

**Ministry of Digital Economy & Entrepreneurship**

**Terms of Reference**

**Youth Technology and Jobs Project**

**Project Management Unit**

**JO-MODEE-251039-CS-INDV**

**PR & Communication Specialist**

1. **About the Youth, Technology, and Jobs (YTJ) Project**

The Government of Jordan (GoJ) has received financing from the World Bank to implement the Youth, Technology, and Jobs (YTJ) project, which has become effective in April 2020. The YTJ project aims to improve digitally enabled income opportunities and expand digitized government services in Jordan. The project will build an impetus for private sector-led growth of the digital economy and make interventions to address specific constraints in the supply and demand sides of the digital economy. The project duration is five years. The Ministry of Digital Economy & Entrepreneurship (MoDEE) is the implementing agency of the YTJ project.

The objective of this TOR is to identify and hire a **Full Time PR & Communication specialist** to manage the implementation of “Jordan Source” marketing strategy.

1. **Job Responsibilities**

Under the supervision of the Digital Business Sector Manager, the specialist is responsible for the following duties and responsibilities:

* Lead the marketing strategy implementation for “Jordan source” to promote Jordan as an international ITO/BPO destination aiming at attracting international tech companies to expand to Jordan and create job opportunities for Jordanians;
* Oversee the work of the outsourced “communication and PR” company to ensure the quality and timely submission of all deliverables;
* Manage Jordan Source website strategy, content, performance and applies SEO best practices and creates an effective look;
* Create the right image and brand for Jordan as an ITO/BPO destination, manage press and media relationships, design events, campaigns and roadshows;
* Develop presentations to prospects, understand and communicate needs to marketing, manage pipeline, analyze and anticipate trends;
* Provide support to the Jordan Source business development team in delivering value to leads and prospects;
* Perform any additional PR & communications tasks requested by the Digital Business Sector Manager

1. **Consultant Qualifications**
2. Minimum of 7 years of experience in marketing, mass communication, digital media, public relations
3. University degree in business administration, marketing, mass communication or any related field,
4. Excellent verbal and written communication skills.
5. Excellent organizational skills and attention to detail.
6. Excellent written and spoken communication skills in Arabic and English;
7. Strong data analysis and reporting skills
8. Detail-oriented
9. **Duration of Assignment**

The contract period is for one year, renewable up to 4 years

1. **Application**

Only the most qualified and suitable candidates will be invited to the interviews. Interested eligible individuals may submit their resume via the following links:

Kalamntina Website

<https://kalamntina.com/vacancies/pr-and-communication-specialist>

Kalatechs Website

<https://kalatechs.com/vacancies/pr-and-communication-specialist>

Deadline: Kindly Submit before 10/10/2021 at 11:59 PM