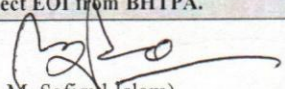




Bangladesh Hi-Tech Park Authority
Information & Communication Technology Division
Ministry of Posts, Telecommunications and Information Technology
ICT Tower, Agargaon, Dhaka-1207
www.bhtpa.gov.bd

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.	56.02.0000.006.07.254.20-565
8	Date (dd/mm/yyyy)	24.10.2021
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
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 10 November, 2021 on or before 4:00 PM
Information for Applicant		
16	Education Qualification	1)The consultant must have completed 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 or international level. BBA(Marketing)/B.Sc. in CSE/ any other ICT related graduate will get preference.
17	Brief Description of the Assignment	1. Develop and implement BHTPA's Marketing, branding 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 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. 09. 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.
18	Experience, Resources & Delivery Capacity Required	1) The applicant must have experience in design, development and delivery of IT/ITES related marketing and branding programs based on national/ international best practices for 02 (two) years. The applicant will submit reference(s) from previous employer(s) stating successful completion of delivery 2)The applicant must have completed contracts on marketing and branding programs and business development within national/international organizations
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.		


(A. N. M. Safiqul Islam)
Director (Admin & finance)
Bangladesh Hi-Tech Park Authority