



GOJ PUBLIC PROCUREMENT PAGE

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PROCUREMENT

MINISTRY OF LABOUR AND SOCIAL SECURITY

REQUEST FOR INDIVIDUAL CONSULTANCY SERVICE

Individuals are being invited to submit a Letter of Interest and full Curriculum Vitae, for the following consultancy:

CONSULTANCY TO DESIGN A SHORT MESSAGING SERVICE (SMS) COMMUNICATIONS STRATEGY

RATIONALE

The Short Message Service (SMS) is a method of communication that can be extremely effective as a campaigning tool, helping to drive positive social change by increasing awareness of key issues and giving people the information they need to take their wellbeing into their own hands. The SMS campaign will be developed specifically to encourage parents in PATH households who are engaged in the PATH Parenting pilot intervention and PATH Beneficiaries who are in school. It is part of an experimental pilot programme that will be evaluated for its impact on participants, its efficacy in delivering its objectives, and its replicability for rolling out to the total population of PATH recipients with young children. Based on research conducted on SMS it is the view that this medium can help to communicate with parents effectively. PATH currently communicates with approximately 8000 of its beneficiaries who are paid through the remittance agencies via text messages, to inform them about their payments. In addition, several schools have been using this medium to communicate with parents as it has proven more economical and it is highly guaranteed that the parents will get the message. Timely reminders will also be sent to parents to help them to remain compliant with the rules of the programmes.

ASSIGNMENT OBJECTIVE

The overall objective of the consultancy is to design a Short Messaging Service (SMS) campaign relating to the Parenting Pilot for parents of children 2-6 years in PATH households. **The Consultant will also be required to develop messages to address non-compliance of children in PATH Households that are attending schools and alternative payment.** PATH intends to deliver these messages via cellphone, as such the consultant will be required to draft the Terms of Reference for the company that will deliver the messages. The consultant will be required to interact with MLSS team and other critical stakeholders to gather more information on the activities relating to the implementation of the pilot and the operations of PATH.

SCOPE OF WORK

- Provide technical advice and support on the component to the Social Marketing and Management Information System (MIS) Manager and liaise with the Managers on all matters related to the management of the project
- Conduct Gap Analysis on the MLSS, MIS current delivery of SMS and provide technical recommendations on how to improve same.
- Liaise with the consultant currently developing the Parenting MIS and provide feedback on the scheduling of messages/notifications to stakeholders
- Coordinate the development of the campaign
- Develop TOR for firm to deliver the messages
- Develop and attend regular meetings relating to the implementation of the Campaign
- Develop content for the campaign based on curriculum for the parenting pilot and information on PATH compliance and payment strategies and indicate the scheduling of the messages
- Design the messages and make recommendations as to how best to incorporate them in the parenting programme
- Review Curriculum to be implemented for parents of children (2-6 years old) and develop/messages accordingly
- Design Work Plan and Implementation Plan while differentiating between the facts and the frequently asked questions on parenting
- Design messages that are geared towards Social Marketing and Behaviour Modification strategies for parents on PATH
- Ensure that messages are in line with ethos of the Social marketing and PATH on a whole
- Test messages with respective stakeholders
- Adjust messages based on Review sessions
- Conduct interviews with beneficiaries to get a better understanding as to their attitude towards receiving SMS messages and provide recommendation where necessary

QUALIFICATIONS AND EXPERIENCE

- First Degree in Social Sciences or related discipline that is in line with executing the Job effectively
- At least 3 years' experience in Social Marketing Behaviour change
- At least 3 years' experience in developing SMS campaigns
- Knowledge and experience working with MIS would be an asset

Responses should be submitted in hard copy or via e-mail no later than the close of business **Friday July 08, 2016**, to the attention of:

Procurement Manager
Ministry of Labour and Social Security
14 National Heroes Circle, Kingston 4
Telephone: 876-967-0420
E-mail: consultancy@mlss.gov.jm

MINISTRY OF LABOUR AND SOCIAL SECURITY

REQUEST FOR INDIVIDUAL CONSULTANCY SERVICE

Individuals are being invited to submit a Letter of Interest and full Curriculum Vitae, for the following position:

CONSULTANCY – SOFTWARE CODING

JOB PURPOSE

The consultant will be required to develop appropriate programme codes using as a primary reference the System Software Requirements document developed for the PATH Parenting Conditionality Programme (Pilot).

ASSIGNMENT OBJECTIVE

The Parenting System is expected to enhance the coordination, management and monitoring of the PATH Parenting Education Programme through an automated platform that will support the recording of attendance as part of supervising participant compliance during the scheduled workshops and home visits.

SCOPE OF WORK

- In order to achieve this objective, the consultant will be required to undertake the following actions:
1. Develop a work plan for the period of engagement, outlining the schedule of activities to be undertaken, estimated level of effort and support required from the MLSS and the MOE.
 2. Review the System Requirement Document for the Parenting Programme.
 3. Develop appropriate codes that will enable the System to achieve the following:
 - a) Provide qualitative and quantitative information that will generate timely feedback on the effectiveness of the PATH Pilot Parenting Programme, by tracking compliance data and mapping compliance trends to enable management review and determine adherence to established criteria for receipt of programme benefit.
 - b) Ensure that client and overall programme data are appropriately stored and secured.
 - c) Provide various functionalities that allow authorised actors/users to navigate based on their level of authorisation.
 - d) Host programme instruments capable of assessing the participant's readiness to help his/her child or children based on pre-determined parameters.
 4. Present additional ideas that will enhance the Parenting Programme System as a management tool.
 5. Work closely with PATH's Management Information System Operational Unit to ensure seamless interaction and coordination with existing systems developed by the MLSS and the MOE.
 6. Test and implement System based on the specifications obtained in the Software Requirement Specification (SRS) document provided by the MLSS. – Present and demonstrate the successful execution of system functions and modules for review and approval.
 7. Prepare relevant software training manuals for end- users

QUALIFICATIONS AND EXPERIENCE

The Consultant should possess the following

- At least a B.Sc. in Information Technology, Computer Science, Software Engineering or a related field.
- At least 5-10 years' experience in developing application software in Jamaica or the Caribbean.
- Demonstrate an understanding of system development life cycle, especially the process of designing and testing.
- Knowledgeable about functional design in areas such as identifying appropriate system platform, components, inputs, additional interface requirements, and dependencies which will ensure that the programme will achieve its objectives
- Experience in developing Human Service Software would be an asset
- Sound programming experience with excellent analytical, design skills to develop, enhance and maintain applications.
- Sound knowledge of HTML, CSS, JavaScript, AJAX.
- Should have sound knowledge and experience in the creation of and integration of Web Services,
- Knowledge of network and application security
- Project management experience is an asset and excellent attention to detail
- Must be able to communicate effectively in both oral and written forms and must be able to explain technical concepts in non-technical terms to individuals and groups

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