



EuroMed Feminist Initiative
المبادرة النسوية الأورومتوسطية
Initiative Féministe EuroMed

Terms of Reference

Communication and Visibility Officer in Jordan

Euromed Feminist Initiative EFI

About Us

EuroMed Feminist Initiative (EFI) is a policy network that provides expertise in the field of gender equality, democracy building and citizenship, and advocates for political solutions to all conflicts, and peoples' rights to self-determination. EFI Headquarters are in Paris, with offices in Amman and Beirut. You can visit our website to know more about our work: www.efi-ife.org

From 2021, EFI in partnership with consortium members Business Development Centre (BDC), and Tamkeen for Legal Aid and Human Rights are implementing in Jordan the second phase of Madad for Women program titled "Towards stronger economic participation of women in Jordan" funded by the European Union (EU) Regional Trust Fund in Response to the Syrian Crises, the "EU Madad Fund". The overall objective of the second phase is to contribute to gender sensitive national and local policy frameworks that are more conducive to women's economic participation. The project is implemented in East Amman, Ain AlBasha, Irbid, Ramtha, Jerash, Ajloun, Zarqa, Azraq and Karak.

Euromed Feminist Initiative is looking for a qualified **Communication and Visibility Officer based in Amman.**

The Overall Responsibility as a Communication and Visibility Officer is:

- To further develop, implement and monitor the communication and visibility strategy of the MADAD project, coordinate with consortium partners and liaise with counterparts particularly with the European Union.
- To contribute to promoting EFI's goals and vision, particularly through MADAD's objectives.
- To manage the implementation and follow up of annual media and awareness raising campaigns implemented within the scope of the project.
- To develop the promotional materials of the project, and ensure the dissemination of information on EFI's website and social media channels in close cooperation with the Digital Communication Coordinator.
- To follow with the consortium members and partner Civil Society Organizations (CSOs) and Community Based Organizations (CBOs) all visibility actions linked to the project.
- To produce a quarterly EFI newsletter together with the Advocacy and Communication Manager.

We seek a person who:

- Supervises the editorial content of EFI's off-line and on-line communication tools (publications, EFI website, social media) together with the Digital Communication Coordinator.

- Works with Program Team ahead of events and meetings to define key messages and integrate social media into the activities; monitors public opinion, views and news related to MADAD project; takes into account socio cultural context for publication materials; provides regular briefing and feedback to Program Team.
- Ensures proper implementation and monitoring of MADAD project communication and visibility.
- Supports the development and organization of events aimed at raising EFI's profile, engaging new audiences in its work and strengthening its support base; ensures there is a communication coverage of every workshop, advocacy activity, meetings with stakeholders such as community hosts, local authorities and ministries, social workers and consortium members (before, during and after events).
- Supervises the quality control of the production of graphic designer, photographers, film-makers. Ensures availability of qualified translators for events.
- Analyses complex challenges within the country and comes up with sound and rational communication plan and strategy between EFI, consortium members and partners.
- Coordinate with the partners' assigned responsible staff and liaise with the EU Madad C&V officer, to ensure that commonly agreed messages are developed in compliance with the EU guidelines and the project Communication and Visibility Plan.
- Coordinates communication between EFI and members of consortium in order to agree in advance prior to dissemination or publication of information related to MADAD through different means (i.e., press release, social media, visibility, visual presentation, printing materials ...etc.).
- In collaboration with the Program Team and Advocacy and Communication Manager, translates the framework through proper communication and visibility events, outreach activities, trainings and props (e.g., Presentations, banners, leaflets, video).
- Builds relationships with media organizations within the country; drafts press release and other public relations material to communicate EFIs position and consortium members on emerging developments in line with its MADAD goals.
- Follows up and monitors the MADAD budget specifically for communication and visibility lines; works closely with the Finance Team and Logistics Team in respect of EFI's main framework such as procurement, ethical guidelines and anti-corruption policy.
- Produces a EFI quarterly newsletter, ensures its circulation making sure the main EFI database is always completed and up to date.

Team Collaboration:

This position reports directly to the Advocacy and Communication Manager and EFI's Executive Director.

Close collaboration with the Project Manager and Project Officer in Amman, Communication visibility staff of consortium members and partners and EFI Digital Communication Coordinator (Lebanon). Holds regular contact with the HQ especially with the Head of Programs and Communication Officer of European Union in Jordan.

Job requirement:

- University degree with preference in communication and social sciences.
- Excellent written and oral communication in English and Arabic is essential. French language is a plus.
- Excellent command of Microsoft Office application especially Publisher, Power Point. Desirable knowledge in graphic design (Canva, Photoshop), and editing.

- A minimum of five years of relevant work experience is required. This may include previous work experience in communication, journalism or public relations, at civil society organizations, NGOs, governmental or intergovernmental institutions.

Skills-set:

- Ability to draft and edit written material accurately, concisely and appropriately for a particular audience
- Demonstrable experience communicating to audiences through off-line and on-line communication tools.
- Awareness of relevant print and digital media networks and platforms within the country and the region
- Ability to carry out successful media outreach campaigns.
- Proven experience producing quality creative communication products.
- Excellent understanding of the political and social context within the country and ability to engage with various stakeholders.
- Knowledge of women's rights, international law, including human rights, humanitarian law, criminal law and regional and international human rights mechanisms is an asset.

Competencies:

- Willingness to use initiative, work independently and think creatively.
- Can-do attitude in any circumstances.
- Ability to multi-task effectively, including having excellent planning, organizational skills, and the ability to work under pressure.
- Strong public speaking and presentation skills.
- Communicates in a clear, precise and structured way, and presents the organization effectively.
- Ability to produce communication and visibility reports. Track performances and produce reports with tangible results.

Useful information:

- This role is open for qualified Jordanian candidates.
- Duty station is in Amman.
- A fixed-term position with contract length of 12 (twelve) months extendable.

Why should you apply?

- Impact: You will strengthen access to labour market and economic participation of women refugees and host communities in Jordan.
- Meaningful: You will be a part of a key feminist consortium aiming to improve the livelihood, agency and social cohesion for Syrian women refugees and women in host communities in Jordan.
- Career: You will be expanding your skills-set and competence in communication, transversal work and public speaking by collaborating with EFI's key stakeholders.
- A great place to work: You will work in a dynamic environment with colleagues sharing values to respect of human rights of women and men.

How to apply:

Email your brief cover letter and CV to application@efi-ife.org by **23rd July 2022**. Please also indicate **"Communication and Visibility Officer Jordan"** as your email subject.