


**Request for Expression of Interest (EOI)
for
Individual Consultant (National)**

1.	Ministry/Division	Information and Communication Technology Division (ICTD)
2.	Agency	Bangladesh Hi-Tech Park Authority (BHTPA)
3.	Name of Procuring Entity	Digital Entrepreneurship and Innovation Eco-System Development (DEIED) Project
4.	Title of Service	Selection and Employment of a Communication Specialist
5.	Procuring Entity District	Dhaka
6.	Expression of Interest for Selection of	Communication Specialist (Individual Consultant -National)
7.	EOI Ref. No.	56.02.0000.028.07.072.22.159
8.	Date	01/03/2023
Key Information		
9.	Procurement Method	SIC (Selection of Individual Consultant)
10.	Package No.	DEIEDP-BHTPA-S-18-3: Communication Specialist
Funding Information		
11.	Budget & source of funds	Development Budget (IDA Credit)
12.	Development Partner	World Bank (IDA)
Particular Information		
13.	Project Code & Name	Digital Entrepreneurship and Innovation Eco-System Development (DEIED) Under PRIDE Project
14.	Closing Date and time	20/03/2023, 02.30 PM
15.	Submission place	Project Director, Digital Entrepreneurship and Innovation Eco-System Development Project, Bangladesh Hi-Tech Park Authority, ICT Division, ICT Tower, Level-09, Agargaon, Dhaka-1207
Information for Applicant		
16.	<p>Brief Description of the Assignment (Please see details in TOR):</p> <ul style="list-style-type: none"> • Collaborate with management to develop and implement an effective communications strategy based on target audience. • Develop and synchronize for a common communication strategy for all stakeholder/firms working under the DEIEDP-PRIDE project; • Develop a communication training plan and implement in collaboration with BHTPA for sustainability. • Write, edit, and distribute content, including publications, press releases, website content, annual reports, speeches, and other material that communicates the organization's activities, products and/or services. • Respond to media inquiries, arrange interviews, and act as a spokesperson for the organization. • Establish and maintain effective relationships with journalists, and maintain a media database. • Seek opportunities to enhance the reputation of the brand, and coordinate publicity events as required. • Maintain records of media coverage and collate analytics and metrics. • Manage conflict as it arises and escalates to management. 	



	<ul style="list-style-type: none"> Any other works requested by the Project Director & Public Relations Officer. 				
17.	<p>Qualification Criteria (Selection criteria)</p> <p>A. Academic:</p> <ul style="list-style-type: none"> A Minimum bachelor's degree in Mass Communication & Journalism/relevant subjects; holding post-graduate qualification in communication/related areas (certificate/diploma/ degree) will be considered as added advantage. <p>B. Experience:</p> <ul style="list-style-type: none"> At least 05 (Five) years of relevant experience in the field of reporting/news editing/writing and communication/publication works. At least 10 articles should be published in prominent journals, published at least one analytical book about media or film will be given extra privileges. Training on Photo Journalism organized by public organizations/institutions will be given extra privileges. Journalism and social media experiences will get preferences. <p>C. Computer Literacy:</p> <ul style="list-style-type: none"> Must be computer literate and have user-at-ease ability to work on common office-use software. <p>D. Aptitude:</p> <ul style="list-style-type: none"> Good report preparation skills and experience. Proven communication skills (excellent command in English and Bengali). Good time management and organizational skills. Practical knowledge and strong concept of Documentary/Short Film/Feature Film etc. 				
18.	<p>Application Details</p> <p>The BHTPA invites eligible applicants to express their interest in providing the services. Interested applicants are requested to provide information indicating that they are qualified and competent to perform the services [(A complete CV with one copy recent passport size photograph, photocopy of academic, training & experience certificate and other details as required as per the application forms (RFA) provided by the undersigned)]. Interested applicants may obtain detail TOR, application forms available at BHTPA website (www.bhtpa.gov.bd).</p> <p>Expressions of interest (EOI) shall be submitted on or before March 20, 2023, 02.30 PM in sealed envelope delivered to the undersigned and be clearly marked “Request for expression of interest for selection of National Individual Consultant: Communication Specialist, Package No: DEIEDP-BHTPA-S-18-3” on the top of the envelop.</p>				
Procuring Entity Details					
19.	<table border="1"> <tr> <td>Name, Designation & Address of the Official Inviting Application</td> <td>Abul Fatah Md. Baligur Rahman, Project Director, Digital Entrepreneurship and Innovation Eco-System Development Project, ICT Division, Bangladesh Hi-Tech Park Authority, ICT Tower, Level-09, Agargaon, Dhaka-1207</td> </tr> <tr> <td>Contact Details</td> <td>Tel No: 55006889, Email: pd.deiedp@bhtpa.gov.bd</td> </tr> </table>	Name, Designation & Address of the Official Inviting Application	Abul Fatah Md. Baligur Rahman, Project Director , Digital Entrepreneurship and Innovation Eco-System Development Project, ICT Division, Bangladesh Hi-Tech Park Authority, ICT Tower, Level-09, Agargaon, Dhaka-1207	Contact Details	Tel No: 55006889, Email: pd.deiedp@bhtpa.gov.bd
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Contact Details	Tel No: 55006889, Email: pd.deiedp@bhtpa.gov.bd				
21.	The procuring entity reserves the right to accept or reject any or all Expressions of Interest (EOI) without assigning any reason whatsoever.				


 Abul Fatah Md. Baigur Rahman
 Project Director