



## Terms of Reference

### General Information

<b>Project</b>	:	Skills4Work- “Improving Resilience of refugee and Host Population in Jordan through Development of Livelihood Skills and Opportunities”
<b>Activity Title</b>	:	Digital Marketing Campaign
<b>ToR Number (Please refer to it when applying)</b>	:	S4W-MSME-TOR-007-B
<b>Location</b>	:	Amman - Jordan
<b>Date of Announcemen</b>	:	January 12, 2026

### 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 Belgium, 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 enhance the enterprise's production and service capacity, and to improve its marketing performance through the implementation of a professional digital marketing campaign as per the specifications below.

## Scope of Work

The service provider should work closely with the enterprise on performing digital marketing activities through the enterprise social media platforms; Facebook, Instagram, Google Ads & LinkedIn, with accordance to the requirements of the enterprise.

Digital Marketing Activities:

- Generate leads via LinkedIn, with targeted campaigns and InMail outreach.
- Attract potential customers through Google Ads (Search & Display).
- Increase brand awareness and drive engagement on Facebook and Instagram, encouraging actions such as inquiries and purchases.
- Monitor, track, and optimize campaign performance using analytics tools and regular reporting.
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- Develop seasonal campaigns (e.g. New Year, Christmas) to boost sales and engagement using special promotions.
- Design platform-specific ad creatives tailored to each campaign and audience segment.

## Deliverables

- An action plan to be **submitted and approved before** the project kick-off by all parties (LI and Beneficiary).
- LinkedIn:
  - Lead Generation campaigns (up to 2)
  - InMail campaigns (up to 2)
- Google Ads:
  - Search Ads Campaigns (up to 2)
  - Display Ads Campaigns (up to 2)
- Facebook/Instagram:
  - Awareness Campaigns (up to 2)
  - Sales Campaigns (up to 2)
- All Channels:
  - Retargeting Ads for users who interacted with content or visited the website
- Website Page:
  - SEO Optimization for Campaign landing pages

- Reporting:
  - Weekly and monthly performance reports
  - Closing report summarizing the work that has been done
- Any documents, manuals, content, material, drafts, etc, developed throughout the activity.

## Duration of Work

**Daily Timeline:** Between February to April

## 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-007-B** in the email subject when submitting your offer or inquiries.
- Address the offer to: **Leaders International for Economic Development / Skills4Work**. and should be comprehensive, covering the following points within the technical and financial proposals:
  - Emphasis on measurable impact and long-term sustainability of the digital marketing campaign.
  - Clear demonstration of innovation, targeting strategy, and audience engagement methods.
  - Detailed expectations regarding performance indicators, reporting, and deliverables.
  - Alignment between the proposed technical approach and the allocated budget to ensure optimal value for money.
- Submit your technical and financial offer, along with your company profile or CV (for individual consultants), to [jordanfstp@leadersinternational.org](mailto:jordanfstp@leadersinternational.org), by **January 26, 2026**, using **JOD currency**.