



**MINISTRY OF TOURISM, COMMERCE, INVESTMENT, CREATIVE INDUSTRIES,
CULTURE AND HERITAGE**

**REQUEST FOR EXPRESSION OF INTEREST
POST – DIGITAL TRANSFORMATION CONSULTANT**

Background

Micro, Small, and Medium Enterprises (MSMEs) in Saint Lucia is central to economic activity, particularly in sectors such as tourism, retail, agriculture, and services. However, many MSMEs face constraints in adopting digital technologies due to limited financial resources, digital skills gaps, and fragmented access to digital tools.

The Department of Commerce is implementing a program to support MSMEs in Saint Lucia to adopt digital solutions that enhance productivity, resilience, and access to local and international markets.

OBJECTIVES OF THE ASSIGNMENT

The primary objectives are to:

The objective of this consultancy is to design and support the implementation of a practical, cost-effective digital transformation program tailored to MSMEs in Saint Lucia, with a focus on improving business performance, digital payments adoption, and online market access.

1. To integrate digital strategy into existing trade and industrial development programs, identify gaps and opportunities for digital transformation within their respective member businesses, to ensure a unified national approach to digital development.
2. Required to respond to the Permanent Secretary and Deputy Permanent Secretary, on matters relating to work in progress and liaises with Commerce and Industry Officers, Department of Public Sector Modernization and relevant associations such as the Chamber of Commerce.

SCOPE OF SERVICES

The Digital Transformation Consultant shall undertake, inter alia, the following responsibilities:

MSME Digital Readiness Assessment

- Conduct rapid assessments of selected MSMEs across key sectors (tourism, retail, agro-processing, services)
- Evaluate access to internet, devices, and digital payment systems
- Identify barriers such as cost, skills, and infrastructure
- Assess the current capacity of MSMEs to integrate with third-party logistics and delivery service providers.

Market-Relevant Solution Design

- Recommend affordable and locally relevant tools (e.g., WhatsApp Business, online booking systems, POS and digital payment platforms)
- Prioritize solutions compatible with local banking systems and telecom providers to ensure MSMEs can receive payments directly into their local bank accounts.
- Develop sector-specific digital packages (e.g., for guesthouses, restaurants, small retailers, farmers)
- Design high-quality, user-friendly online platform standards that prioritize ease of use for both the business and the end consumer.
- Develop technical specifications for an integrated environment where MSME storefronts/apps can connect seamlessly to the platforms of local logistics and delivery providers.

MSME Digital Adoption Roadmaps

- Develop simple, step-by-step digital adoption plans
- Identify “quick wins” such as:
 - Digital payments adoption including mobile "Tap to Pay" and integrated POS systems.
 - Social media marketing
 - Online listings (e.g., tourism platforms)
- Provide clear roadmaps for connecting online stores to a standardized logistics network for reliable local and international delivery.
- Provide guidance on basic cybersecurity and data protection

Stakeholder Engagement

- Engage with key stakeholders such as:
 - Relevant Associations
 - Small Enterprise Development Unit (SEDU)
 - Financial institutions and fintech providers to streamline connectivity for online payment processing.
 - Telecom providers
 - Logistics and Courier Service Providers to facilitate the creation of a unified delivery ecosystem.
- Identify opportunities for partnerships and scaling between technology vendors, banks, and logistics firms to reduce transaction and delivery costs for MSMEs.

CONDITIONS

The Digital Transformation Consultant will be working under the following conditions:

1. Suitable office accommodation will be provided within the general administrative environment at the Department of Commerce
2. Administrative and institutional support will be provided through the Department of Commerce.
3. The Consultant is required to remain current on practices and developments in digital technologies, digital tools and digital skills gaps for Micro, Small, and Medium Enterprises (MSMEs) in Saint Lucia.
4. The Consultant shall be required to maintain punctuality and attend all scheduled work assignments, meetings, official appointments, and related activities.
5. The Consultant may be required to work beyond normal working hours in order to meet operational requirements and work deadlines.
6. The position is designated as a travelling post, and a travel allowance shall be provided in accordance with the applicable terms and conditions of engagement
7. Required to own and maintain a motor vehicle for the proper performance of duties and to possess a valid driver's license.
8. The Consultant shall be expected to demonstrate sound judgment, diplomacy, and political awareness in the execution of responsibilities.
9. Compensation and benefits shall be commensurate with qualifications, experience, and the scope of the consultancy assignment.

QUALIFICATIONS AND EXPERIENCE

1. Bachelor's Degree in Information Technology, Computer Science, Business Information Systems or related field of study plus a minimum of three (3) years' of proven professional experience in a post of similar capacity, e-commerce implementation or MSME Development;
OR
2. Master's Degree in Information Technology, Computer Science, Business Information Systems or related field of study plus a minimum of two (2) years' of proven professional experience in a post of similar capacity, e-commerce implementation or MSME Development;

KNOWLEDGE, SKILLS AND ABILITIES

The Digital Transformation Consultant should also possess the following:

Skills

- Strong understanding of MSME operational constraints in small island economies
 - Familiarity with tools such as e-commerce platforms, digital payments, and accounting software
 - Ability to manage (digital) projects and to apply analytical tools to monitor project outcomes
 - Ability to deliver non-technical training to diverse groupings of MSMEs
 - Strong stakeholder engagement and facilitation skills
 - experience delivering MSME-focused digital programs
1. Expert knowledge of economic theory, statistical methods, and quantitative analysis.
 2. Advanced knowledge of the Investigative Management and Protocols.
 3. Advanced knowledge of macroeconomic and microeconomic policy issues.
 4. Ability to analyse complex data, interpret economic indicators, and present findings clearly.
 5. Strong research skills, including the ability to apply analytical tools, modelling techniques, and forecasting methods
 6. Advanced knowledge of, and ability to interpret and apply the provisions of the Constitution of Saint Lucia civil service rules and regulations, collective agreements, and standard operating procedures, Estimates of Revenue and Expenditure, Competition and Consumer Protection Laws, and other relevant policy documents.
 7. Expert ability to conduct investigative research, including conceptual and empirical analysis of economic problems related to antitrust issues.
 8. Expert oral and written communication, listening and presentation skills.
 9. Advanced analytical and conceptualisation skills.
 10. Advanced interpersonal skills and consistently demonstrates emotional intelligence.
 11. Advanced Experience in undertaking procedural and compliance-related activities within a sensitive and/or high-volume regulatory environment.
 12. Advanced organisational and project management skills.
 13. Advanced computer literacy skills; with the ability to manipulate software applications such as word processing, databases, spreadsheets and presentation programmes.

14. Ability to effectively develop and maintain working relationships with team members and other stakeholders.
15. Ability to manage time, meet deadlines and remain calm under pressure.
16. Ability to exercise initiative and judgment in the execution of duties.
17. Intellectually acute, visionary and innovative.
18. Ability to adapt to organisational change.

CONTRACT ARRANGEMENTS

1. The Digital Transformation Consultant will be selected based on the procedures for selection of individual consultants in keeping with Saint Lucia Labour Laws.
2. The contract will be for a period of one (1) year with a probationary period of six (6) months on satisfactory performance.
3. The successful Candidate is expected to work full time in Saint Lucia, unless work requires for domestic or overseas travel.
4. The contract may be extended provided satisfactory performance and based on the needs of the Projects.
5. The Tender is open ONLY to Saint Lucian Nationals

Evaluation Criteria

- Technical Proposal (Understanding of the MSME digital landscape)
- Relevant Professional Experience (Digital program delivery)
- Academic Qualifications & Certifications

Further information can be obtained by contacting the Department of Commerce at the following address during office hours 8:00 a.m. - 4:30 p.m. (0800 to 1600 hours).

Submission of Expressions of Interest:

Expressions of interest must be submitted in sealed envelopes and delivered by hand to the Department of Commerce, located in the Consumer Affairs Department, Micoud Street, Castries.

Deadline: Submissions must be received no later than 4:00 p.m. on Friday, 28th May 2026.