



**GOVERNMENT OF SAINT LUCIA**  
**Ministry of Finance, Economic Development and**  
**Youth Economy**

**Department of Finance**

Saint Lucia

**UNLEASHING THE BLUE ECONOMY (UBEC) PROJECT**

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**TERMS OF REFERENCE  
FOR  
PROJECT LIAISON OFFICER (TOURISM)**

**UNLEASHING THE BLUE ECONOMY IN THE CARIBBEAN REGION**

**Project Background**

The **Unleashing the Blue Economy of the Caribbean Project (UBEC)** also referred to as the Project) is designed to stimulate economic recovery and support marine and coastal resilience in Grenada, Saint Lucia and Saint Vincent and the Grenadines by strengthening the sustainability and competitiveness of two critical and interconnected sectors – tourism, and fisheries/aquaculture – and one underlying key enabling infrastructure/service which is waste management. The Program primarily involves investment to accelerate economic recovery from the impacts of the COVID-19 pandemic and will be implemented at the regional and national levels.

The national-level activities will be financed from a credit of the International Development Association (IDA) to Saint Lucia in the amount of US\$19 million. Regionally implemented activities will focus on cross-cutting areas promoting the Blue Economy, and outputs from these activities will benefit all participating countries as well as the wider Eastern Caribbean community.

**Project Components**

**Component 1: Strengthening Governance, Policies, and Capacity building for key productive sectors/areas**

This component targets national and regional policies, strategies, institutions, legal frameworks, and capacity building by the public sector necessary to support economic recovery and jobs and to improve the management of natural assets contributing to the regional marine environmental health and climate resilience.

**Component 2: Scale Up Access to Finance and Infrastructure Investments in the Blue Economy**

This component will support establishment of an innovative financing mechanism to enable private sector-led growth and direct investments into economic activities that enhance ocean health and resilience through a Matching Grants Program for MSMEs, increased climate-risk insurance coverage for the fisheries sector and targeted coastal infrastructure investments. For Saint Lucia these investments finance works and services to build key infrastructure and related capacity to increase value-added to tourism value chain. Specifically, they include the redevelopment and upgrade of Marigot Bay and establishment of an artificial dive site.

### **Component 3: Contingent Emergency Response**

The objective of this component is to support the capacity of the participating countries to rapidly respond in the event of a future eligible crisis or emergency defined as “an event that has caused, or is likely to imminently cause, a major adverse economic and/or social impact associated with natural or man-made crises or disasters.” Such events may include a disease outbreak such the COVID-19 pandemic as well as natural disasters.

### **Component 4: Project Management, Monitoring and Evaluation and Communication**

The component is designed to ensure effective project implementation, monitoring of activities and final project evaluation. The component will finance goods, consulting and non-consulting services, training and operating costs of the Project Implementation Units (PIU) in Saint Lucia for expenditures related to project activities, including: (a) project coordination and management; (b) compliance with environmental and social safeguards; (c) monitoring, evaluation, and impact assessment; (d) data collection; fiduciary administration, accounting and financial/technical audits; (e) stakeholder and citizens’ engagement mechanism, including a grievance redress mechanism; and (g) communications.

### **Objectives of the Assignment**

The objective of this assignment is to support overall and day-to-day management of the project activities to be implemented under the ***Unleashing the Blue Economy in the Caribbean Region***. Supervision of Project Liaison Officer will be undertaken by the Project Manager for the UBEC Project, within the Ministry of Finance, with technical oversight provided by the Ministry of Tourism, Investment, Creative Industries, Culture and Information, through the Permanent Secretary. The Project Liaison Officer will serve as the main operational link between the project, the PIU, the Ministry of Tourism, Investment, Creative Industries, Culture and Information and all ministries and agencies involved with implementation of the project.

### **General Scope of Services**

The consultancy is full-time and substantially will be performed on site at the Ministry of Tourism, Investment, Creative Industries, Culture and Information, but will require scheduled contact time with the Project Implementation Unit (PIU) at the Ministry of Finance, Economic Development and Youth Economy.

In particular the Project Liaison Officer will work closely with the Product Development Unit of the Ministry of Tourism, as the representative of the UBEC PIU.

The Project Liaison Officer shall be responsible for the day-to-day management and coordination of Tourism-related activities of the UBEC project.

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This requires that the Project Liaison Officer lead on all Tourism-related UBEC project activities for timely implementation, liaise primarily with the Ministry of Tourism and relevant agencies, with guidance from the UBEC PIU, and the Technical Team at World Bank.

The Project Liaison Officer will be responsible for maintenance and ensuring regular updating of the Project Implementation Manual prepared specifically for implementation of the project.

The Project Liaison Officer shall also be responsible for ensuring that project activities are conducted in accordance with laws of Saint Lucia and World Bank Guidelines providing support to procurement of the tourism projects.

The Project Liaison Officer shall be responsible for communicating with agencies and project beneficiaries to ensure effective participation during project implementation.

### **Specific Scope of Services**

*The specific responsibility and specific tasks:*

- Develop and update as necessary, in consultation with the PIU, detailed work plans for the Tourism components of the UBEC Project, providing technical and policy inputs on these work plans as required.
  - Coordinate the implementation of the work plan activities in close collaboration with the PIU and relevant Ministry of Tourism staff.
  - Provide technical input into the preparation and review of TORs, development of technical specifications, and preparation of bidding documents; and assist in the evaluation of proposals and the general procurement process of all projects;
  - Prepare monthly reports capturing project progress, status, challenges, results framework etc. to support operational, financial and results-based monitoring for the project; and make recommendations on actions to address challenges and weaknesses.
  - Coordinate workshops, meetings, training activities to support workplan implementation in collaboration with the PIU, relevant officers at the Ministry of Tourism and other stakeholders and ensure the preparation of reports, or other relevant documentation from these events.
  - Prepare relevant documentation on the outputs and outcomes of the implementation of activities and ensure their timely submission to the Project Manager for review and onward action and inclusion into the projects files database.
  - Work closely with the Monitoring and Evaluation Specialist of the PIU to ensure timely submission of project performance indicator data and information to populate relevant templates to update the overall Project Monitoring and Evaluation Plan in compliance with World Bank requirements.
  - Coordinate with the Finance Manager at the PIU to ensure the timely preparation and submission of relevant documentation to support budget forecasts and withdrawals for procurement of goods and services.
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- Coordinate with the Procurement Manager at the PIU to ensure that the Procurement Plan is aligned with the timelines for implementation of project activities and undertake updates and revisions as required to eliminate delays.
- Work closely with the Communications Specialist for visibility of the project and its outcomes and to ensure support for community engagement activities;
- Work closely with the Environmental and Social Safeguards Specialists at critical stages of project implementation to ensure compliance with national and World Bank standards and procedures and to negate/mitigate any negative social or environmental impacts from project activities.
- Capture and document lessons learned and best practices to improve efficiency throughout project implementation, and to support visibility of project outputs led by the Communications Specialist.
- Any other related duties as assigned by the Project Manager, PIU and/or Permanent Secretary – Ministry of Tourism.

### **Duration**

The Project Liaison Officer will be engaged on a full-time basis for a period of one year in the first instance; renewable annually subject to satisfactory performance.

The recruitment of the Project Liaison Officer should follow the WB's procurement guidelines.

### **Performance Assessment**

The Contract inclusive of the Terms of Reference, project implementation manual, detailed work plan with agreed targets will be used as the basis to evaluate performance.

### **Outputs and Deliverables**

- Monthly progress reports on the status, challenges, indicators, ongoing contracts and the level of implementation project activities
- Quarterly reports,
- Reports to meet the General and Specific Responsibilities of the assignment

*All Reports and documents prepared for the assignment is the property of the Government of Saint Lucia*

### **Terms and Conditions**

The Ministry of Tourism, Investment, Creative Industries, Culture and Information shall make and provide the following to the Project Liaison Officer:

- Relevant documents, data, statistics and information required for the execution of project;
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- When necessary, assign counterparts to assist the Project Liaison Officer in executing assigned duties;
- Office space and equipment for carrying out the assignment
- The Project Liaison Officer shall not accept any courtesies/invitations offered from any parties other than the Government of Saint Lucia.
- Documents or data provided by the Government of Saint Lucia for the purpose of this project shall be considered confidential and should not be disclosed to any party.
- The Project Liaison Officer shall not present a potential conflict of interest (due to relationships, financial or social factors that could influence professional judgement), will undertake the assignment with the highest professional standards and exercise confidentiality in discharge of the assignment.
- To ensure impartiality, the Project Liaison Officer must not in any way be affiliated with business entities that are currently providing or are seeking to provide goods or services to the project or are receiving benefits from the project.

## **Qualifications and Experience Requirements**

### Minimum required education and experience

#### ***Academic:***

At least a Bachelors' degree in Tourism Management, Economics, Project Management or related Social Sciences (tourism development, tourism, management or sociology,) or related discipline with at least five (5) years of relevant professional experience that includes:

- i) Tourism sector development, planning, and/or policy;
- ii) Development and implementation of tourism development projects within the public sector;
- iii) Development of project implementation plans and contract management;
- iv) Advising or working directly with the public and private sector in tourism development and/or investments;
- v) Administrative management including report preparation;
- vi) Meeting planning and taking detailed minutes to action work activities;
- vii) Communicating with multiple project stakeholders;
- viii) Planning and managing the procurement of goods and services from external supplies according to established guidelines; and
- ix) Proven track record of project management, contract management and project team experience working with government.

Or

A Master's Degree in Tourism, a Tourism-related field or related social science with at least three (3) years of relevant professional experience that includes:

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- i) Tourism sector development, planning, and/or policy;
- ii) Development and implementation of tourism development projects within the public sector;
- iii) Development of project implementation plans and contract management;
- iv) Advising or working directly with the public and private sector in tourism development and/or investments;
- v) Administrative management including report preparation;
- vi) Meeting planning and taking detailed minutes to action work activities;
- vii) Communicating with multiple project stakeholders;
- viii) Planning and managing the procurement of goods and services from external supplies according to established guidelines; and
- ix) Proven track record of project management, contract management and project team experience working with government.

**a. Specific knowledge required to start**

- Understanding of the tourism industry and national development strategic plan for Saint Lucia
- Report preparation
- Project management and co-ordination of multiple projects
- Working knowledge of Saint Lucia's procurement rules
- Working knowledge of Microsoft office including Word, Excel, Power Point and Microsoft Project. Previous experience working with Donor-financed projects and the Government of Saint Lucia.
- Excellent knowledge of English with fluency in reading, preparation of technical reports and general writing.
- Ability to communicate in creole would be an asset

**b. Required competencies**

**Collaboration:** Ability to collaborate with a wide variety of stakeholders. Strong interpersonal and organizational skills.

**Drive for Results:** Takes personal ownership and accountability to meet deadlines and achieve agreed-upon targets/ results, and has the personal organization to do so.

**Teamwork (Collaboration) and Inclusion:**

- Demonstrated ability to work with teams and communicate effectively.
  - Ability to handle stakeholders tactfully, courteously, and diplomatically;
  - Ability to establish and maintain effective working relationships with all relevant Ministry and World Bank staff, vendors, private operators and the public.
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