

**Ministry OF Digital Economy and Entrepreneurship**

**Youth Technology and Jobs Project**

**Terms of reference (TOR)**

**JO-MODEE-237742-CS-QCBS**

**PR and Communications Agency**

1. **ABOUT 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 project components are:

**Component 1 – Support the supply of digital skills in Jordan**

* **Sub-component 1.1:** Support private sector-led digital skills development. Support the establishment of the National Skills Council for Information and Communication Technology (NSC-ICT), as an independent (financially and administratively) legal entity, with a majority private sector board membership and representation from key public sector stakeholders, and with the mandate to: (a) conduct demand and supply side assessments; (b) establish national occupational standards; (c) qualify training service providers; (d) select and contract training service providers; (e) create, accredit, and disseminate online training materials; (f) conduct national awareness activities; (g) engage in monitoring and evaluation; and (h) establish comprehensive customer relationship management (CRM) system for the beneficiaries. The activities of the NSC-ICT will be coordinated with and, when required by vocational training law and regulations, approved by the Vocational and Technical Skills Development Corporation.
* **Sub-component 1.2:** Enhance digital skills competencies for public school students. Introduce quality technology courses in public classrooms G7-12. The activities under this sub-component will aim to identify gaps in the existing information technology courses in schools, develop context-relevant technology learning assets, train teachers on the new courses and roll-out in a systematic way across public classrooms.
* **Sub-component 1.3:** Provide working spaces in underserved communities through Tech Hubs. Support upgrading and equipping three to five technology hubs (Tech Hubs) as "for fee" venues for skilling programs, networking, and co-working spaces for trainers, entrepreneurs, freelancers, Civil Society Organizations (CSOs), and Business Process Outsourcing (BPO) businesses in nearby communities.

**Component 2 – Support the expansion of digital sector and digital government services in Jordan**

* **Sub-component 2.1:** Support the expansion and access to market for digital firms and digital platforms. Provide incentive packages to support the growth plans of digital firms in underserved communities to help build and scale their activities and generate local job opportunities. Provide access to income opportunities in various tech and non-tech economic activities for individuals in the gig economy. The project will seek to increase the adoption of platforms by supporting CSOs in training individuals to access and offer their services on digital platforms and by conducting market outreach and awareness building, with a focus on underserved communities
* **Sub-component 2.2:** Support digital transformation of service delivery to citizens and businesses. Support activities designed to improve access to and quality of selected e-government services. In addition to improving quality and cost efficiency of service, the government's commitment to adopt a private sector-based delivery model for government e-services is expected to create business opportunities for local digital firms, which will provide an impetus for employment growth in the digital sector.
* **Sub-component 2.3:** Support digitization of payments. Support the government commitment to advance penetration of digital payments in Jordan, supporting e-payments for all applicable government services, focusing on front-end services.

**Component 3 - Project management & implementation support.**

MoDEE established a Project Management Unit (PMU) at the Ministry which has the overall fiduciary responsibility for project implementation.

1. **ASSIGNMENT BACKGROUND**

Jordan aims to become a leading destination for technology offshoring/outsourcing among technology sector companies mainly in North America and Europe. This is an important part of the long-term economic vision for the Kingdom, and is supported at the highest levels of the government. Among other things, a more robust technology services sector can play a key role in diversifying and growing the Kingdom’s economy.

Jordan is more committed than ever to enhancing its ICT landscape and better understanding what makes it attractive to international technology companies. To achieve this goal, MoDEE engaged a US-based management consulting company in 2020 to deliver a marketing strategy with an operational plan which aims at promoting Jordan as a leading destination for ITO/BPO, hereafter referred to as "Jordan Source.

Jordan Source marketing strategy key objective is to establish Jordan as a preferred destination in the MENA region for technology outsourcing/offshoring companies through:

1. Create Awareness of Jordan Source among priority target decision-makers
2. Generate interest and deep engagement particularly withing high potential companies
3. Drive action that contributes toward account acquisition

The strategy has also identified two targeted segments that are likely to have increased need and urgency for technology outsourcing partners. The two segments are the following:

1. International Mid-Market Companies in Tech-Enabled Industries, with a focus on the US companies
2. Growth-Oriented International ITO Services Firms, with a focus on the US companies

Consequently, the Kingdom wishes to create traction and grow demand for outsourcing through a marketing pilot that attracts qualified technology companies to expand their businesses to Jordan. This pilot will ‘prove the concept’ over a period of twelve months, yield near-term results, and generate learnings to shape long-term strategy.

Therefore, MoDEE, through the Youth, Technology, and Jobs (YTJ) project, is seeking to retain the services of a qualified PR and Communications firm or agency, hereafter, referred to as “the Consultant” to support the execution of the Jordan Source marketing strategy to enhance Jordan's reputation as an ITO/BPO destination, while creating a lead generation pipeline.

1. **SCOPE OF WORK**

The Consultant is expected to perform the following activities, as well as any additional tasks that are required to achieve the aspired results.

1. Review Jordan Source marketing strategy and operational plan[[1]](#footnote-1) and provide insights and advice on how to enhance it if necessary, especially in light of political and economic circumstances and opportunities
2. Support MoDEE/YTJ in the execution of the **Jordan Source** marketing strategy and operational plan including but not limited to:
   1. Create brand story and identity for **Jordan Source**
   2. Create and design marketing and sales collateral materials to support **Jordan Source** marketing and promotion activities
   3. Create emails and LinkedIn outreach to identified regional and international sales and business development leads
   4. Create and dispatch a range of PR content types targeting regional and international markets and including but not limited to articles, blogs, press releases, newsletter, whitepapers, presentations, email marketing, etc. to generate awareness and credibility and showcase Jordan’s new digital pivot in service offerings
   5. Recommend, organize and implement regional and international campaigns, events and roadshows including related creative concepts, artwork, material and media plan.
   6. Create and manage Jordan Source digital presence including social media channels and website and ensure community engagement.
   7. Support the activation of the “**Ambassador Program**” to turn successful Jordanian diaspora into ambassadors for Jordan Source including but not limited to identification of potential ambassadors, suggest communication channels and propose engagement interventions.
   8. Produce a minimum of 5 short thematic video(s) about Jordan ITO/BPO sector to capture major events and success stories.
3. **KEY DELIVERABLES**

The Consultant shall complete and submit at minimum all the deliverables as identified in this RFP

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| **Activity** | **Deliverable** | **Timeline** |
| 1. Review Jordan Source marketing strategy and operational plan and provide insights and advice on how to enhance it if necessary | Revision & Recommendations Report | Within one month from the commencement of the assignment |
| 1. Support MoDEE/YTJ in the execution of the Jordan Source marketing strategy and operational plan | Inception Report and Action Plan including implementation timeline | Within one month from the commencement of the assignment |
| 1. Create brand story and identity for Jordan Source | New logo, design and brand guidelines  Brand Story Narrative | Within two months from the commencement of the assignment |
| 1. Create, design and produce marketing and sales collateral materials as needed to support Jordan Source marketing and promotion activities | Marketing Profile  Flyers  Brochures  Roll Ups  Posters  Presentations | When needed |
| 1. Create and dispatch a range of PR content types targeting CEOs and CTOs of regional and international technology and ITO/BPO companies. Content should include but not limited to articles, blogs, press releases, newsletter, whitepapers, presentations, email marketing, videos to generate awareness and credibility and showcase Jordan’s new digital pivot in service offerings | Newsletter  Blogs  Press Releases  Marketing emails  Thought leadership articles  Case Studies and success stories  \*Utilizing media channels that are read and watched by CEOs and CTOs of Technology and ITO/BPO companies. | Ongoing, starting the third month of the contract and based on the Consultant proposed methodology |
| 1. Recommend, organize and implement campaigns, events and roadshows including related creative concepts, artwork, material and media plan. | A minimum of five regional and international organized events, webinars or roadshows including related creative concepts, artwork, material and media plan for each event | Ongoing, Starting the third month of the contract |
| 1. Create and manage Jordan Source digital presence including social media channels and website including community engagement | Website updated Content  LinkedIn  Twitter  YouTube  Paid Digital Media campaigns  SEO  Community Engagement | Ongoing, starting the second month of the contract |
| 1. Support the activation of the “Ambassador Program” to turn the successful Jordanian diaspora into ambassadors for Jordan Source | Ambassadors List  Engagement Ideas and activation | Ongoing, starting the second month of the contract |
| 1. Produce a minimum of 5 short thematic video(s) about Jordan ITO/BPO sector to capture major events and success stories. | A minimum of 5 short videos including Concept, storyboard and videography and voiceover. | Ongoing and when needed |

1. **Qualification Requirements**

The Consultant firm must have:

1. Demonstrated experience in global PR and communication strategies development and execution (min two projects in the past 5 years)
2. Demonstrated experience in Public Relations and Brand Creation and promotion
3. Demonstrated experience (min. two projects in the past 5 years) in developing and executing business marketing campaigns for governments or multinational corporations
4. Demonstrated experience in managing social media channels for governments or multinational corporations (min two clients)
5. Established connection with the global ICT sector (Working on ICT related projects or with Technology giants)
6. Ability of the team to communicate effectively in English verbally and in writing

Required staff and qualification:

Availability of a qualified project team to manage and execute all activities under this consultancy including but not limited to the following positions:

1. Team Leader: holds a Master’s degree in marketing, mass communication or any relevant area with a minimum of 15 years of experience in managing similar projects.
2. Media and Communication Specialist: holds a bachelor’s degree in marketing, mass communication or any relevant area with a minimum of 10 years of experience in designing and executing similar assignments
3. Content writer: holds a bachelor’s degree in communications, Journalism, English or any relevant areas with a minimum of 5 years’ experience in writing, editing, proof-reading, and developing communication materials (web content, publications, articles, whitepapers, success stories, and narratives)
4. Graphic Designer: holds a bachelor’s degree in graphic design, digital media or any relevant area with a minimum of 5 years’ experience in graphic design and artwork creation
5. Public Relations and Brand Creation Specialist: holds a bachelor’s degree in communications, journalism, marketing or any relevant area, with a minimum of 10 years’ experience in public relations

\* Project team members identified are to remain on the project until completion. Any changes in project team members will be subject to MoDEE/YTJ approval, and the Consultant shall ensure such changes do not negatively impact the quality of the deliverables and project timelines.

1. **Non-Consultancy Services**

The cost of the non-consultancy services such as the production of the collateral material (Flyers, Brochures, Roll Ups, etc.), paid media channels (social media, TV Channels, Magazines, etc.) and the cost associated with organizing events and roadshows (venue rental, participation fees, booth installation and uninstallation, etc.) will be renumerated based on a proof of payment with a allowable administrative fee to be agreed upon later

1. **Assignment Key Performance Indicators**
2. Awareness outreach: number of people/organizations hearing/ responding about Jordan Source on social media, search engines and other media channels
3. Leads generation: number of people/organizations responding back to the PR and communication activities
4. Conversion Rate: number of leads moving through the PR funnel and showing interest in expanding to Jordan
5. Acquisition Rate: number of new companies expanding to Jordan as a result of the PR and Communication efforts
6. **Payment Schedule**

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| **No.** | **Deliverables** | **Payment %** |
|  | Submission and the PMU's acceptance of the marketing strategy revision report, project inception report and the detailed action plan | 10% |
|  | Submission and the PMU's acceptance of the Jordan source brand story, identity and guidelines and design of collateral material | 15% |
|  | Submission and the PMU's acceptance of the 1st activities report, including the content created, content published, and campaigns implemented | 25% |
|  | Submission and the PMU's acceptance of the 2nd activities report, including content created, content published, and campaigns implemented | 25% |
|  | Submission and the PMU's acceptance of the 3rd activities report, including content created, content published, and campaigns implemented | 25% |

## Responsibility of MoDEE/YTJ

1. Provide guidance, feedback and oversight
2. Support the agency's access to any available documents and information about Jordan in general and the ICT sector in specific
3. Facilitate the agency's access to private sector and public sector representatives as needed
4. Provide the necessary support to the agency to ensure the smooth implementation of the assignment
5. Provide final approval on all submitted deliverables

## Project Schedule

MoDEE/YTJ anticipates project start up to be January 2022 following award and contract execution with project conclusion by January 31, 2023. bidders are to provide a project schedule based on this timeframe.

## Reporting and Supervision

The Consultant will work under the guidance and supervision of the **PMU director** of the Project at MoDEE. The PMU will be responsible for coordinating with MoDEE team and stakeholders.

The Consultant shall provide monthly progress reports to PMU focal point about the progress of the assignment, key achievement, challenges, and lessons learned

The Consultant shall provide **weekly progress updates** by email to the PMU focal point, including:

* Reporting on activities scheduled for the period, per component, and describing any change to the schedule or activities.
* Flagging issues or problems that have affected or may affect the implementation of any task

1. A copy of the strategy document will be given to the winning Consultant [↑](#footnote-ref-1)