



CARICOM REGIONAL ORGANISATION FOR STANDARDS AND QUALITY (CROSQ)

TERMS OF REFERENCE

Title:	Digital Communications and Marketing Expert
Main Duty Station and Location:	Home based
Mission/s to:	Barbados
Start of Contract (EOD):	16/10/2026
End of Contract (COB):	4/11/2026
Contract Type:	14 person-days

PROJECT CONTEXT

The United Nations Industrial Development Organization (UNIDO) is the specialised agency of the United Nations that promotes industrial development for poverty reduction, inclusive globalisation, and environmental sustainability. Under the Programme “Supporting business-friendly and inclusive national and regional policies, strengthening productive capabilities and value chains,” funded by the European Union and the Organisation of African, Caribbean and Pacific States (Delegation Agreement FED/2018/403-924), UNIDO has been entrusted with a Project that constitutes the meso-level component of the Programme.

The project component, entitled “Supporting quality and regulatory infrastructure, value chain-specific quality infrastructure services and quality culture promotion in the African, Caribbean and Pacific Group of States”, will contribute to the overarching objectives of the Project, namely, to increase the economic and social impact from ACP participation in the multi-lateral trading system. This will be achieved through increased competitiveness of SMEs and their products on local, regional and international markets, increased ACP consumer safety, and increased contribution of OACPS to the operation of the multi-lateral trading system.

This specific project component is designed to contribute to the overall programme objective by achieving three key outputs:

- 1) Enhancing regional quality and regulatory infrastructure (Q&RI) governance;
- 2) Strengthening the availability of value chain specific quality infrastructure (QI) Services; and
- 3) Promoting Quality Culture and Practices.

The CARICOM Regional Organisation for Standards and Quality (CROSQ) is the Regional Technical Counterpart in the Caribbean for the ACP QI Programme. CROSQ is a regional inter-governmental organisation established by the Caribbean Community (CARICOM) in February 2002 to support economic development within the Caribbean Community (CARICOM) and is headquartered in Warrens, Barbados.

CARIBBEAN CONTEXT

CROSQ's main objectives are the development and harmonisation of standards, metrology, mutual recognition of accreditation and certification systems and facilitation of the achievement of international

competitiveness of regional goods and services produced and provided in the Community. Since the inception of CROSQ, the focus has shifted over the years from regional standards development and standards harmonisation throughout the region to the development of the basic regional quality infrastructure architecture and equivalence.

Organisational Structure and Governance

CROSQ is governed by the Council of CROSQ, comprising representatives from each of the 15 CARICOM Member States' National Standards Body (NSB) and a representative from the CARICOM Secretariat. This Council is responsible for recommending standards for approval, policy decisions, and defining the strategic direction of the Secretariat of CROSQ. The Secretariat of CROSQ is led by the Chief Executive Officer.

Quality Promotions

Quality Promotions refers to the coordinated strategic function of increasing awareness, understanding, visibility, participation, adoption, and stakeholder support for the Regional Quality Infrastructure (QI) and its associated services, programmes, systems, and institutions. It is the primary objective, strategic outcome, and organising purpose of the Management, Information, Knowledge and Education (MIKE) Committee's work. Accordingly, Quality Promotions encompasses the MIKE Committee's coordinated efforts to build a culture of quality among CARICOM member states; increase their understanding of Quality Infrastructure (QI); demonstrate the value of QI to all regional stakeholders; promote stakeholder and member state participation in QI processes; encourage member state adoption and use of QI services and outputs; increase the visibility and influence of QI institutions around the CARICOM region; facilitate regional sharing and application of QI knowledge; and, critically, to develop the capacity of the National Standards Bodies (NSBs) to promote Quality Infrastructure effectively.

In this context, CROSQ is seeking to procure the services of a Digital Communications and Marketing Expert to strengthen the capacity of the MIKE Committee in digital content creation and campaign development. The consultancy is expected to enhance participants' practical skills, provide targeted training and mentorship, and support the development of a framework to guide the planning and implementation of digital campaigns. The training will be delivered through a two-day workshop held in person in Barbados, from 9:00 a.m. to 4:00 p.m. each day, with in-person participation limited to a maximum of 14 participants. The workshop will adopt a highly practical and participatory approach, combining technical and conceptual inputs with demonstrations, hands-on exercises, peer learning, and facilitator feedback.

FUNCTIONAL RESPONSIBILITY

The purpose of the requested services is to build the capacity of the MIKE Committee in the development of digital content to support the quality promotions work of National Standards Bodies (NSBs), particularly in promoting a culture of quality and strengthening knowledge sharing and communication across the CARICOM region.

Under the direct supervision of the Technical Officer – Quality Promotions and Regional Affairs of CROSQ, the expert will perform the duties outlined in the table below.

Main Duties	Concrete/ measurable Outputs to be achieved	Location
Participate in an inception meeting with CROSQ to confirm the objectives, scope, methodology, deliverables, and implementation schedule for the assignment.	Inception Report. The report should detail the methodology to be adopted, key activities, deliverables, and a work plan and implementation timeline.	Home based
Conduct a brief baseline assessment of MIKE Committee members' skills, knowledge,	Baseline Training Needs Assessment Report. The report should:	Home-based

Main Duties	Concrete/ measurable Outputs to be achieved	Location
experience, and capacity needs in digital content creation and campaign development, using appropriate methods such as consultations, surveys, focus groups, or a combination thereof, and use the findings to inform the design of the training workshop and subsequent mentorship activities. Informed by the needs assessment findings, recommend the three (3) Member States to be provided with mentorship and support in the development of their digital campaigns.	- Assess participants' existing knowledge, skills, and experience in digital content creation and campaign development. - Identify priority capacity building and training needs. - Outline the training topics, content, and delivery approach for the training workshop. The report should also include Mentorship Guidelines outlining the approach, proposed activities and expected outputs for providing targeted mentorship to three (3) Member States.	
Conduct a hybrid practical training workshop (in-person and online delivery) for MIKE Committee members, tailored to the identified capacity-building needs in the Baseline Training Needs Assessment and focused on strengthening their skills in digital content creation and campaign development.	Training Report. The report should document the training methodology and topics covered, practical exercises undertaken, participant attendance, key outcomes, and recommendations on areas where further training or capacity development is required, informed by the assessment of participants. The report should include the training materials developed and used, including presentation materials, practical exercises, templates, examples, and other relevant resource materials. It should also include an assessment of the training by participants, capturing their feedback on the relevance and usefulness of the training, achievement of learning objectives, quality of delivery and materials, and areas for improvement.	Barbados
Develop a practical framework for the planning and development of digital campaigns to guide the MIKE Committee in designing and implementing digital campaigns.	Digital Campaign Framework. A practical framework providing guidance on the key elements and steps for developing digital campaigns, including campaign objectives, target audiences, key messages, content development, communication channels, content planning, implementation, and monitoring and evaluation.	Home-based
Provide mentorship to three (3) Member	Mentorship Report The report should	Home-based

Main Duties	Concrete/ measurable Outputs to be achieved	Location
States to support the development of their digital campaigns, using the practical framework referenced above.	document the mentorship activities undertaken with each Member State, including the support provided, progress made, outputs developed, challenges encountered, and recommendations for further support. As part of the mentorship, each participating Member State should develop the following practical outputs: • Content Matrix: A practical matrix identifying the campaign objective, the target audience, key message, content theme, content format, communication channel, and desired action. • Digital Content Calendar: A publishing schedule specifying the date, platform, content topic, format, caption/copy requirements, creative asset, call to action (CTA), and responsible person.	
Prepare a final report consolidating the activities undertaken, outputs achieved, lessons learned, and recommendations for sustaining and strengthening digital content creation and campaign development capacity within the MIKE Committee	Final Report. The report should provide a consolidated overview of the assignment, including key activities undertaken, outputs achieved, outcomes, lessons learned, challenges, and recommendations for strengthening the MIKE Committee as it relates to building and sustaining capacity to develop digital content and digital campaigns. The recommendations should include practical monitoring and evaluation measures and proposed key performance indicators (KPIs) to support the tracking of digital communications and campaign activities, audience engagement, reach, and effectiveness by NSBs/QI institutions.	Home-based
Total days:	14	

PROJECT DURATION

14 person-days within 1 month.

QUALIFICATIONS AND EXPERIENCE

The expert is expected to possess a combination of education, skills, and experience relevant to digital communications, content creation, digital campaign development, training, and mentorship. Specifically, the consultant should demonstrate:

1. Education

- At least a Bachelor's degree in Communications, Marketing, Digital Media, Public Relations, Media Studies, or a related field.
- Formal qualifications or equivalent professional training in digital communications, digital marketing, content creation, campaign development or related areas would be an asset.

2. Professional Experience

- A minimum of 7 years of practical experience in digital communications, including the development of digital content and the planning and implementation of digital campaigns. Candidates with at least 5 years of relevant experience may also be considered where they demonstrate substantive regional or international experience in digital communications and campaign development. The expert should provide examples of relevant work demonstrating their role and contributions, which may include links, portfolios, screenshots, or brief project descriptions.
- Demonstrated experience in conducting training and capacity-building activities for diverse stakeholder groups.
- Experience working with regional or international organisations, multi-country programmes, or diverse stakeholder groups would be an asset.

Other

- Familiarity with Caribbean or regional multi-country institutional arrangements is desirable.
- Knowledge of quality infrastructure, standards, conformity assessment, or related technical fields would be an asset.
- Experience developing digital communication or campaigns for technical, regulatory, development, or public-interest subject matter would be desirable.

SUBMISSION

Curriculum Vitae(s) should be submitted to Ms. Krystal Seecharan, Technical Officer – Quality Promotions and Regional Affairs, at krystal.seecharan@crosg.org and copied to Ms. Teyonna Delice-Mayers, General Project Officer – Project Implementation, at teyonna.delicemayers@crosg.org by 4:00 PM AST on **Wednesday, 14 October 2026**.