

**Decent Work for Women Programme  
Communication and Outreach Consultant  
Terms of Reference**

---

<b>Duty Station:</b>	ILO Jordan Country Office
<b>Duration:</b>	6 months
<b>Closing Date</b>	27 April 2023

## **I. Background and Context**

The International Labour Organization (ILO) works in close partnership with the Government of Jordan (GoJ), ILO social partners, Jordan Chamber of Industry (JCI), Jordan Chamber of Commerce (JCC) and the General Federation of Jordanian Trade Unions (GFJTU), the Jordanian National Committee for Women (JNCW) and civil society organizations (CSOs) to address gender and decent work challenges, particularly among women and youth, in line with international labour standards as well as the National Strategy for Women in Jordan (2020-2025).

A specialized agency of the United Nations, the ILO provides technical and programmatic assistance in Jordan, backing efforts by tripartite (government, employers, and workers) and civil society partners to combat gender discrimination. This assistance is part of the Jordan Decent Work Country Programme for Jordan (DWCP) 2023-2027, which focuses on three priority actions. Firstly, the DWCP will work with Government and the social partners to increase their accountability and representativeness, with a particular focus on improving the representation of women and youth in the world of work. Secondly, through targeting youth and women employment, the government and social partners are seeking to engage the next generation to have a stake in the future of the country. And finally, through the promotion of social dialogue, the DWCP is focused on making social partners and civil society more broadly, effective participants in national decision-making processes.

Crucial issues such as ensuring a work environment free from violence and harassment, gender equality, pay equity, and maternity and paternity protection, are top priorities for the Decent Work for Women Programme (DWWP) in Jordan. DWWP works closely with national partners to create meaningful change on both policy and institutional levels as well as strengthen women's economic participation in the Jordanian labour market. Women's economic empowerment not only positively impacts their own life situations but is also central to mobilizing their potential for sustainable development. Women spend a higher percentage of their income on their children, which is aimed at the well-being of their families. Gender equality at the economic level, therefore, contributes directly to overall development.

The DWWP in collaboration with partners benefits thousands of female workers every year by providing legal awareness of women's rights under the national legislation, enhancing female worker's capacities with a focus on female workers in the private sectors such as private education and services sectors, strengthening the situation of women in leadership positions, as well as improving the complaints measures against gender-based violence at the world of work.

For more details about the programme and recent achievements, please refer to the [Gender Equality and Decent Work in Jordan 2022 Report](#).

## II. Objectives of the Assignment

The objective of this assignment is to provide communications support for the Decent Work for Women programme to articulate key messages and disseminate effective communication materials including social media content, press releases, articles, and human stories in close collaboration with the programme team.

This will require the consultant's full understanding of the following gender related International Labour Standards (ILS):

- Protection from violence and harassment as per the Violence and Harassment Convention, 2019 (No. 190);
- Equal Remuneration Convention, 1951 (No. 100);
- Discrimination (Employment and Occupation) Convention, 1958 (No. 111);
- Maternity Protection Convention, 2000 (No. 183); and
- Workers with Family Responsibilities Convention, 1981 (No. 156); among others.

## III. Tasks and Activities

Under the supervision of the CTA and programme support officer, the communication consultant is expected to perform the following tasks and activities in **English and Arabic**:

1. Design, layout and format publications and other printed/web-based material in accordance with ILO and donor visibility standards;
2. Support the preparations of the programme national and regional events, including drafting concept notes; designing invitations, collecting quotes from participants to be posted on digital media;
3. Develop communication materials; such as flyers, brochures, and posters;
4. Prepare press releases and social media posts related to project activities;
5. Develop infographics using the knowledge products developed by the programme and organize complex information into visual representations;
6. develop and implement digital media campaigns around C190 annual anniversary (June 2023) and digital media campaign around pay equity (September 2023) for Jordan, Egypt, and Occupied Palestinian Territory (OPT);
7. Develop 2 short real human stories in the form of videos, podcasts and text with facts and numbers focusing on the circumstances of violence and harassment in the world of work for the ILO 'Voices' platform or/and ILO official social media accounts;
8. Provide professional photographs of at least 50 photos for themes such as pay equity, maternity and paternity protection, a safe work environment free from violence and harassment, etc.

## IV. Deliverables and Working Days

The assignment is expected to span over the course of 50 working days between **May 15th and November 15th, 2023**. The CTA shall advise on the order in which tasks will be carried out. The table below presents the specific deliverables expected from the selected consultant noting that all materials should be submitted in **English and Arabic**:

Tasks		Deliverables	#WD (not to exceed)
1	Design, layout and format publications and other printed/web-based material in accordance with ILO and donor visibility standards;	4 reports, policy papers, brochures or any other documents developed by the programme designed as per ILO visibility guidelines	8
2	Support the preparations of the programme national and regional events, including drafting concept notes; designing invitations, collecting quotes from participants to be posted on digital media;	Support the preparation of 1 regional event and 3 national events	4
3	Develop communication materials; such as flyers, brochures, and posters as needed/requested;	Develop 4 communication materials	8
4	Prepare press releases and social media posts related to project activities, as requested/needed;	6 press releases and 20 social media posts	8
5	Develop infographics using the knowledge products developed by the programme and organize complex information into visual representations;	2 infographs summarizing data produced by the programme	4
6	Organize digital media campaigns around C190 annual anniversary (June 2023) and digital media campaign around pay equity (September 2023) for Jordan, Egypt, and Occupied Palestinian Territory (OPT);	2 digital media Campaigns	8
7	Develop 2 short real human stories in the form of videos, podcasts and text with facts and numbers focusing on the circumstances of violence and harassment in the world of work for the ILO 'Voices' platform or/and ILO official social media accounts;	2 short real human stories	5
8	Provide professional photographs of at least 50 photos for themes such as pay equity, maternity and paternity protection, a safe work environment free from violence and harassment, etc.	50 Photos	5

***P.S. All materials need to be developed in both languages (Arabic and English) including translation of global, regional, and national available materials.***

#### **V. Payment Schedule**

The table below summarizes the planned schedule for payments to be made upon the completion and submission of deliverables detailed in the above section. All deliverables are considered completed upon review and satisfaction of the ILO.

Payment	Deliverables	Due Date
1 <sup>st</sup> Payment	Upon completion of 10 working days as mentioned in the above tasks and deliverables table	29 June 2023
2 <sup>nd</sup> Payment	Upon completion of 15 working days as mentioned in the above tasks and deliverables table	28 August 2023
3 <sup>rd</sup> Payment	Upon completion of 15 working days as mentioned in the above tasks and deliverables table	5 October 2023
Final Payment	Upon completion of 10 working days as mentioned in the above tasks and deliverables table	20 November 2023

## VI. Qualifications

### Education

- ✓ The consultant should have Bachelor's degree in Communication, Public Relations/Affairs, Marketing, Journalism, graphic design, or any other related field with proven experience in this field.

### Experience and Skills

- ✓ A minimum of three years of professional experience in development communications, public relations, journalism, marketing, or a related field in the Arab States;
- ✓ Fluency in both English and Arabic (verbal and written);
- ✓ Capability and proven experience in developing and executing communications and advocacy strategies, and crafting messages in various formats (press releases, websites, blogs, social media, etc.) targeting a variety of audiences;
- ✓ Familiarity with Communication for Development and results-focussed communication;
- ✓ Knowledge of the issues faced by employees in the Arab States on the circumstances of violence and harassment in the world of work is an advantage;
- ✓ Previous experience with ILO and/or with UN Agency is an advantage.

### Functional Competencies

- ✓ Demonstrates integrity by modelling the ILO's values and UN's ethical standards
- ✓ Promotes the vision, mission, and strategic goals of ILO;
- ✓ Displays cultural, gender, religion, race, nationality and age sensitivity and adaptability;
- ✓ Takes proactive approach to meeting deadlines and delivering results with limited supervision.

## VII. Supervision

The selected consultant will be working under the supervision of the Decent Work for Women team.

## VIII. Approval

All deliverables must be approved by the (CTA) and must be up to the satisfaction of the ILO.

## IX. Timeline

The selected consultant shall commence the work on **May 15th 2023** and shall complete all tasks and deliverables no later than **November 15th 2023**.

## X. Submission Process



Interested applicants are invited to submit a technical and detailed financial proposal, together with an updated CV and provide a portfolio highlighting no more than three examples of the type of service(s) offered and/or previous work.

Deadline for applications is **27 April 2023**. All documents should be sent by email to [nashawati@ilo.org](mailto:nashawati@ilo.org) with the subject title “Communication and Outreach Consultant – ILO Decent Work for Women Programme”.

#### **XI. Evaluation and Selection Criteria**

Proposals will be assessed against the following criteria:

- Demonstrated experience and expertise including creativity and impact in previous communication work;
- Technical proposal submitted including the level of creativity;
- Cost of services.