

# REQUEST FOR PROPOSALS (RFP) PROVISION OF PARLIAMENTARY COMMUNICATIONS, PUBLIC RELATIONS AND PUBLIC ENGAGEMENT SERVICES HOUSE OF ASSEMBLY MANAGEMENT COMMISSION

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| <b>Tender Reference</b>       | HOAMC/COM/2026/03  |
| <b>Issue Date</b>             | 6 <sup>th</sup> May 2026                                     |
| <b>Clarification Deadline</b> | 22 <sup>nd</sup> May 2026                                    |
| <b>Submission Deadline</b>    | Friday, 19 <sup>th</sup> June, 2026 at 10:00 a.m. local time |
| <b>Issued By</b>              | Office of the Clerk, House of Assembly Management Commission |

## DOCUMENT CONTROL

|                                 |  |
|---------------------------------|--|
| <b>Document Title</b>           | Request for Proposals – Provision of Parliamentary Communications, Public Relations and Public Engagement Services   |
| <b>Procuring Entity</b>         | House of Assembly Management Commission  |
| <b>Version</b>                  | 1.0  |
| <b>Tender Reference</b>         | HOAMC/COM/2026/03  |
| <b>Clarification Queries To</b> | Clerk, Office of the House of Assembly Management Commission, Richard Stout Building, Road Town, Tortola, Virgin Islands   Email: <a href="mailto:hoa@gov.vg">hoa@gov.vg</a>   Tel: (284) 468-6900 |

## DEFINITIONS

In this RFP, unless the context otherwise requires:

**Commission** means the House of Assembly Management Commission.

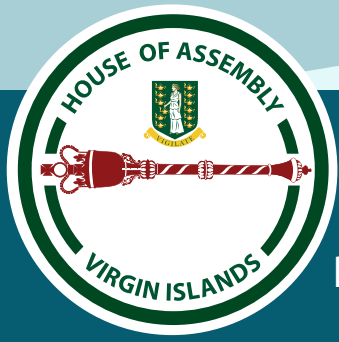
**Employer** means the House of Assembly Management Commission acting in its capacity as employer of eligible staff.

**Provider** means the successful Respondent appointed to provide the services described in this RFP.

**Respondent** means any firm or entity submitting a proposal in response to this RFP.

**RFP** means this Request for Proposals and any written addenda issued by the Commission.

**Services** means the Communications, Public Relations and Public Engagement Services to be provided under the resulting contract.



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## 1. INTRODUCTION

The House of Assembly Management Commission (the “Commission”) is responsible for the administration, staffing, governance support, and financial management of the House of Assembly, and for ensuring that the Legislature is appropriately resourced to discharge its constitutional and democratic functions effectively. The Commission supports the Speaker, Members of the House of Assembly, Committees, and parliamentary administration in the orderly conduct of legislative business and the efficient operation of Parliament.

The House of Assembly serves a broad range of stakeholders, including elected Members, parliamentary Committees, public officers, the media, educational institutions, civil society organisations, community groups, persons with disabilities, multilingual communities, and the wider public. As the principal democratic institution of the Virgin Islands, the House of Assembly recognises the importance of timely, accurate, impartial, inclusive, and accessible communication regarding parliamentary proceedings, legislative activity, and civic engagement.

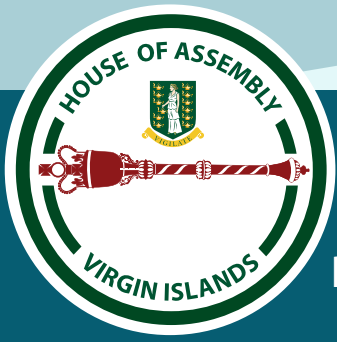
The Commission therefore invites sealed proposals from qualified firms, partnerships, consortiums, or suitably experienced individual consultants to provide outsourced Communications, Public Relations, Broadcasting and Public Engagement Services for the House of Assembly on a contractual retainer basis.

The successful service provider will be expected to strengthen the institutional visibility of the House of Assembly, improve public understanding of parliamentary democracy, enhance engagement with citizens and stakeholders, and maintain clear, professional, timely, inclusive, and accessible communications across domestic, regional, and international audiences.

## 2. OBJECTIVES OF THE ASSIGNMENT

The purpose of this engagement is to support the Commission in the following areas:

- i. Promoting the House of Assembly as a modern, transparent, and respected parliamentary institution grounded in democratic governance and public accountability;
- ii. Communicating effectively with Members, Committees, stakeholders, the media, and the public regarding parliamentary business, sittings, legislative matters, inquiries, reports, and institutional initiatives;
- iii. Strengthening the House of Assembly’s reputation, digital presence, public-facing communications capability, and civic outreach;



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- iv. Ensuring proceedings of the House and approved Committee activities are professionally broadcast, livestreamed, archived, and made publicly accessible;
- v. Ensuring communications are inclusive and accessible for all audiences, including persons with disabilities and multilingual communities;
- vi. Training and mentoring designated internal staff in communications, media, broadcasting, and stakeholder engagement functions; and
- vii. Providing specialist outsourced expertise through a flexible and cost-effective contractual model.

The proposed engagement shall be for an initial contractual term of **two (2) years**, subject to satisfactory performance, budgetary approval, and any renewal provisions determined by the Commission.

### 3. SCOPE OF SERVICES

The successful service provider shall provide outsourced communications, public relations, broadcasting, and public engagement services on a fixed monthly retainer basis. Services shall include, but not necessarily be limited to, the following:

#### 3.1 Strategic Parliamentary Communications Advisory

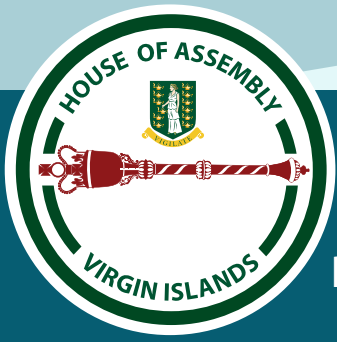
- Development of annual or periodic communications strategies and workplans
- Stakeholder and audience mapping
- Key institutional messaging frameworks
- Campaign concepts and public awareness initiatives
- Advisory support on sensitive or high-profile matters
- Reputation management guidance

#### 3.2 Parliamentary Business Communications

- Notices of sittings, adjournments, and special meetings
- Orders of Business summaries
- Committee hearing announcements
- Legislative summaries and explanatory notices
- Institutional statements and official notices

#### 3.3 Media Relations and Public Relations Support

- Press releases and media statements



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- Speaking points and briefing notes
- Interview preparation and coordination
- Question-and-answer documents
- Media monitoring and sentiment reporting
- Communications support on urgent or reputational matters

No media engagement or external issue response shall be undertaken without prior approval of the Commission or its authorised representative.

### **3.4 Digital and Social Media Management**

- Monthly content calendars
- Copywriting and approved post scheduling
- Graphics and short-form content
- Analytics and performance reporting
- Growth and engagement recommendations
- Consistency of messaging across approved channels

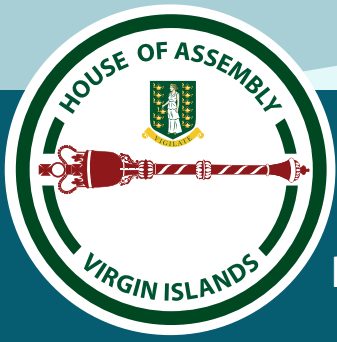
### **3.5 Broadcasting, Livestreaming and Proceedings Coverage**

- Live broadcast of sittings and approved Committee meetings
- Livestreaming across approved digital platforms
- Camera operations and audiovisual coordination
- Sound and microphone management
- Production switching, graphics, titles and captions
- Recording and archiving proceedings
- Highlight clips and recap packages
- Event streaming support where required

Broadcasting services shall maintain the dignity, neutrality, procedural integrity, and reliability expected of a parliamentary institution.

### **3.6 Public Engagement and Civic Education**

- Public awareness campaigns on the role of Parliament
- Youth Parliament and school engagement initiatives
- Community outreach programmes
- Committee consultation promotion
- Civic education materials and explanatory content



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### **3.7 Parliamentary Events and Ceremonial Support**

- Ceremonial openings and commemorative observances
- Parliamentary conferences and forums
- Official stakeholder events
- Invitations, programmes, signage, media plans, and event collateral
- Communications support before, during, and after events

### **3.8 Publications and Institutional Materials**

- Annual Report planning, drafting, editing and design
- Public reports and brochures
- Presentations and briefing materials
- Templates and branded institutional materials

### **3.9 Bilingual / Multilingual Communications Services**

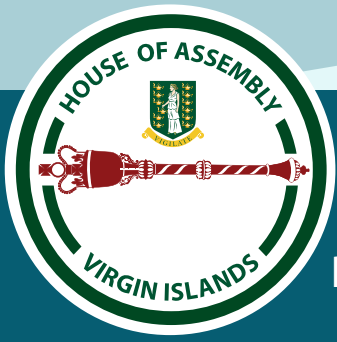
- Translation management
- Multilingual notices and announcements
- Subtitles and captions where required
- Audience-appropriate messaging for diverse communities

### **3.10 Accessibility and Inclusion Services**

- Accessible PDFs and publications
- Captioned video content
- Alt text for images
- Readable layouts and fonts
- Plain-language summaries
- Screen-reader compatible materials
- Inclusive communications recommendations

### **3.11 Internal Capacity Building and Training**

- Quarterly staff training sessions
- Mentoring of designated internal personnel
- Standard Operations Procedure manuals and templates
- Skills transfer in media relations, content planning, broadcasting, and analytics
- End-of-term handover and sustainability planning



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## 3.12 Brand Management and Institutional Consistency

- Consistent application of visual identity
- Tone, language, and editorial standards
- Asset libraries and templates
- Communications protocols and style guides

## 4. DELIVERABLES AND REPORTING REQUIREMENTS

At a minimum, the successful service provider shall provide:

- Inception report within thirty (30) days of commencement
- Annual communications strategy and implementation roadmap
- Quarterly workplans
- Monthly social media/content calendars
- Monthly analytics and performance reports
- Broadcast schedules and run sheets
- Draft media releases, notices, and statements
- Highlight clips and edited media packages
- Event and ceremonial communications materials
- Annual Report support and final publication files
- Multilingual notices where required
- Accessible versions of key public communications materials
- Quarterly training sessions and materials
- End-of-term capacity-building handover report

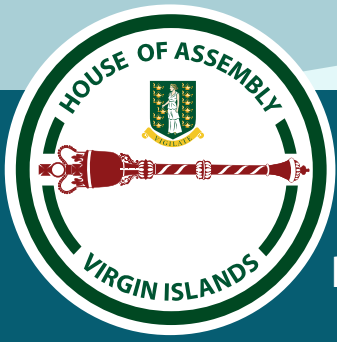
All deliverables shall be subject to review and approval by the Commission prior to publication or release.

## 5. SERVICE LEVELS AND RESPONSIVENESS

The successful service provider shall maintain an account management and delivery model capable of responding to planned and urgent parliamentary requirements.

Indicative service standards are as follows:

- Routine requests: draft output within three (3) to five (5) business days
- Priority requests: draft output within one (1) to two (2) business days
- Urgent sitting-day matters: same-day acknowledgement and expedited support where feasible
- Monthly reports: within five (5) business days after month-end
- Event collateral: in sufficient time for review and production



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- Livestream support: full readiness prior to commencement of proceedings

These standards may be refined during contract negotiations.

## **6. GOVERNANCE, APPROVALS AND WORKING ARRANGEMENTS**

The successful service provider shall work under the direction of the Clerk of the House of Assembly, designated Contract Manager, or another authorised representative of the Commission.

The Commission shall determine approval authority for all:

- content
- campaigns
- public statements
- media responses
- design materials
- publications
- audiovisual outputs
- translated materials
- accessibility adaptations

No material shall be published, broadcast, distributed, released to the media, or otherwise issued externally without prior written or documented approval.

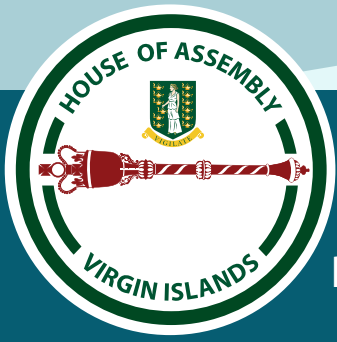
The service provider shall participate in periodic planning and review meetings and maintain clear communication on priorities, deadlines, progress, and outstanding approvals.

## **7. PARLIAMENTARY NEUTRALITY, CONFIDENTIALITY AND INDEPENDENCE**

All services must remain strictly non-partisan, balanced, accurate, and respectful of parliamentary privilege.

No services may support any political party, election campaign, partisan objective, or personal political interest.

The service provider shall maintain strict confidentiality over all non-public information received or created during the course of the engagement, including matters relating to Members, Committees, parliamentary business, internal administration, and unreleased proceedings.



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**8. OWNERSHIP OF WORK PRODUCT**

All content, publications, footage, graphics, recordings, reports, templates, analytics, source files, and materials produced under this engagement shall become the property of, or be fully licensed for unrestricted use by, the Commission.

**9. PROPOSAL REQUIREMENTS**

**Technical Proposal**

Proponents should submit:

- Overview of firm / consultant experience
- Understanding of parliamentary environment and assignment
- Proposed methodology and service delivery model
- Team structure or lead consultant profile
- Relevant case studies and work samples
- Training and capacity-building approach
- Proposed implementation plan
- References

**Commercial Proposal**

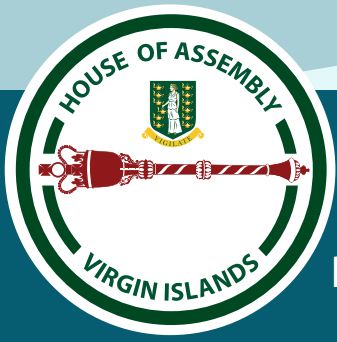
Proponents should clearly state:

- Fixed monthly retainer fee
- Services included within retainer
- Additional optional rates (if any)
- Reimbursable expenses
- Applicable taxes
- Total proposed pricing structure

**9A. Eligibility and Minimum Experience Requirements**

Proposals are invited from qualified firms, agencies, partnerships, consortiums, or suitably experienced individual consultants legally authorised to provide the services described in this Request for Proposals.

To be considered responsive, proponents shall meet the following minimum eligibility and experience requirements:



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### **9A.1 Legal Status and Good Standing**

Proponents shall:

- be in good standing with all relevant regulatory and tax authorities;
- possess all licences, registrations, and approvals necessary to perform the services; and
- be eligible to contract.

Where a proposal is submitted by a consortium or joint venture, the lead entity shall be clearly identified and all participating parties shall disclose their respective roles and responsibilities.

### **9A.2 Minimum Relevant Experience**

Proponents shall demonstrate a minimum of five (5) years' relevant professional experience in one or more of the following areas:

- strategic communications;
- public relations and media relations;
- digital communications and social media management;
- broadcasting, livestreaming, audiovisual production, or proceedings coverage;
- stakeholder engagement and public education campaigns;
- corporate publications and annual report production;
- accessibility and multilingual communications services; or
- communications advisory services to complex institutions.

### **9A.3 Preferred Sector Experience**

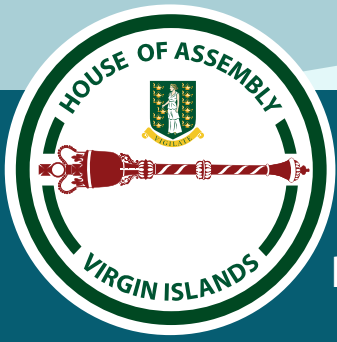
Preference may be given to proponents demonstrating experience with assignments for:

- Parliaments, Legislatures, Assemblies, or similar democratic institutions;
- Government ministries, statutory bodies, or public authorities;
- International organisations or development institutions;
- Regulated sectors; or
- Other complex, high-profile, or publicly accountable organisations.

### **9A.4 Demonstrated Delivery Capacity**

Proponents shall demonstrate the operational capacity to deliver services over the proposed two (2) year term, including:

- appropriately qualified personnel;



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- access to specialist resources as required;
- project management capability;
- ability to meet urgent deadlines associated with parliamentary sittings and public communications; and
- continuity arrangements for key personnel or service interruptions.

## **9A.5 References and Past Performance**

Proponents shall provide at least two (2) client references for comparable assignments completed within the last five (5) years, including client name, scope of services, dates, and contact details.

The Commission reserves the right to verify references and consider documented past performance in its evaluation.

## **9A.6 Conflict of Interest**

Proponents shall disclose any actual, potential, or perceived conflict of interest that could arise in relation to this procurement or the performance of the contract.

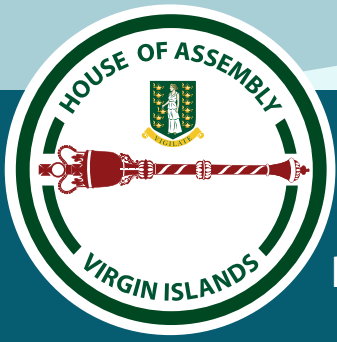
Failure to disclose a material conflict may result in disqualification or termination of contract.

## **9A.7 Commission's Right to Seek Clarification**

The Commission reserves the right to request additional information, supporting documentation, or clarification in order to verify a proponent's eligibility, experience, capacity, or compliance with these requirements.

## **10. EVALUATION CRITERIA**

- Relevant Experience (including parliamentary/public sector) – 20%
- Methodology and Understanding – 25%
- Team Capability – 15%
- Broadcasting / Digital Capability – 10%
- Accessibility / Multilingual Capacity – 10%
- Responsiveness / Service Levels – 10%
- Financial Proposal / Value for Money – 10%



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**11. PROCUREMENT FRAMEWORK**

This procurement shall be conducted in accordance with applicable Virgin Islands law, procurement principles, and any House of Assembly policies.

**12. CLARIFICATIONS AND COMMUNICATION**

All communications regarding this RFP shall be directed only to the contact below. No verbal communications shall be binding. Queries must be submitted in writing no later than **Friday, 22<sup>nd</sup> May 2026**, and responses shall be issued by written addendum only.

**Clerk**

Office of the House of Assembly Management Commission  
Richard Stout Building  
Road Town, Tortola  
Virgin Islands  
Email: [hoa@gov.vg](mailto:hoa@gov.vg)  
Tel: (284) 468-6900

The Commission may request clarifications from any Respondent and may issue written addenda where necessary.

**13. SUBMISSION INSTRUCTIONS**

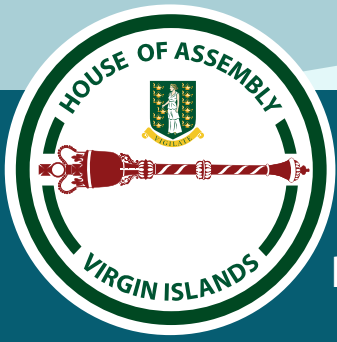
Interested parties are requested to submit proposals no later than **Friday, 19<sup>th</sup> June, 2026** at **10:00 a.m.** local time. Late submissions shall be rejected.

Submissions may be delivered physically to the Office of the House of Assembly located in the Richard Stout Building or submitted electronically via email on or before the submission deadline.

Proposals must be submitted electronically in non-editable PDF format and clearly labelled:

**“RFP – Communications Specialist – House of Assembly Management Commission”**

The submission must clearly identify the Respondent’s name and include all documents required under this RFP.



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The Commission is not bound to accept the lowest or any proposal.

**14. RIGHTS RESERVED**

The Commission reserves the right to accept or reject any proposal, seek clarifications, negotiate with preferred proponents, cancel and reissue this RFP, award in whole or in part, or make no award.