

## **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](mailto: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.