

## TERMS OF REFERENCE

SERVICE/TITLE: COMMUNICATION CONSULTANT

LOCATION: \_\_AMMAN\_\_

### BACKGROUND

**Jordan has suffered from being back-to-back shocks that have severely affected its economic and social stability for over a decade.** Amid coping with the aftermath of a global economic crisis, the country was struck with the repercussions of turmoil in neighboring countries and regional instability that would shape the political and socio-economic landscape in the country for years to come. Political upheaval, namely in Syria, ushered the influx of over one million refugees to Jordan, leading to a sudden increase of the population by 40 percent between 2008 and 2020. The country currently hosts the second-highest number of refugees per capita globally, with 650,000 officially registered with UNHCR. Over the past few years, Jordan made remarkable leaps in facilitating Syrian refugees' access to formal employment and issuing thousands of work-permits in specific sectors. Nevertheless, whilst shouldering the Syrian refugees' crisis, Jordan was faced with mounting economic challenges, including the closure of major trade routes, rising energy prices, growing debt levels and overburdened infrastructure systems, among other factors.

**Women and youth are especially vulnerable to weak labour market performance.** In 2021, the female unemployment rate reached 33.1 per cent, compared 22.7 percent for their male counterparts. As for presence in the labour market, Jordan is faced with stubbornly low female economic participation rates with less than 14 percent of the adult female population identified as active, placing the country at the very bottom of global rankings. Female labour force participation is 14.9 percent compared to 53.1% for males, suggesting that once women leave the labour market to marry, the disproportionate responsibility for home and family make it difficult for them to enter again, marking a loss of talent for employers and the unrealisation of their potential and ambition. Paradoxically, Jordan is among the very few countries around the world that have a reversed gender gap in terms of educational attainment, where women outnumber men in advanced education. This achievement, however, has not translated to better economic opportunities for women due to a number of legal, cultural, and economic dynamics.

**Throughout three phases of collaboration between 2018-2022, the ILO and The US Department of State's Bureau of Population, Refugees, and Migration (PRM) implemented targeted interventions** aimed at formalizing access to employment for Syrian refugees and host communities. The partnership was centered on a number of approaches to achieve its objectives, including skills development, Recognition of Prior Learning (RPL) & certification, entrepreneurship, and the issuance of work permits.

During Phase 1, a pool of 172 Jordanian and Syrian workers from Zarqa, Karak, Amman, Irbid and Mafraq were trained and certified as supervisors on Occupational Safety and Health for their places of work.

Under Phase II, 3,503 beneficiaries (44% SYR, 56% JOR) received RPL training, and an additional 446 beneficiaries (49% SYR, 51% JOR) received vocational and on-the-job trainings to support them in accessing formal skills testing and certification, with the aim of formalizing their access to the Jordanian labour market, mainly in the construction and manufacturing sectors.

The beneficiaries were reached through other national partners such as the Princess Taghrid Institute (PTI), the Young Women's Christian Association (YWCA), Education for Employment (EFE), AMIDEAST, VTC and the Middle East University (MEU). Out of the beneficiaries who received training, 49% were Syrians and 53% were females.

With regards to trainings implementation within the context of COVID-19, the project team in collaboration with implementing partners provided a swift and relevant response to the continuous disruptions made by the COVID-19 pandemic throughout the project lifecycle. Contingency plans were prepared and implemented, including converting some theoretical trainings towards remote online learning, lowering the training group number to abide by government regulations, contracting additional partners to meet project targets, and supporting the national vaccination campaign to have fully vaccinated trainees and trainers. Overall, the project provided quick and relevant responses to continue with the project activities despite operating in a very difficult and unpredictable environment.

**The programme in its third phase will build on the success and lessons learned from previous ILO & PRM programmes.** Through capitalizing on the ILO's areas of expertise in skills and employment, the programme will guide job seekers and offer them with training opportunities in a demand-driven approach so that they are well-suited for employment.

## **LIST OF DUTIES**

The Communication Consultant will deliver audio-visual content highlighting key activities and milestones under several projects, and conduct meetings, as follows:

- 1) Conduct periodical meetings with the ILO team to ensure that project activities and specific milestones are supported with social media coverage, as well as other content including videos, photos etc.
- 2) In addition, conduct a monthly report on social media activities supporting the projects (to include a summary of growing number of followers, number of posts, reposts etc) and URL links to on-line content regarding the ILO response to Syria refugee crisis.
- 3) Produce photographs of activities in relation to ILO's response to Syria refugee crisis for use on the ILO's Facebook page for Syrian refugees and on the ILO's Flickr account for Arab States and any other portals.
- 4) Produce videos which highlight the projects being carried out by the ILO in Jordan (in relation to the ILO response to the Syria refugee crisis), Videos must be produced in coordinating with the project team.
- 5) Regularly update the ILO Facebook page for Syrian jobseekers, designed to support Syrian workers in Jordan. Updates will include information on work permits, labour rights and other essential awareness-raising information, in addition to producing and uploading videos in collaboration with the General Federation of Jordanian Trade Unions on information relevant to Syrian workers (as well as responding to FB requests and queries).

- 6) Regularly conduct interviews with beneficiaries that serve to highlight ILO's work on the ground (for print and video purposes as required).
- 7) Consultant needs to be aware of ILO communication & visibility guidelines and implement them in all produced material.

## TARGET AND OUTCOME

Targets and specific outputs are reflected in the successful accomplishment of listed duties, in addition to specific quantitative targets set by a direct supervisor that can be set periodically based on a discussion of needs.

## DELIVERABLES

- Monthly report on social media activities supporting the projects (to include a summary of a growing number of followers, number of posts, reposts etc) and URL links to online content regarding the ILO response to Syrian refugee crisis.
- Monthly report on filming and producing videos for POS projects
- Monthly report on photographs of activities in relation to POS, on ILO's Facebook page for Syrian refugees and on the ILO's Flickr account for the Arab States
- Monthly report on interviews with beneficiaries that serve to highlight ILO's work on the ground (for print and video purposes as required).
- Consultant will meet once a week with ILO Team to discuss all jobs and progress.

Deliverables	Duration	Number of working days	Rate per item/day
Monthly report on all social media activities supporting the projects and URL links to online content regarding the ILO response to Syrian refugee crisis.			
Producing videos monthly. The video should be no longer than 5 minutes, including background music, subtitles, and rushes. The video should be Finalized and ready to be published and used. Monthly 2 videos.			

Covering the workshops, visits and any other official occasions monthly and providing ILO with high-resolution photos. Monthly 3 visits.			
Conduct videos for interviews for beneficiaries, officials, donors and others monthly that serve to highlight ILO's work. Monthly 2 videos.			
Monthly updates on the ILO Facebook page for Syrian Job Seekers.			

### RELEVANT EXPERIENCE, SKILLS, AND QUALIFICATIONS

1. The candidate should hold a degree in one of the fields related to media, communication, or marketing.
2. Previous experience with UN Agencies and preferably ILO.
3. Ability to travel to remote areas.
4. Personal flexibility, self-intuitive, with high motivation.
5. Good communication and reporting skills in Arabic, ability to communicate with beneficiaries of different cultural backgrounds, in a sensitive and appropriate way.
6. Good communication skills and networking skills.
7. Ability to work under tight deadlines, manage multi-task requirements, high attention to detail and have a high degree of pro-activity and initiative.
8. Hands-on and results-oriented approach.
9. Well-developed interpersonal and team working skills, initiative, persistence, and positive attitude.
10. Fluency in Arabic, good working knowledge of English.

### DURATION OF THE CONTRACT:

- Contract will start on the 10<sup>th</sup> of Feb 2023 until the 27<sup>th</sup> of September 2023.

### APPLICATION:

Interested individuals with the required qualifications and experience should submit their applications to [kakish@ilo.org](mailto:kakish@ilo.org) with the subject line **"Communication Consultant"**.

The closing date for the submission of applications is **Monday 31 January 2023**.