



TERMS OF REFERENCE

Made in TCI – Marketing Coordinator

I. Background

As part of its mandate under the trade promotion pillar, the Department of Trade, Industry, and Fair Competition will host its annual staging of Made in TCI in Providenciales. Made in TCI emerged as a response to the flourishing wave of innovation in the Turks and Caicos Islands and continues to make waves and strides within the Turks and Caicos Islands. The main goal of this event is to increase awareness and to promote goods and services that are locally produced by showcasing them at the forefront of the Turks and Caicos.

II. Purpose and Objectives of the Event

The inaugural staging of Made in TCI took place in October 2022 at in the Stubbs Diamond Plaza, Sibonne Road, Kingston, The Bight, Providenciales. This event was established with the aim of providing local businesses with a public exhibition platform. By participating in this national trade show, businesses have the opportunity to strengthen their connections with local consumers and also attract potential international clientele who are visiting the TCI. Overall, this event has the potential to assist local entrepreneurs and creators to further expand their customer base, while advancing the growth objectives of their businesses.

In this era of globalization, businesses are increasingly expanding across borders, opening doors for growth, success, and new opportunities. Made in TCI 2025 Providenciales aims to inspire local entrepreneurs to explore opportunities for establishing a strong presence in the domestic market and expanding beyond the borders of the TCI. Made in TCI 2025 Providenciales will be held around mid-late November 2025 at a location to be announced. The main objectives of the “Made in TCI” Trade show are:



- ❖ To raise awareness about domestically produced goods and services.
- ❖ To encourage the launch of novel services and products.
- ❖ To generate sales for participating businesses & exhibitors.
- ❖ To generate potential leads/prospects for businesses locally.
- ❖ To increase market visibility for businesses & exhibitors.
- ❖ To provide trade-related information related to market access, importation, and exportation to stakeholders.
- ❖ To provide the platform for exhibitors and visitors to be able to connect with each other.
- ❖ To contribute to economic diversification across the Turks and Caicos Islands.

III. Main Duties/Responsibilities

The Department of Trade seeks the assistance of a Marketing Coordinator to create and execute a marketing campaign that will effectively and efficiently promote Made in TCI 2025. The main duties/responsibilities of the Marketing Coordinator are to:

- Developing and implementing marketing campaigns that focus on promoting the event and driving attendance.
- Creating compelling and engaging content for various marketing channels such as websites, blogs, social media, emails, and advertisements.
- Assisting in maintaining and strengthening the Made in TCI brand image and identity.
- Creating and coordinating the production of marketing materials such as exhibitor brochures, flyers, pamphlets, banners and street signs.
- Working closely with the Department of Trade to align marketing efforts with overall event goals and objectives.
- Coordinate with the Department of Trade in promoting the registration process.

IV. Competency profile:



1. Core Values:

- Commitment
- Integrity

2. Core Competencies:

- Communication
- Drive for results
- Working with people

3. Key Functional Competencies:

- Marketing Campaign Management
- Content Creation and Management
- Digital Marketing Execution

4. Skills and Knowledge

- Understanding the fundamentals of marketing strategy, including target audience identification, positioning, and segmentation.
- Able to create clear and compelling marketing messages, collaborate effectively with team members.
- Proficiency in digital marketing channels and tactics is crucial. This includes knowledge of social media marketing, content marketing.
- Ability to contribute to the creation of engaging marketing content, including copywriting, visual design, and multimedia content development. Knowledge of storytelling, brand voice, and visual aesthetics can enhance content creation skills.
- Able to plan, organize, and coordinate multiple marketing initiatives simultaneously, set priorities, meet deadlines, and manage resources effectively.
- Ability to think creatively and develop innovative marketing ideas



INSTRUCTIONS: The Department of Trade, Industry, and Fair Competition invites companies/consultants to submit proposals for the role of Made in TCI Marketing Coordinator. Proposals should be sent via email to tradetci@gov.tc no later than July 18, 2025, clearly stating the title of project applied for. Any proposals received after this date will **NOT** be accepted. Any requests for clarification must be sent in writing, or by standard electronic communication to tradetci@gov.tc.