

Prior Information Notice (PIN)

Upcoming Tendering Opportunity for Digital Marketing Contractor Services

The Ministry of Communication, Works, Labour & Energy (MCWLE) within the Government of Montserrat has been given a mandate to drive key deliverables within the Montserrat's Sustainable Development Plan (SDP). These deliverables are aimed at catalysing economic growth for jump starting the economy, whilst providing prosperity to our citizens. The Information Communication Technology (ICT) Department within MCWLE is currently rolling out a project in line with some of the actions tabled under the approved SDP. The project involves the use of the island's ICT resources (i.e. fibre optic) to foster digital related jobs and generate entrepreneurialism in the E-Commerce sector and the Hospitality Industry. The Government of Montserrat through the Ministry will soon be seeking quotations for a Digital Marketing Contractor to aid in the promotion of its new project.

Details of the services being required will be outlined in a request for quotation document that will be published at a later date. Suitably experienced Digital Marketing Consultants will be required to develop and implement a marketing strategy to make the Digital Project a success. The Government is seeking value for money and innovative solutions through this procurement process, which will be advertised through the Government of Montserrat's online portal at:

<https://tenders.gov.ms/>

Prospective bidders seeking more information on this project, or who would like to be informed of our longer term plans, are invited to send emails to mcw@gov.ms **Deadline for Expression of Interest should be submitted by 27th October, 2020.**

The email should be comprised of a letter on company letterhead stating your interest in participating in the tender process and your companies experience in the digital marketing sector.