Projects Financed by CDB (January, 2021), as published on CDB’s website.

In the assessment of submissions, consideration will be given to the following:

- (i) Technical competence;
- (ii) Qualifications and experience;
- (iii) Local and regional experience on similar assignments;

Key Experts will not be evaluated at the shortlisting stage.

Interested Consultant teams are required to submit their expression of interest using the “EOI Consulting Firms Template” attached to this REOI. All information must be submitted in English. Further information may be obtained from the first address below between 8:30AM and 4:00PM (GMT-5) Monday to Friday.

One electronic copy of the Expression of Interest in Portable Document Format (PDF) must be emailed to the **first addresses** below no later than **2:00pm (local time in Jamaica) Friday, May 02, 2025** and one electronic copy must be emailed simultaneously to CDB at the **second email** address below. The email submission must include the name and address of the consultant. The email subject line should state **“Expression of Interest – Review of the UWI’s Digital Marketing and Development of a Digital Marketing Strategy”**.

The selection method shall be Consultants’ Qualifications Selection. Therefore, following the assessment of submissions, firms shall be assessed and compared, and the best qualified and experienced firm shall be selected. Only the selected firm shall be asked to submit a combined technical and financial proposal and, if such proposal is responsive and acceptable, be invited to negotiate a contract.

The UWI reserves the right to accept or reject late applications or to cancel the present invitation partially or in its entirety. It will not be bound to assign any reason for not selecting any applicant and will not defray any costs incurred by any applicant in the preparation and submission of an Expression of Interest.

Address 1

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