



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: The selection of a Public Relations (PR), Marketing, and Communication Agency

Reference No.: JO-MODEE-487620-CS-QCBS

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 for **hiring a Public Relations, Marketing and Communications Agency** to support visibility, outreach, and communication strategies for both the Youth, Technology, and Jobs (YTJ) Project and the Jordan Source Program.

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 PR and Marketing agencies** ("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
Proven track record in PR/Marketing for ICT or donor-funded or government projects or Large Scale Projects with national aims.	List of relevant projects, client references, and brief descriptions (max 5 projects) within the past 3 years
Experience managing international brand accounts or managing local brands internationally	Portfolio or client list featuring a minimum of 3 examples of international brand accounts or local brands managed in international markets Each example should include a brief description and the role/responsibility of the firm (e.g. lead agency, regional support, etc.) Projects must have been delivered within the past 5 years
Demonstrated capacity in digital campaign and social media management	Campaign results (screenshots, metrics) or community engagement samples (minimum 3 examples) within the past 3 years.
Design and video production capability	Samples of designed materials and produced videos, where the firm was responsible for ideation and execution (minimum 3 samples) within the past 2 years.

The EOI package should not exceed **20** pages in total and 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" September 2023 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.

The following is not normally be included in the same Shortlist with private sector firms:

- UN Agencies; or
- State-owned enterprises (SOEs) or institutions and not-for-profit organizations (such as NGOs, and universities), unless they operate as commercial entities that meet the requirements of Paragraph below:

State-owned enterprises (SOEs) or institutions of the Borrower's country **may be eligible** to compete and be awarded contracts in the Borrower's country only if they can establish, in a manner acceptable to the Bank, that they:

- are legally and financially autonomous;
- Operate under commercial law; and
- Are not under supervision by the agency contracting them.

A Consultant will be selected in accordance with the **Quality-cost based Selection (QCBS)** method set out in the Procurement Regulations.

For questions and further information, please submit by email to YTJ_tenders@modee.gov.jo , by **03, August 2025**. 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 by **13:00** hours on **10, August 2025**

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.

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