

Ministry of Digital Economy & Entrepreneurship

Youth, Technology, and Jobs Project

REQUEST FOR EXPRESSIONS OF INTEREST (ROEI)

**Project ID: P170669**

**Assignment Title: PR and Communications Agency**

**Reference No**.: **JO-MODEE-237742-CS-QCBS**

The Ministry of Digital Economy and Entrepreneurship (MoDEE) has received financing from the International Bank for Reconstruction and Development (IBRD), the lending arm of the World Bank, toward the cost of the Youth, Technology, and Jobs Project, and intends to apply part of the proceeds for consulting services.

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

The detailed Terms of Reference (TOR) for the assignment can be found at the following website: <https://www.modee.gov.jo/tenders>

The Ministry of Digital Economy and Entrepreneurship (MoDEE) now invites eligible marketing, public relations and communications companies (“Consultants”) to indicate their interest in providing the services listed in the Terms of Reference (TOR) document. Interested Consultants should provide information demonstrating that they have the required qualifications and relevant experience to perform the services, as per the shortlisting criteria below:

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| **Criteria** | **Relevant Documentation to be provided in EOI** |
| 1. Demonstrated experience in global PR and communication strategies development and execution (min two projects in the past 5 years) | Company profile  Summary of similar projects implemented by the company over the past 5 years (min two), including client name, start and end date of the project, project value, results achieved |
| 1. Demonstrated experience in Public Relations and Brand Creation and promotion | Summary of similar projects implemented by the company over the past 5 years (min two), including client name, start and end date of the project, project value, results achieved |
| 1. Demonstrated experience (min. two projects in the past 5 years) in developing and executing business marketing campaigns for governments or multinational corporations (preferably in the technology sector) | Summary of similar projects implemented by the company over the past 5 years (min two), including client name, start and end date of the project, project value, results achieved |
| 1. Demonstrated experience in managing social media channels for governments or multinational corporations (min one clients) | Summary of similar projects implemented by the company over the past 5 years (min one), including client name, start and end date of the project, project value, results achieved |
| 1. Established connection with the global ICT sector (Working on ICT related projects or with Technology giants) | Brief about the company’s work related to the technology sector |
| 1. Availability of a qualified project team to manage and execute all activities under this consultancy including but not limited to the following positions: | Proposed team names, position in the project, educational background, years of experience and key qualifications including language proficiency |

The REOI package should not exceed 15 pages in total and should consist of the relevant documentation listed in the table above.

Note: Key staff will not be individually evaluated at the shortlisting stage.

The attention of interested Consultants is drawn to Section III, paragraphs, 3.14, 3.16, and 3.17 of the World Bank’s “Procurement Regulations for IPF Borrowers” July 2016 (“Procurement Regulations”), revised November 2017 and August 2018 setting forth the World Bank’s policy on conflict of interest. Consultants may associate with other firms to enhance their qualifications but should indicate clearly whether the association is in the form of a joint venture and/or a sub-consultancy. In the case of a joint venture, all the partners in the joint venture shall be jointly and severally liable for the entire contract, if selected.

A Consultant will be selected in accordance with the Quality-Cost based Selection method set out in the Procurement Regulations.

For questions and further information, please submit by email to [YTJ\_tenders@modee.gov.jo](mailto:YTJ_tenders@modee.gov.jo) , by ***15, September, 2021.*** Answers will be published at the following website: <https://www.modee.gov.jo/tenders>

Expressions of interest must be submitted in a signed and searchable PDF format by email to [YTJ\_tenders@modee.gov.jo](mailto:YTJ_tenders@modee.gov.jo) by ***2:00 PM Amman Local time on 23, September, 2021***

Ministry of Digital Economy and Entrepreneurship

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