



## Terms of Reference

### General Information

<b>Project</b>	<b>:</b>	<b>Corporate Entrepreneurship Responsibility Alliance (CERA)</b>
<b>Activity Title</b>	<b>:</b>	<b>Implement marketing and communications Activities</b>
<b>ToR Number (Please refer to it when applying)</b>	<b>:</b>	<b>ToR/CERA/31/2024</b>
<b>Location</b>	<b>:</b>	<b>Jordan</b>
<b>Date of Announcement</b>	<b>:</b>	<b>30/05/2024</b>

### Leaders International

Leaders International is an international network of local organizations that plans, manages, and monitors innovation and economic development interventions in the region. Through its offices in Brussels, Amman, and Ramallah, Leaders International provides complete project-management services with a focus on private-sector development, enterprise development, job creation, entrepreneurship, D4D, economic policy dialogue, and tourism value chain development.

### Project Background

The Corporate Entrepreneurship Responsibility Alliance (CERA) Project addresses the national imperative of promoting a transition in the enterprise ecosystem that would contribute to realizing the growth potential of SMEs. It is focused on tackling one of the key constraints that face Jordanian enterprises, namely the availability and quality of local supply chains. The project will rely on supply chain requirements and internal procurement needs of larger enterprises and will build on the concept of Corporate Entrepreneurship Responsibility as an entry point to create an alliance committed to supporting the growth of the local industry in underserved regions of Jordan.

### Objective

The consultant will be responsible for the implementation and amplification of the project's marketing and communications strategy, leading internal and external communications.

### Scope of Work

- Designing and developing marketing materials, messages, talking points.
- Curating content and ensuring timely updating of website and social media platforms.
- Curating articles and blogs and work on SEO.

- Writing press releases and media stories, working closely with local and international media to ensure delivery of key messages and promote the project's outcomes.
- Design events plans and B2B conferences.
- Monitoring and management of existing communication strategy and action plans.
- Creating visual content for the project including pictures, videos, success stories, etc.

## Duration of Work

June 2024- May, 2025

## Qualifications Required

- Degree in Communications, Public Relations, Marketing, or related.
- Minimum 3 years of experience working in marketing and communications preferably with NGOs.
- Ability to brainstorm creative growth strategies for digital and social media outreach, along with in-depth understanding of web best practices and standards.
- Ability to write content in various channels including success stories, case studies, and creatively represent content.
- Strong writing, editing, and analytical skills.
- Excellent verbal and written communications skills in English and Arabic

## Taxes and Other Terms

- The offer should be including VAT
- For individual consultants, Applicable tax laws apply
- Please address the offer to: Leaders International for Economic Development/ CERA
- Please mention the ToR number: ToR/CERA/31/2024 in the offer
- Please submit your application, in addition to your company profile or CV (Individual Consultants) to: [procurement@leadersinternational.org](mailto:procurement@leadersinternational.org), no later than **13/06/2024** using **JD Currency**.