



Bangladesh Hi-Tech Park Authority
Information & Communication Technology Division
Ministry of Posts, Telecommunications and Information Technology
ICT Tower, Agargaon, Dhaka-1207
www.bhtpa.gov.bd

Expressions of Interest (EOI) for Marketing, Branding and Communications Consultant (Individual)		
Government of The People's Republic of Bangladesh		
1	Ministry/Division	Information and Communication Technology Division
2	Agency	Bangladesh Hi-Tech Park Authority
3	Name of Procuring Entity	Bangladesh Hi-Tech Park Authority
4	Procuring Entity Code	Not applicable
5	Procuring Entity District	Dhaka
6	Expression of Interest for Selection	Marketing, Branding and Communications Consultant (Individual)
7	EOI Ref. No.	56.02.0000.006.07.254.20-400
8	Date (dd/mm/yyyy)	22.08.2022
Key Information		
9	Procurement Sub-Method	QBS (Quality Based Selection Method)
Funding Information		
10	Budget and Source of funds	GOB
11	Development Partner (If Applicable)	Not applicable
12	Duration of advisory service	01 (One) year (Renewable up to 01 Year on Basis of Satisfactory Performance)
Particular Information		
13	Project/Programme Name (If Applicable)	Not applicable
14	EOI schedule Date and time	Interested Applicants may obtain the standard request for application (SRFA) including Term of Reference (TOR) download from the website www.bhtpa.gov.bd
15	EOI Closing Date and time	EOI shall be submitted 02 (two) hard copies by 15 September, 2022 on or before 4:00 PM
Information for Applicant		
16	Education Qualification	1) The consultant must have completed post-graduation in any relevant disciplines from any reputed university and possess minimum 05 (Five) years' working experience in business development or implementation of marketing and branding at a national and international level. Working experience in international market will get preference.
17	Brief Description of the Assignment	1. Develop and implement BHTPA's Business development and Communications strategy for both local and International arena for strengthening and promoting the <i>BHTPA</i> brand (The HTPs/STPs) and effectively market <i>BHTPA</i> 's work, competencies, incentives to all appropriate stakeholders. 2. Develop relationships with journalists, publications and key players within its stakeholders including mass media with a view to raising BHTPA's visibility locally and internationally. 3. Manage and implement a strategy of increasing BHTPA's visibility within the country and globally via events (workshops, conferences, activation etc), publications, meetings and targeted outreach. 4. Develop, publish and disseminate <i>BHTPA's marketing and promotional</i> materials, and determine the best media to achieve its dissemination goals. 5. Develop a strategy and an action plan for the maintenance of BHTPA's web-based platforms, by: (i) assisting in the day to-day management of <i>BHTPA's</i> web based platforms (ii) facilitating development of new contents for BHTPA's digital platforms 6. Develop a strategy and an action plan for the maintenance of BHTPA's social media platforms eg: face book, twitter etc. 7. Develop selected <i>BHTPA</i> communication materials, including press kits, fact sheets, brochures and graphic work 8. Ensure smooth implementation of all communications, marketing, branding and outreach activities, in coordination with BHTPA team members. 9. Conduct any other assignments related to marketing, communications, branding and outreach, as may be required. 10. Others activates as instructed by the Managing Director of BHTPA. 11. Develop, planning and Co-ordinate Entrepreneurship, Innovation and Startup ecosystem and design the operations.
18	Experience, Resources & Delivery Capacity Required	1) The applicant must have experience in business development, marketing and branding nationally and internationally for 05 (five) years and total work experience of more than 15 years. The applicant will submit reference(s) from previous employer(s) stating successful completion working in several countries of the world in regards to national and International business development. 2) The applicant must have distinct success of branding IT based venture/platform. 3) The applicant must have proven excellence of communication skill in any international language. 4) Business travel experience to several countries will be an added advantage.
19	Mode of Payment	Selected consultant will be paid an attractive remuneration on monthly basis.
Procuring Entity Details		
20	Name of The Official Inviting EOI	Bikarna Kumar Ghosh
21	Designation of the Official Inviting EOI	Managing Director
22	Address of the Official Inviting EOI	Bangladesh Hi-Tech Park Authority, 9 th floor, ICT Tower, Agargaon, Dhaka
23	Contact Details of the Official Inviting EOI	8181736
The Procuring entity reserves the right to accept or reject any or all EOI's. Interested applicants are requested to collect EOI from BHTPA.		

22/08/22

(Md. Mahfuzull Kabir)
Deputy Director (Procurement)
Bangladesh High-Tech Park Authority