

TERMS OF REFERENCE

1. **BACKGROUND**

The Ministry of Science, Energy and Technology (MSET) was created in March 2016 and has portfolio responsibility for the areas of science, energy and technology. The Ministry's policies and programmes are developed in support of the achievement of the goals of Vision 2030, National Development Plan, the Medium Term Socio-Economic Policy Framework (MTF) 2018-2021, the Medium Term Economic Programme (MTEP), as well as the Medium-term Strategic Priorities of Government for 2022/2023.

The MSET has portfolio responsibility for twelve (12) agencies and departments spanning the country's science, energy and technology sectors. This has a direct impact on its structure, mandate, mission and vision, and a broadening of its responsibilities. Consequently, the MSET areas of focus in science, energy and technology feed directly into the Government of Jamaica's (GOJ) medium term strategic priority, which is 'Inclusive Sustainable Economic Growth and Job Creation'. Therefore, the Ministry's policy priorities have been planned with keen focus on facilitating improved energy security, ease of doing business through digital technology, increased wealth creation through advancements in Information and Communications Technology (ICT), and Science, Technology and Innovation.

Mission

The MSET's mission is to provide the legal and policy framework that guides innovation and development in the science, energy and technology sectors to fuel growth.

Vision

The MSET's mission is to be the leading public sector organisation to provide the legislative, regulatory and policy framework that will ensure energy security and promote innovation, investments and development in the science and technology (S&T) sectors.

Mandate

The MSET is currently mandated to:

- Encourage private sector innovation in the science, energy and ICT sectors.
- Lead legal and regulatory reform of the ICT, electricity and gas sectors.
- Improve national energy efficiency and conservation.
- Diversify primary energy sources, particularly to increase the share of renewable energy and to reduce dependence on imported fuels.
- Promote and enable the exploitation of S&T for innovation and economic development.
- Streamline government's ICT operations in an effort to create a digital society.

- Make access to Government services, more convenient and efficient using ICTs (e-Government) and promoting the use of free and open source software.
- Increase access to and usage of ICT within the education sector and all segments of the economy.

2. OBJECTIVES OF CONSULTANCY

The objective of this consultancy is to provide Communications and Public Relations support for the execution of a Public Education Campaign for the MSET to highlight the objectives of and the impact of the Data Protection Act, 2020.

3. SCOPE OF WORK

The work to be performed by the Consultant shall include, but not be limited to:

- a) Informing of the provisions of the Data Protection Act, 2020.
- b) Informing of the powers of the Information Commissioner and the role and functions of the Office of the Information Commissioner.
- c) Informing of the various types of data and how the provisions of the Data Protection Act treat with each type.
- d) Informing of the roles and responsibilities of data subjects, data controllers and data controller representative and data processors.
- e) Informing of the role, responsibilities and process for the appointment of Data Protection Officers.
- f) Informing on the registration process requirements for Data Controllers.
- g) Informing of the Data Protection Standards for the processing of Personal Data.
- h) Informing on the exemptions under the Data Protection Act.
- i) Information on the offences, enforcement and appeal provisions stated in the Data Protection Act.

4. TARGET AUDIENCE

The target audience includes:

- The General Public
- Persons involved in the Financial, Manufacturing and Marketing sectors
- Persons involved in Small and Medium Enterprises
- School/University Administrators (All levels)
- Utility companies
- Telecommunications Providers
- Ministries, Departments and Agencies of Government

- All Statutory bodies and Authorities, Government owned or controlled Companies and Commissions of Parliament

5. DELIVERABLES OF CONSULTANT

The deliverables shall include:

- A. Research and content development for Radio
 - a. Five 30 secs radio advertisements.
 - b. Fortnightly briefs and preparation for Minister's and technical supports' participation in radio call ins.
 - c. Preparation of interview briefs for weekly radio programmes.
- B. Research and content development for television/social media production
 - a. Development to broadcast quality, ten 15 secs videos for television and social media.
 - b. Preparation of briefs for TV interviews for Minister and technocrats.
- C. Research and develop content for print media
 - a. Prepare masthead and design for weekly print media column for both daily newspapers.
 - b. Prepare articles for weekly columns.
 - c. Interview stakeholders and prepare four feature articles for national, regional and international newspaper and magazines.
- D. Media Monitoring and Evaluation
 - a. Monitor all media and prepare fortnightly monitoring and evaluation reports.
 - b. Recommend strategies to address matters arising from media monitoring.
 - c. Provide strategy guidance in response to negative press.
 - d. Prepare responses to negative press.
- E. Management and coordination of campaign
 - a. Design campaign strategy.
 - b. Execute campaign strategy.
 - c. Develop or coordinate competitions for themes, jingles, logos, posters, taglines social media handles for campaign.
 - d. Coordinate Town Hall Meetings.

5. CLIENT SUPPORT

The obligations of the MSET:

- The MSET will provide, where applicable, relevant background material, photos and videos.
- The MSET will be responsible for the placement of advertisements.
- The MSET will arrange weekly meetings with the consultant to provide updates.

6. QUALIFICATION AND EXPERIENCE

- Consultant should have minimum nine (9) years' experience in Public Relations and Communication services.
- Consultant should have completed at least four similar works (samples shall be required).

7. DURATION OF CONTRACT

The consultancy will be for a period of six (6) months starting from the date of engagement stated in the contract agreement with the MSET; with the possibility of an extension for a further period should the circumstances so warrant.