

Terms of Reference

Project	:	Euromed Clusters Forward (ECF)
Activity Title	:	Business Development Expert for Strategic Growth and Outreach
ToR Number (Please refer to it when applying)	:	ECF-TOR-Cluster2-A
Location	:	Palestine
Date of Announcement	:	22/06/2025
Date of activity & Completion	:	July 2025- February 2026

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, Tunis 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.

ECF-Project Background

Euromed Clusters Forward is a 4-year project funded by the European Union running until 2026. The aim of this project is to empower clusters in the South Mediterranean region by helping them increase their contribution to the economy.

Objective

To enhance PITA's visibility, strengthen its positioning among stakeholders, and expand its resource base by leading business development, fundraising initiatives, and strategic communication efforts. The expert will support the association in securing funding, increasing member engagement, and promoting PITA's services and achievements.

Scope of Work

The expert will be responsible for the following tasks:

1. Business Development & Fundraising:

- Identify funding opportunities and potential donors/partners aligned with PITA's strategic objectives.
- Develop and submit **between 10-12** high-quality proposals or concept notes during the 8 months.
- Support relationship-building with key stakeholders and donors through conducting regular meetings, workshops, and visits.

2. Strategic Communication:

- Draft and publish **one (1)** monthly press release or article to highlight achievements and milestones of PITA and its member companies which include 180 active members (total **8 press releases**).
- Prepare and disseminate **monthly newsletters** to members, stakeholders, and partners to promote PITA achievements, activities and impact each month.
- Develop compelling **promotional materials** to reflect PITA goals, objectives, plans and achievements to showcase PITA's value proposition and attract new member companies.

3. Digital Communication Management:

- Update and maintain content across **PITA's online platforms** including the website and social media channels.
- Ensure all digital communication aligns with PITA's branding and messaging

Deliverables

Month	Deliverables
Month 1	<ul style="list-style-type: none">• 1 press release/article• 2 proposals/concept notes• Monthly newsletter• Initial review and update of website & social media• Promotional material draft
Month 2	<ul style="list-style-type: none">• 1 press release/article• 2 proposals/concept notes• Monthly newsletter• Ongoing content updates
Month 3	<ul style="list-style-type: none">• 1 press release/article• 2 proposals/concept notes• Monthly newsletter• Updated promotional material
Month 4	<ul style="list-style-type: none">• 1 press release/article• 2 proposals/concept notes• Monthly newsletter• Continued content management
Month 5	<ul style="list-style-type: none">• 1 press release/article• 1proposals/concept notes• Monthly newsletter
Month 6	<ul style="list-style-type: none">• 1 press release/article• 1 proposals/concept notes• Monthly newsletter• Mid-term review of digital engagement
Month 7	<ul style="list-style-type: none">• 1 press release/article• 2 proposals/concept notes• Monthly newsletter
Month 8	<ul style="list-style-type: none">• 1 press release/article• 2 proposals/concept notes• Monthly newsletter• Final report and evaluation of communication and fundraising outcomes

Qualifications Required

Education & Academic Background:

- A Bachelor's degree in Business Administration, Marketing, Communications, International Relations, Development Studies, or a related field is required.
- A Master's degree is preferred and will be considered an asset.

Professional Experience:

- Minimum **5 years** of proven experience in business development, fundraising, proposal writing, or donor engagement, preferably within non-profits, business associations, or development-oriented organizations.
- At least **3 years** of experience in strategic communication, content development, or public relations.
- Demonstrated experience in developing successful grant proposals for international donors (e.g., EU, USAID, GIZ, World Bank, etc.).

Technical Skills & Competencies:

- Strong understanding of the Palestinian ICT sector and its challenges and opportunities.
- Excellent written and verbal communication skills in both English and Arabic.
- Proficiency in preparing proposals, concept notes, promotional materials, press releases, and newsletters.
- Solid experience managing social media and online platforms (e.g., Facebook, LinkedIn, Twitter/X, WordPress/CMS).
- Graphic design or content creation skills (e.g., Canva, Adobe Creative Suite) are an added advantage.
- Strong organizational skills and ability to meet deadlines under minimal supervision.
- Familiarity with donor landscapes and private sector development in Palestine and the MENA region is a plus.

Personal Attributes:

- Proactive, self-motivated, and results-oriented.
- High level of professionalism, integrity, and accountability.
- Ability to work collaboratively with PITA staff and member companies.

Taxes and Other Terms

- The offer must be addressed to Leaders Organization/ ECF
- The offer should be including VAT.
- For individual consultants, Applicable tax laws apply.
- Other terms may apply and will be communicated before the official awarding.
- Please mention the ToR number: ECF-Cluster-TOR-2-A in the offer & the email subject.

Please submit your application, in addition to your company profile or CV (Individual Consultants) to: palestinefstp@leadersinternational.org, no later than July 6, 2025 using **Euro Currency**.