



Terms of Reference

Re-Advertised

General Information

Project	:	Skills4Work- “Improving Resilience of refugee and Host Population in Jordan through Development of Livelihood Skills and Opportunities”
Activity Title	:	Digital Marketing Campaign
ToR Number (Please refer to it when applying)	:	S4W-MSME-TOR-014-A
Location	:	Irbid, Jordan
Date of Announcemen	:	November 20, 2025

Leaders International

Leaders International is a forward-thinking economic development organisation that brings together governments, community groups and private sector partners to work on various projects across the Middle East and Africa.

With offices in Brussels, Jordan, Palestine and Tunisia, we create partnerships that bridge the gap between east and west in order to create new opportunities and resources, and accelerate the growth of underdeveloped and developing economies. Our focus areas include MSME Development, Entrepreneurship & Innovation, Digital Transformation, Livelihoods & Employability, Green Growth, and Alternative & Sustainable Tourism.

Project Background

Skills4Work II is a transformative 3-year project dedicated to localizing demand-driven skills development for the empowerment of both refugees and Jordanian host communities. With a primary focus on enhancing employability, the project aims to bolster the capacities of Small and Medium-sized Enterprises (SMEs) to create sustainable job opportunities. Through targeted skills development, support for SMEs, and gender-inclusive strategies, Skills4Work II seeks to address the pressing issue of unemployment in Jordan, particularly within the private sector. By actively engaging with vocational training centers, sector skills councils, and community-based organizations, the project adopts a human rights-based approach and integrates environmental considerations to ensure long-term impact and the creation of sustainable livelihoods for beneficiaries. Skills4Work II envisions a future where local solutions lead to increased economic resilience and empowerment for refugees and host communities in Jordan.

This project is implemented by Leaders International for Economic Development (LI) and funded by the Regional Development and Protection Programme for Jordan and Lebanon (RDPP III) under the Embassy of Denmark in Beirut.

Objective

Leaders International for Economic Development is seeking to procure digital marketing services on behalf of a supported enterprise within the project. The goal is to attract new clients and increase demand for the training programs and educational services offered by the supported enterprise, and strengthen its position in the local market through targeted digital and promotional campaigns, which will positively impact registration rates and revenues.

Scope of Work

The service provider should work closely with the enterprise on performing digital marketing activities through the enterprise social media platforms in accordance with the requirements of the enterprise.

Digital Marketing Activities:

- Design and implement a plan for advertising campaigns on social media (Instagram, Facebook).
- Develop professional visual and written marketing materials that will be created, including editable social media post templates (graphics, captions, layouts) with clear guidelines and SOPs for updating and adapting content independently.
- Develop and implement local awareness campaigns to promote training programs, including the creation of visual and written educational content about diplomas and courses, and the organization of accompanying introductory meetings and workshops (online or in person).
- Conduct direct marketing outreach through email campaigns and sponsored ads.

Deliverables

- A detailed plan outlining the strategy, target audience, platforms (Instagram and Facebook), content schedule, and performance indicators.
- Professional visual and written materials for social media campaigns, including graphics, captions, and layouts.
- A set of editable social media post templates with instructions for ongoing use.
- Reusable email templates, validated contact lists, and executed campaigns with performance reports.
- Weekly and monthly performance reports
- A confirmation letter from the supported enterprise that the activity has been received in accordance with their requirements.
- Closing report summarizing the work that has been done.
- Any documents, manuals, content, material, drafts, etc., developed throughout the activity.

Duration of Work

The service provider is expected to conclude the activity within the timeline set for the activity, providing a detailed timeline for implementing the system and showing the work phases.

Qualifications Required

- 5+ years of proven experience in digital marketing, social media management, and online campaign execution.
- Demonstrated track record in planning and implementing integrated digital marketing strategies (including social media, email, and content marketing).
- Proficiency in social media advertising platforms (e.g., Meta Ads Manager, Google Ads, LinkedIn Campaign Manager, X Ads).
- Strong skills in content creation, copywriting, and visual storytelling across digital platforms.
- Experience with email marketing tools (e.g., Mailchimp, HubSpot, Sendinblue) and marketing automation systems.

Taxes and Other Terms

- The offer must **include VAT**.
- For individual consultants, applicable tax laws apply.
- A **valid company registration certificate** must be attached to the offer.
- Only invoices issued by the electronic invoicing system (**QR code invoices**) will be accepted from the awarded vendors.
- The offer must **remain valid for 90 days** from the ToR closing date.
- Inquiries or clarifications may be submitted within one week from the announcement date. After this period, no inquiries will be accepted.
- Mention the ToR reference number **S4W-MSME-TOR-014-A** in the email subject when submitting your offer or inquiries.
- Address the offer to: **Leaders International for Economic Development / Skills4Work**.
- Submit your technical and financial offer, along with your company profile or CV (for individual consultants), to jordanfstp@leadersinternational.org, by **December 4, 2025**, using **JOD currency**.