

REQUEST FOR EXPRESSIONS OF INTEREST

Marketing and Branding of Tourist Corridors and Trails in the Emerging Destination, Toledo, through the Development and Execution of a Marketing Plan

Institution: MINISTRY OF TOURISM AND CIVIL AVIATION (MTCA)
Country: BELIZE
Project: SUSTAINABLE TOURISM PROGRAM II (STPII)
Sector: SUSTAINABLE TOURISM
Deadline: Thursday, 6th February 2020 at 4:00pm (local time)

The Government of Belize has received financing from the Inter-American Development Bank (IDB) towards the cost of the “Sustainable Tourism Program II” (STPII) and intends to apply part of the proceeds for consulting services. This consultancy will support the marketing and branding of the emerging destination, Toledo, in the form of the development and execution of a (1) one-year Marketing Implementation Plan, which will further support the goals of the National Sustainable Tourism Master Plan (NSTMP) and National Tourism Policy (NTP). The primary focus of the consultancy will be to consolidate and strengthen the tourism value chains in the Toledo District by providing marketing/customer service support; it will also complement the multi-million dollar investments to be carried out in the destinations identified in the scope of the STPII Project, and other development projects in the area.

This consultancy should not exceed a period of sixty – five (65) weeks. The individual consultant will be task to i.) Develop a detailed Work Plan which will include but not be limited Introduction/Objective/Methodology/Work Schedule/Resource Requirements/Monitoring and Evaluation (Key Performance Indicators/ Milestones/ and Quality Control; ii.) Assessment of Tourism Development Plan for Toledo District; iii.) Execution of the (1) one-year Toledo Corridor & Trail Marketing Campaign for Toledo District.

The consultant must possess the following qualifications:

- Minimum of a Bachelor’s Degree in Marketing and Bachelors in the related field of Communication, Tourism Management or Business Management may be considered.
- Knowledge of tourism marketing and tourism branding
- Able to coin and convey persuasive messages
- Excellence in verbal and non-verbal communications
- Experience in designing and website development, social media content development and management, and graphic design.
- Minimum of three (3) years’ experience in community (field) related work
- Demonstrated knowledge of digital channels and PR campaign strategies.
- Experience in working with community groups, conducting training to community groups or conducting stakeholder consultations.
- Fluency in English and a working knowledge of Spanish is desired.
- Ability to travel on and off roads (rugged terrain).
- Ability to meet deadline according to contract demands and within a defined span of time.
- Excellent Presentation skills

The individual consultant will be selected based on the Comparison of Qualification of National Consultants procurement method in accordance with the procedures set out in the Inter-American Development Bank: *Policies for the selection and Contracting of Consultants financed by the Inter-American Development Bank* (GN-2350-9). The Ministry of Tourism and Civil Aviation now invites eligible individuals to indicate their interest in providing the services. Interested persons should provide information demonstrating that they have the required qualifications and relevant experience to perform the services.

Interested individual consultants may obtain further information at the address below during office hours 09:00 AM to 4:00 PM local Belize time. Expressions of interest must be delivered via direct mail or e-mail at the address indicated below by 4:00 p.m. on Thursday, 6th February 2020.

Submissions:

**Consultancy: Marketing and Branding of Tourist Corridors and Trail, Toledo
Ministry of Tourism & Civil Aviation / Toledo Local Tourism Committee**

Submit via email (PDF Format ONLY):

OR

Mailing Address:

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