

# Request for Proposal

## Procurement of Consulting Services for Public Relations Services for the United Kingdom (UK), Ireland and the Nordics (RETENDER)

**DEADLINE: Wednesday, March 11, 2026, at 1:00 p.m. (GMT/UTC-5 Local Time)**

The Jamaica Tourist Board (JTB) is reviewing the assignment of its Public Relations Services for the United Kingdom (UK), Ireland and the Nordics and is inviting proposals from suitably qualified Public Relations (PR) firms with demonstrated capabilities in strategic media relations and a proven record of success in developing and implementing fully integrated, dynamic Public Relations plans with government entities in the travel and tourism industry, to be considered for review.

The JTB directs the marketing of brand JAMAICA – one of the world's leading destinations, through all applicable channels including above the line mainstream media and new media channels to position Destination JAMAICA strategically and prominently in travel markets worldwide. The deliverables include but are not limited to the elevation of the destination and developing of strategic tourism Public Relations efforts by targeting national and international communities in the UK, Ireland and Nordics market.

The JTB is interested in securing a qualified committed and reliable partner that will fulfil the objectives and align with the core business of attracting more visitors to drive economic benefits for the destination.

**The scope of work will include but not be limited to the following:**

1. Brand Awareness & Media Coverage / Manage Media Relations
2. Manage Crisis Communications & Brand Reputation
3. Market Positioning
4. Destination Promotion
5. Thought Leadership, Sustainability & Responsible Tourism
6. Monitor & Measure Media Coverage
7. Develop Big Ideas, Strategize & Plan
8. Create Relevant PR & Communications Programmes
9. Coordinate Media Activities
10. Provide Media Support for Corporate and B2B & B2C Events
11. Manage Media & Influencer Engagement, Trips, & Marketing
12. Leverage Social/Digital Platforms & Technology

**Eligibility:** Submission of Business Registration document. Demonstrable record of minimum 5 years' experience in tourism, destination marketing and communications, and related activities.

**Document Availability:** The Request for Proposal document will be made available for download via the e-GP Procurement System at <https://www.gojep.gov.jm> on **January 23, 2026**. The bidder is required to register as a supplier on GOJEP at [ePPS - Register Supplier](#) in order to access the RFP document. For assistance regarding registration, training on use of the platform, download of tender documents and upload of tender proposals, please contact the Ministry of Finance and the Public Service, Office of the Public Procurement Policy Unit Customer Care Desk at (876) 932-5220/932-5253 or email [oppccustomercare@mof.gov.jm](mailto:oppccustomercare@mof.gov.jm).

**Submission Deadline:** Wednesday, March 11, 2026 by 1:00 pm local time.

**Proposal submissions should be guided by the tender requirements and should be completed using the Forms in the issued RFP.** Proposals are to be submitted electronically in PDF Format via the GOJ's e-GP Procurement system at <https://www.gojep.gov.jm>.

For further information, please contact JTB at: [procurement@visitjamaica.com](mailto:procurement@visitjamaica.com) or 876-929-9200

*The JTB reserves the right to accept or reject any Proposal and to annul the bidding process and reject all proposals, without thereby incurring any liability to bidders at any time prior to the award of contract.*