

Simplified Request for Proposals (RFP): Press & Public Relations Representative – United States & Canada

1. Purpose of the RFP

The Territorial Tourism Committee of Saint Barthélemy (CTTSB) is launching a call for applications to select a press and public relations representative. The selected candidate will be responsible for developing the visibility and reputation of Saint Barthélemy as a destination in the United States & Canada through media relations and strategic PR activities.

2. Specifications

Main Responsibilities:

- Represent CTTSB in interactions with media, journalists, and influencers in the United States & Canada.
- Develop and implement a PR strategy tailored to the target market.
- Draft and distribute press releases, media kits, and news updates.
- Organize press trips and media events to promote Saint Barthélemy.
- Monitor media coverage and provide regular reports to CTTSB.
- Manage CTTSB's image and reputation in the media.
- Build and maintain relationships with key media contacts and PR networks.
- Advise CTTSB on crisis communication and reputation management.
- Provide monthly activity reports and participate in strategic meetings with CTTSB.

Financial Terms:

- Monthly fixed fee (to be proposed by the candidate).
- Reimbursement of travel and event expenses upon presentation of receipts, subject to prior approval by CTTSB.

Duration:

- One-year contract, renewable, with the possibility of termination by either party with 90 days' notice.

3. Publication

The RFP will be published on the official CTTSB website and distributed through professional PR and media networks in the United States & Canada.

4. Submission Details and Contact Address

Applications must be submitted within 3 weeks from the date of publication.

Contact: direction@saintbarth-tourisme.com

5. Evaluation of Applications

CTTSB will prepare an analysis report evaluating:

- The candidate's experience and network in the PR and media sector of the target region.
- The relevance and quality of the proposed PR strategy.
- References and previous results.
- Financial terms.

6. Formalization of Feedback

Unsuccessful candidates will be notified in writing. The awarded contract will be formalized and will include the conditions outlined in these specifications.

7. Archiving

All applications and analysis reports will be archived in accordance with CTTSB's internal procedures.