

Contract Award Notice

Borrower: CCRIF SPC

Address: c/o Sagicor Insurance Managers Limited, 198 North Church Street, 2nd Floor, Sagicor House, PO Box 1087, Grand Cayman, KY1-1102, Cayman Islands

Project: Central America and Caribbean Catastrophe Risk Insurance Program Project (P149670)

Grant No.: TF0A5343

Contract: 1/2021 - Consulting Services for an individual consultant to be assigned the role of Communications and Marketing Specialist for Central America SP

Selection Method: Individual Selection

The following Consultant was selected.

Consultant Selected	Country
Mauricio Rios	Washington DC

Scope of the Assignment

Under the supervision of the CA SP Technical Expert in Public Disaster Finance & Planning Services for Central America SP (herein referred to as ‘Technical Expert’) and the Chief Operations Officer of CCRIF SPC, the Communications and Marketing Specialist for Central America SP (herein referred to as ‘Consultant’) will coordinate with the CCRIF SPC’s Corporate Communications Manager to ensure that communications strategy for Central America is aligned with CCRIFs overall business strategy. The Consultant will assume responsibility for the following key duties:

a) Communications

- In collaboration with the CA SP Technical Expert and the CCRIF Corporate Communications Manager, lead the design and implementation of a communications strategy for Central America and all COSEFIN member countries to help the CA SP Technical Expert develop and support the implementation of the CA SP Workplan; including the delivery of:
 - Spanish-language products including news releases, multi-media packages, briefing notes, backgrounders, features, media talking points, question and answer documents, reports, technical papers.

- Content for newsletters, technical papers and booklets to ensure that specific needs of Central American countries are included.
- Content for the Spanish-language CCRIF website.
- Social media content including, text, photos, videos and audio for use in CCRIF's online platforms
- The Consultant will also monitor coverage of CCRIF in the news within Central American media outlets and provide periodic (weekly) reports to the CCRIF Management and CA SP Technical Expert, including as necessary to stay current on CCRIF operations, public policy trends and issues
- The Consultant will also:
 - Assist the CCRIF Corporate Communications Manager in supporting joint communication activities with partners for Central America for COSEFIN.
 - Collaborate with the World Bank in the technical assistance processes that include information about CCRIF and its activities
 - Anticipate the communications needs and advise accordingly

b) Marketing

- Support the implementation of strategic media campaigns/plans to support new business proposals/pitches in Central America, including where possible market intelligence regarding how CCRIF insurance offerings may be effectively “promoted” in the in the disaster risk management landscape.
- Liaise with the CCRIF Corporate Communications Manager to expand the existing database for disaster risk management stakeholders and media for Central America Liaise with the CCRIF Corporate Communications Manager to address using the customary protocol requests for interviews for members of the CCRIF Board, CA SP Management Committee where applicable and Team in the print and electronic media within Central America
- Identify opportunities to publish articles and liaise with organizations and editors for COSEFIN Member countries regarding requests for publication of articles; in collaboration with the CCRIF Corporate Communications Manager, provide input related to CA-specific issues; review Spanish translation of articles.
- Manage advertising/sponsorship contracts with Central American media, newspapers when necessary
- Assist with PR events in Central America such as Memorandum of Understanding (MoU) signings, including planning for press attendance and coverage, and preparing materials for participants and media

c) Stakeholder Outreach and Partnership/Relationship Development

- In coordination with the CA SP Technical Expert, Disseminate information and publications to Central American stakeholders on a regular basis
- In collaboration with the CCRIF Corporate Communications Manager, help the CA SP Technical Expert to maintain CCRIF's Central America archives, including database (of internal and external stakeholders)
- Liaise with stakeholders who make requests for information received via the CCRIF Spanish-language website, following the protocol established in coordination with the CCRIF Corporate Communications Manager

d) Events Planning

- Assist the CA SP Technical Expert and CCRIF with events for stakeholders in Central America such as regional workshops and meetings
- Organize logistics re workshops/meetings
- Review Spanish translations of presentations and other strategic papers and documents to support the events
- Liaise with invitees/participants

April 12, 2021