

Terms of Reference

General Information

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| Project | : | NatureWorks- Enhanced Climate Adaptation Measures and Local Economic Development in Eastern Badia Nature Reserves - Shiraka III |
| Activity Title | : | Communications Consultant |
| ToR Number (Please refer to it when applying) | : | ToR/NW/13/2025 |
| Location | : | Jordan |
| Date of Announcement | : | June 22, 2025 |

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

Nature Works: is a two-year project dedicated to promoting sustainable development in Jordan's Eastern Badia region. Focused on Al Shaumari and Al Dahek reserves, the project aims to strengthen the conservation efforts by providing the Royal Society for the Conservation of Nature (RSCN) with essential tools and resources to address climate change and ecological challenges. Simultaneously, it strives to enhance the tourism experience through visitor-centric strategies, improved infrastructure, and stronger connections with local service providers, all with a core focus on sustainable tourism practices. The project also empowers local communities through capacity-building programs, active involvement in reserve protection, and integration of conservation themes into local communities, fostering environmental awareness. By creating economic opportunities, such as job creation and sustainable agribusinesses, "Nature Works" seeks to strengthen biodiversity protection, position Jordan as a premier ecotourism destination, and ensure a lasting positive impact on the region's ecosystems and communities.

This project is implemented by Leaders International for Economic Development in partnership with the Royal Society for the Conservation of Nature and is funded by the state of the Netherlands.

Objective

Leaders International is seeking a qualified and experienced communications consultant to support the preparation and conceptualization of key visibility and outreach activities under the NatureWorks project. The consultant will be responsible for developing the necessary groundwork and creative planning required to ensure the successful execution of content production, media engagement, and promotional initiatives focused on nature-based tourism and biodiversity conservation in Jordan.

Scope of Work

The selected consultant will be responsible for the following preparation activities under the Nature Works project:

1. 10 Short Videos / Success Stories

- Develop a unified storytelling framework and key messaging for all 10 videos.
- Propose a video format and structure (e.g., interview-based, voiceover with visuals, etc.).
- Draft individual storyboards and interview guides for each beneficiary.
- Identify thematic clusters (e.g., adventure, culinary, nature-based) to group stories where relevant.

2. Media Press Tour – Al Dahek Nature Reserve

- Draft a detailed concept note and itinerary for the press tour, introducing the reserve's geological significance and the new tourism offerings (geo-park and campsite).
- Identify and propose a list of relevant national and regional journalists and media outlets.
- Develop a press kit including background materials, fact sheets, quote banks, and key messages.
- Prepare briefing materials for on-site guides or spokespersons.
- Prepare a press release for the FAM trip.

3. Influencers FAM Trip – Al Shaumari & Al Dahek Reserves (2 Nights)

- Create a concept and itinerary for a two-night influencer trip covering both reserves.
- Identify and recommend a list of social media influencers aligned with ecotourism, sustainability, and nature-based travel.
- Draft influencer briefing notes including messaging guidelines, required deliverables, brand tone, and hashtags.
- Coordinate suggested logistics with the project team to ensure feasibility of itinerary and experience quality.

4. Local Tour Operators FAM Trip – Al Shaumari Wildlife Reserve

- Draft a concept note and itinerary focused on showcasing marketable tourism experiences and business collaboration potential.
- Propose a shortlist of local tour operators based on relevance, reach, and current destinations.
- Prepare a tour operator briefing pack including detailed product info, maps, access points, and pricing details.

5. Two Promotional Videos – Al Shaumari & Al Dahek Nature Reserves

- Develop creative concepts, visual themes, and messaging direction for both videos.
- Prepare visual mood boards and full storyboards for each location.
- Suggest voiceover or scripted key messages to highlight the uniqueness of each reserve.
- Coordinate filming logistics with the reserves and outline required footage elements.

6. Promotional Brochures – Al Shaumari & Al Dahek Nature Reserves

- Draft content structure and write promotional text covering visitor information, activities, maps, and key selling points.
- Suggest layout and design approach (to be coordinated with the graphic designer).
- Ensure consistency with the branding of the donors, NatureWorks, RSCN, and Leaders International.
- Highlight seasonal activities, unique biodiversity, and conservation practices at each site.

7. Conservation and Biodiversity Brochures

- Research and write accessible, engaging educational content on local biodiversity and conservation efforts.
- Develop clear structure and language suitable for non-expert audiences (e.g., school groups, tourists).
- Recommend visuals and infographics that simplify scientific information.
- Align messaging with existing RSCN materials and national conservation priorities.

Deliverables

The selected consultant is expected to deliver the following:

- Storytelling and messaging framework for success story videos;
- 10 video storyboards and interview guides;
- Press tour concept note, itinerary, and proposed media list;
- Influencer FAM trip concept, itinerary, influencer list, and briefing pack;
- Local tour operator FAM trip concept, itinerary, and proposed invitees;
- Two creative briefs and storyboards for promotional videos;
- Draft content and outlines for two tourism brochures;

- Draft content and structure for biodiversity and conservation brochures.

Duration of Work

The assignment is expected to start on **July 2025** and be completed by **March 2026**.

Note: The selected consultant should remain available for feedback and minor revisions throughout the assignment period.

Qualifications Required

The selected consultant should have:

- Minimum 5 years of proven experience in communications, media planning, or content development, particularly in tourism, development, or environmental sectors;
- Demonstrated ability to develop creative concepts, storyboards, and messaging frameworks;
- Familiarity with Jordan's tourism landscape and local media/influencer scene;
- Strong writing, research, and content structuring skills in both Arabic and English;
- Experience working with NGOs or donor-funded projects is an asset;
- Ability to work independently, meet deadlines, and coordinate with multi-disciplinary teams.

Taxes and Other Terms

- The offer should be including VAT;
- For individual consultants, Applicable tax laws apply;
- Please mention the ToR number: **(ToR/NW/13/2025)** in the email subject;
- Please address your offer to: **Leaders International for Economic Development/ Nature Works**;
- Please submit your application, in addition to your company profile or CV (Individual Consultants) to: jordanprocurement@leadersinternational.org, no later than **July 6, 2025** using **JOD Currency**.