**Ministry of Digital Economy & Entrepreneurship**

**Terms of Reference**

**Youth Technology and Jobs Project**

**Project Management Unit**

**Job Opening: Social Media and Outreach Specialist  
JO-MODEE-222695-CS-INDV**

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.

Established in 2019 under Article 31 of the Jordanian Constitution and based on Law No. (9) / 2019 “The Technical and Vocational Skills Development Law”, the Technical and Vocational Skills Development Commission (TVSDC) has the mission of motivating the Jordanian youth to be enrolled in the TVET sector, contributing to job creation, consolidating the concept of entrepreneurship, solving the problems of poverty and unemployment, and contributing to economic growth.

Through the Youth, Technology, and Job (YTJ) project, the Ministry of Digital Economy and Entrepreneurship is supporting TVSDC to achieve its mandate specially in relation to supporting the National Skills Council for ICT. In this regard YTJ will be supporting the Project Management Unit at VSTDC to hire key positions that will enable it in achieving its objectives.

The objective of this ToR is to identify and hire a **Social Media and Outreach Specialist** for the TVSDC Project Management Unit (PMU). The Social Media and Outreach Specialist will support the preparation and implementation of the PMU’s activities and will report directly to the Project Manager.

**II. Responsibilities of the Social Media and Outreach Specialist**

1. Execute awareness campaigns and represent the PMU in local communities.
2. Document and disseminate PMU progress among partners (media, government, employers, youth).
3. Manage outreach to potential partners including designing and deploying campaigns and communication material to engage partners.
4. Attend and participate in relevant community events.
5. Record and share relevant best practices among stakeholders.
6. Create content for the website, social media, and other marketing material.
7. Handle the social media channels and monitor the activity therein.
8. Generate weekly and monthly content plans.
9. Produce timely reports on outreach, social media, and website engagement.
10. Other duties as assigned.

**III.** **Eligibility and Minimum Qualifications**

1. Prior work experience for a minimum of 3 years and a maximum of 8 preferably in social media management, communications management, and outreach in TVET or higher education.
2. Strong skills in design, social media management, and marketing.
3. Experience working with relevant software like Photoshop, Illustrator, Premiere etc.
4. Proven technical ability in handling outreach operations.
5. Excellent interpersonal skills and ability to interface with a variety of individuals.
6. Effective written and oral communication skills in Arabic and English.
7. High level of cultural adaptability and sensitivity.
8. Willingness to travel as needed.

**IV. Education Requirements**

University Degree in Communication, Business Administration, IT, Engineering, Languages or another relevant field.

**V. Duration of Assignment**

The contract period is for one year, renewable up to 4 years. The Social Media and Outreach Specialist must diligently perform in a proper and efficient manner the duties set out within this ToR and any other tasks or responsibilities that may arise in relation to the TVSDC needs.

**VI. Application**

Only the most qualified and suitable candidates will be invited to interviews. Interested eligible individuals may submit their applicable through Akhtaboot at the following link:

<https://www.akhtaboot.com/en/jordan/jobs/amman/147480-Social-Media-and-Outreach-Specialist-of-the-TVSDC-at-Ministry-Of-Digital-Economy-and-Entrepreneurship>

**Deadline: Kindly submit your application by 29 September, 2021**