



**THE HASHEMITE KINGDOM OF JORDAN  
MINISTRY OF DIGITAL ECONOMY & ENTREPRENEURSHIP  
YOUTH, TECHNOLOGY, AND JOBS PROJECT  
PROJECT ID: P170669  
REQUEST FOR EXPRESSIONS OF INTEREST**

**Assignment Title: PR, Marketing and Communications Agency  
Reference No.: JO-MODEE-547046-CS-CQS**

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

The consulting services (“the Services”) is to engage a qualified PR, Marketing and Communication Agency (“the Consultant”) to plan, execute and improve Digiskills Association's visibility, outreach, and communication strategies. The Consultant will work collaboratively with Digiskills to achieve the following specific objectives:

- Increase public awareness of Digiskills' mission and programs.
- Improve stakeholder engagement and communication.
- Enhance the organization's reputation and credibility.
- Promote Digiskills' initiatives and events.
- Generate media coverage and positive publicity.

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

The Ministry of Digital Economy and Entrepreneurship (MoDEE) now invites eligible consulting firms (“Consultants”) to indicate their interest in providing the Services. 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:

Criterion	Relevant Documentation to be provided in EOI
<p>1. Experience in areas relevant to the services required, including but not limited to:</p> <ul style="list-style-type: none"> <li>• Public Relations and communications</li> <li>• Strategic communication messaging and creative content creation</li> <li>• digital identity</li> <li>• Events management</li> <li>• Marketing campaigns and promotions</li> <li>• Social media management.</li> </ul>	<ul style="list-style-type: none"> <li>- Detailed company profile</li> <li>- Summary of similar projects implemented by the Consultant over the past 5 years (min two), including client name, start and end dates of the project, project value, results achieved</li> <li>- Reference letter and recommendation from previous clients or partners.</li> </ul>
<p>2. Experience in areas relevant to the services required for governments or multinational corporations (preferably in the technology sector).</p>	<ul style="list-style-type: none"> <li>- Summary of similar projects implemented by the Consultant over the past 5 years (min two), including client name, start and end date of the project, project value, results achieved</li> <li>- Reference letter</li> </ul>
<p>3. Established connection with the global ICT sector (working on ICT related projects or with Technology giants).</p>	<ul style="list-style-type: none"> <li>- Brief about the Consultant’s work related to the technology sector</li> </ul>

The EOI package should not exceed **(20)** pages in total and should consist of:

1. Package should consist of documentation that demonstrates the company’s qualifications 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 **CQS** 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 **21 May 2026**. Answers will be published at the following website: <https://www.modee.gov.jo/en/modules/advancedtenders>

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 **13:00** hours on **7 June 2026**

***Disclaimer: Prior to the execution of the contract, the awarded consultant is required to settle the stamp fees, calculated at 0.006 of the contract value.***

Ministry of Digital Economy and Entrepreneurship  
Tenders Section  
Eighth Circle, Amman, Jordan  
Tel: +962 5805621  
Fax: +962 5861059