

This ToR is relevant to agreement number (81312965) for project processing number (21.2273.7-006.00) – **Sectoral Strategy and Institutionalization of the National Sector Skills Council for Water & Energy (WE SKILL)** by the EDAMA association

## **A. Brief About the Project:**

### **Project Key Information**

**Project Number:** GIZ/21.2273.7-006.00

**Title of lot:** Support to Jordan Educational Institutions in Offering Labor Market Oriented Vocational Training

**Title of the action:** Marketing and Communication Advisor for the National Sector Council for Water & Energy (WE SKILL)

**Partners:** EDAMA, The National Sector Skills Councils for Water & Energy (NSSC - WE SKILL), The Ministry of Labor, and The Technical Vocational Skills Development Commission (TVSDC)

**Project Duration:** 8 Months

**Donor:** Deutsche Gesellschaft für Internationale Zusammenarbeit

This project aims to create a sustainable institutional framework for WE SKILL within EDAMA, enabling it to function effectively. EDAMA will serve as the operational arm of the National Sector Skills Council (NSSC), providing WE SKILL with the necessary office space, administrative support, and carrying on the council's secretariat function to institutionalize and enhance its capacity and viability. Edama will enable WE SKILL to deliver its work plans along with managing the day-to-day operations and delivery of projects and programs.

Once fully operational, EDAMA, the host and secretariat of WE SKILL, will engage all stakeholders in the water and energy sectors in a lively and professional interaction to exchange ideas and provide innovative solutions for TVET. This is expected to have great impact on the water and energy sectors by enhancing the skills of technical and vocational workers and will bring advanced expertise from the private sector to public sector employees.

This project aims to create a sustainable institutional framework for WE SKILL within EDAMA, enabling it to function effectively. It also focuses on strengthening the capacity of WE SKILL within the structure of EDAMA. The capacity building and institutionalization of WE SKILL Secretariat as aim of this proposal is directed towards:

- ❖ Supporting the host (EDAMA) institution to prepare for and operationalize the WE SKILL Secretariat.
- ❖ Securing consulting and advisory services on marketing, sectoral strategy, and fundraising to establish all functions of EDAMA, as the host of WE SKILL.
- ❖ Build the capacities of EDAMA' team of the Secretariat and WE SKILL's members to enable them to fulfil their duties according to best practices.
- ❖ Raise awareness about WE SKILLS through EDAMA's workshops and seminars. This will also include arranging fundraising events.
- ❖ Conduct marketing initiatives for WE SKILL through EDAMA, encompassing the development of marketing materials, social media campaigns, and the development of a dedicated website for WE SKILL to be hosted by EDAMA.

## B. Brief About “EDAMA” & “We Skill”:

EDAMA in Arabic means “sustainability”. EDAMA Association is a Jordanian NGO established in 2009. As a Business Association, we are here to cultivate an environment where innovative solutions for energy and water independence and environmental conservation emerge.

Advancing Jordan’s movement towards a green economy is an ambitious and priority goal. To achieve this, we need robust knowledge hubs, multi-stakeholder dialogue avenues, and private sector mobilization. EDAMA’s niche is in providing a platform agile and inclusive enough to involve a large number of public, private and NGO sector representatives. These key players together discuss and shape the future development of the Energy, Water, and Environment (EWE) sectors in Jordan.

WE SKILL (the National Skills Council for Water & Energy) was born out of the **GIZ-Funded** TWEED II project and was officially established in March 2018 by the Ministry of Labor. In 2019, the work of the NSSCs, including WE-SKILL, was regulated by law following the enactment of the Technical and Vocational Skills Development Law, No. (9) / 2019, which provided a framework for the work of NSSCs. WE SKILL aims at providing the labor market with skilled manpower to improve their performance for the construction, operation and maintenance of equipment and projects in the water and energy sectors in Jordan. Thus, they will be able to manage the scarce water and energy resources of Jordan for the future supply of the country with more efficiency and sustainability. Women benefit directly through improved access to employment-oriented training opportunities and indirectly through better access to water and energy-efficient systems and water connection networks in their role as household managers.

## C. Adhering to Sustainable Development Goals (SDGs):

Once fully operational, WE SKILL will contribute to the realization of the following Sustainable Development Goals (SDGs):

- ❖ **Quality Education (SDG4):** Driving quality TVET in the fields of water and energy is the primary goal of WE SKILL.
- ❖ **Gender Equality (SDG5):** WE SKILL will aim at and ensure that all E-TVET programs and projects involve women on equal footing with men.
- ❖ **Clean Water & Sanitation (SDG6):** WE SKILL will be heavily involved in training the Water Authority of Jordan and Water Companies to help them maintain the highest standards for clear water and safe management and disposal of wastewater.
- ❖ **Affordable & Clean Energy (SDG7):** As solar energy becomes an affordable and clean energy source, WE SKILL will focus its training activities on this field.
- ❖ **Decent Work & Economic Growth (SDG8):** WE SKILL will promote the importance of decent work for all, contributing to sustainable economic growth.
- ❖ **Climate Action (SDG13):** WE SKILL is very conscious about the contribution of its activities towards Climate Action, especially in its planned projects in solar and renewable energy.

## D. Requested Tasks and services:

The primary objective of the Marketing and Communication advisor is to develop and implement marketing and communication strategies that will raise awareness of WE SKILL programs, attract potential partners, and engage stakeholders. The advisor will play a crucial role in promoting EDAMA’s and WE SKILL’s initiatives and ensuring effective communication with all relevant audiences.

Terms of References (GIZ/21.2273.7-006.00)

Date of Announcement: 2/3/2025

The **Marketing and Communication Advisor** is expected to start as soon as possible, and complete the following tasks within the 8-month project timeline:

Task	Description	Proposed Date	Deliverables
<p><b>Prepare a detailed marketing plan, including outreach strategies for workshops, events, and social media campaigns.</b></p>	<p>Develop an extensive marketing strategy that incorporates outreach plans for workshops, events, website, and social media campaigns.</p>	<p>2 weeks</p>	<p>A detailed marketing and communication strategy document that aims at raising awareness of WE SKILL programs and improving the overall image of the TVET sector for water and energy.</p>
<p><b>Design and producing marketing materials, including brochures, newsletters, social media content, and press releases.</b></p>	<p>Create and develop marketing materials, such as brochures, newsletters, social media content, and press releases.</p>	<p>Ongoing</p>	<p><b>Brochures:</b></p> <ul style="list-style-type: none"> <li>• Professionally designed and printed brochures that clearly articulate the WE SKILL association's mission, programs, and services.</li> <li>• Digital versions of brochures for online distribution.</li> </ul> <p><b>Newsletters:</b></p> <ul style="list-style-type: none"> <li>• Regularly scheduled newsletters (e.g., monthly or quarterly) with content that includes updates on the WE SKILL association's activities, upcoming events, success stories, and calls to action.</li> <li>• A visually appealing template for consistency in future newsletters.</li> </ul> <p><b>Social Media Content:</b></p> <ul style="list-style-type: none"> <li>• A content calendar detailing scheduled posts across various social media platforms (e.g., Facebook, Twitter, LinkedIn, Instagram).</li> <li>• High-quality graphics, videos, and written content tailored to each platform.</li> <li>• Engagement metrics and analysis reports.</li> </ul> <p><b>Press Releases:</b></p> <ul style="list-style-type: none"> <li>• Well-crafted press releases for major announcements, events, and achievements.</li> <li>• A distribution list of media contacts and influencers.</li> <li>• Follow-up and tracking of media coverage.</li> </ul>
<p><b>Design and launch campaigns, leveraging brochures, presentations, and social media to reach target audiences.</b></p>	<p>Develop and execute campaigns utilizing brochures, presentations, and social media to effectively engage target audiences.</p>	<p>Ongoing</p>	<p><b>Campaign Strategy Document:</b></p> <ul style="list-style-type: none"> <li>• A comprehensive plan outlining campaign objectives, target audience, messaging, and timelines.</li> <li>• Detailed descriptions of the campaign components, including brochures, presentations, and social media activities.</li> </ul>

			<p><b>Presentations:</b></p> <ul style="list-style-type: none"> <li>• PowerPoint or other presentation materials that effectively convey the WE SKILL campaign’s goals and strategies.</li> <li>• Speaker notes and talking points to support presentations at events and meetings.</li> </ul> <p><b>Launch Events:</b></p> <ul style="list-style-type: none"> <li>• Plans for launching the campaign, including events, webinars, or press conferences.</li> <li>• Materials and logistics for the launch events, including invitations, agendas, and follow-up communications.</li> </ul>
<p><b>Develop and launch the WE SKILL website with resources and contact forms with strategy for website upkeeping</b></p>	<p>Spend an allocated budget to create and launch the WE SKILL website, incorporating resource sections and contact forms, along with a strategy for ongoing website maintenance.</p>	<p>Ongoing</p>	<p><b>Website Design and Development:</b></p> <ul style="list-style-type: none"> <li>• Fully designed and developed WE SKILL website with a user-friendly interface and responsive design.</li> <li>• Incorporation of branding elements, including logo, color scheme, and typography.</li> </ul> <p><b>Resource Sections:</b></p> <ul style="list-style-type: none"> <li>• Well-organized resource sections with downloadable content (e.g., PDFs, guides, videos) and relevant links.</li> <li>• A searchable database of resources categorized by topics, target audiences, and other relevant criteria.</li> </ul> <p><b>Contact Forms:</b></p> <ul style="list-style-type: none"> <li>• Integrated contact forms for various purposes (e.g., inquiries, feedback, registration) with automated email responses.</li> <li>• A system for securely storing and managing contact form submissions.</li> </ul> <p><b>Content Management System (CMS):</b></p> <ul style="list-style-type: none"> <li>• Implementation of a CMS that allows for easy updates and management of website content by the association’s staff.</li> <li>• Training for staff on using the CMS effectively.</li> </ul> <p><b>SEO and Analytics:</b></p> <ul style="list-style-type: none"> <li>• Basic search engine optimization (SEO) to improve website visibility and ranking.</li> <li>• Integration of analytics tools (e.g., Google Analytics) to track website traffic and user behavior.</li> </ul> <p><b>Testing and Quality Assurance:</b></p> <ul style="list-style-type: none"> <li>• Thorough testing of the website on various devices and browsers to ensure compatibility and functionality.</li> <li>• Addressing any bugs or issues identified during testing.</li> </ul>

			<p><b>Launch Plan:</b></p> <ul style="list-style-type: none"> <li>• A detailed plan for the WE SKILL website launch, including pre-launch testing, soft launch, and official launch date.</li> <li>• Promotion of the website launch through various channels (e.g., email newsletters, social media, press releases).</li> </ul> <p><b>Maintenance Strategy:</b></p> <ul style="list-style-type: none"> <li>• A documented strategy for ongoing website maintenance, including regular updates, backups, and security checks.</li> <li>• Identification of roles and responsibilities for website upkeep.</li> </ul> <p><b>Post-launch Support:</b></p> <ul style="list-style-type: none"> <li>• A period of post-launch support to address any issues that arise and provide assistance as needed.</li> <li>• Regular performance reviews and updates based on user feedback and analytics data.</li> </ul>
<p><b>Managing the association’s online presence, including website updates and social media platforms</b></p>	<p>Overseeing the association’s digital presence, including regular website updates and management of social media platforms</p>	<p>Ongoing</p>	<p><b>Website Updates:</b></p> <ul style="list-style-type: none"> <li>• Regularly updated content, including news, events, blog posts, and resource materials.</li> <li>• Periodic updates to ensure the website remains visually appealing and aligns with branding guidelines.</li> </ul> <p><b>Social Media Management:</b></p> <ul style="list-style-type: none"> <li>• A content calendar outlining scheduled posts across various social media platforms (e.g., Facebook, Twitter, LinkedIn, Instagram).</li> <li>• High-quality, engaging posts, including graphics, videos, and written content tailored to each platform.</li> <li>• Social media campaigns to promote events, initiatives, and key messages.</li> <li>• Active engagement with followers, including responding to comments, messages, and mentions in a timely manner.</li> </ul> <p><b>Crisis Management:</b></p> <ul style="list-style-type: none"> <li>• A plan for managing online reputation, including responding to negative comments and addressing potential issues.</li> <li>• Guidelines for handling crises on social media and the website.</li> </ul> <p><b>Training and Documentation:</b></p> <ul style="list-style-type: none"> <li>• Training sessions for staff on website management and social media best practices.</li> </ul>

			<ul style="list-style-type: none"> <li>• Documentation of processes and guidelines for maintaining the association’s online presence.</li> </ul>
<p><b>Building and maintaining relationships with media outlets, partners, and stakeholders.</b></p>	<p>Establishing and nurturing connections with media outlets, partners, and stakeholders.</p>	<p>Ongoing</p>	<p><b>Media Contacts Database:</b></p> <ul style="list-style-type: none"> <li>• A comprehensive and regularly updated database of media contacts, including journalists, editors, and influencers.</li> </ul> <p><b>Media Outreach and Engagement:</b></p> <ul style="list-style-type: none"> <li>• Regular communication with media outlets through press releases, pitches, and follow-up emails.</li> <li>• Building and nurturing relationships with key media contacts through personalized outreach and engagement.</li> </ul> <p><b>Stakeholder Engagement Plan:</b></p> <ul style="list-style-type: none"> <li>• A strategic plan for engaging stakeholders, including key messages, communication channels, and engagement activities.</li> <li>• Regular updates and reports on stakeholder engagement activities and feedback.</li> </ul> <p><b>Networking Events:</b></p> <ul style="list-style-type: none"> <li>• Organization and participation in networking events, such as industry conferences, workshops, and roundtable discussions.</li> <li>• Event materials, including agendas, presentations, and follow-up communications.</li> </ul> <p><b>Relationship Management Reports:</b></p> <ul style="list-style-type: none"> <li>• Regular reports on the status of relationships with media outlets, partners, and stakeholders.</li> <li>• Analysis of engagement effectiveness and recommendations for improvement.</li> </ul>
<p><b>Branding and Messaging</b></p>	<ul style="list-style-type: none"> <li>• Develop a consistent brand voice and messaging that resonates with the target audience.</li> <li>• Create key messages that highlight the association's mission, values, and unique selling points.</li> <li>• Design visual elements (logo, color palette, typography) to ensure cohesive branding across all materials.</li> </ul>		<p><b>Brand Voice Development:</b></p> <ul style="list-style-type: none"> <li>• A written guide detailing the brand's tone, personality, language style, and vocabulary to use in communications.</li> <li>• Instructions on how to adapt the voice across different communication channels (e.g., website, social media, email).</li> <li>• Brand assets kit that includes templates for various materials (business cards, letterheads, social media graphics).</li> </ul> <p><b>Key Messages:</b></p> <ul style="list-style-type: none"> <li>• A set of key messages that encapsulate the association's mission, values, and unique selling points.</li> <li>• Messaging framework for different audiences (members, partners, public).</li> </ul>

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			<ul style="list-style-type: none"> <li>• Taglines and slogans that reinforce the association's identity.</li> </ul>
<p><b>Monitoring and evaluating the effectiveness of marketing and communication activities.</b></p>	<p>Design an approach for expanding the program to cover additional trades and scale up existing initiatives.</p>	<p>Ongoing</p>	<p><b>Monitoring and Evaluation Reports:</b></p> <ul style="list-style-type: none"> <li>• Regular reports on the campaign's performance, including metrics such as reach, engagement, and conversions.</li> <li>• Analysis of the campaign's effectiveness and recommendations for future campaigns.</li> </ul>

## E. Requirements and qualifications of the Sectoral Strategy Advisor:

### Qualifications and skills:

1. At least 5 years of experience in marketing and communications, preferably in the non-profit sector.
2. A degree in Marketing, Communications, Public Relations, or a related field.
1. Excellent written and verbal communication skills with proven experience of developing quality proposals and reports and generating income.
2. Proven ability to develop and implement successful marketing strategies
3. Experience in managing social media and digital marketing campaigns and website upkeeping
4. Proven experience in participatory and consultative processes, including facilitating workshops, stakeholder consultations, field surveys and project evaluation
5. Strong interpersonal skills and the ability to build relationships with diverse stakeholders
6. Knowledge of labor market trends
7. Knowledge Water and Energy sector and/or education and TVET Sector in Jordan is an asset

## F. Bidding:

The bid shall be comprised of three parts which should take into consideration the parameters outlined above:

- Technical Offer: The bidder shall provide an action plan and timeline with Methodology past Experience.
- Curriculum vitae / company profile
- Financial Offer

## G. Evaluation Accepted Criteria:

Offers will be evaluated based on the following:

<b>Technical Offer</b>	<b>80%</b>
Methodology (quantitative & qualitative)	35%
Action plan (Breakdown activities & Timeline)	25%
Past Experience, similar Projects	20%
<b>Financial offer (Total mandates/ Daily rate)</b>	<b>20%</b>
<b>Total</b>	<b>100%</b>

## H. ToR Timeline:

<b>Milestone</b>	<b>Date</b>	<b>Time (Jordan's time)</b>
<b>Release of ToR</b>	2.Mar.2025	14:00
<b>Deadline for questions</b>	10.Mar.2025	14:00
<b>Release of answers to questions</b>	13.Mar.2025	14:00
<b>Deadline for offers</b>	25.Mar.2025	14:00

**I. Administrative Issues:**

1. Consultant will be expected to arrange and pay for their own travel to the project locations.
2. Consultant expected to use their own computer and communication equipment.
3. No contract may commence unless the contract is signed by both EDAMA and the consultant.
4. No meeting, publications should take place without an authorized consent from the contracting authority.
5. Consultant will commit to all policies govern EDAMA, GIZ, and We Skill.
6. Additional details of rules, regulations and conditions will be attached to the contract.

**J. Disclaimers:**

- a. Prior to the submission deadline, EDAMA reserves the right to:
  - Modify, delete, or add any term in this ToR.
  - Extend the ToR deadline.
- b. EDAMA may reject any or all offers received after the submission deadline.
- c. At any time prior to the execution of the Contract with the successful Tenderer, EDAMA reserves the right to the following:
  - Request clarifications from Tenderers to their Offers
  - Negotiate with multiple Tenderers on the terms of their Offers.
  - Terminate this ToR upon its perspective without declaring and without any legal consequences, and the Tenderers have no right to object.
- d. The Tenderer has no right to object to the technical and financial evaluation criteria.
- e. EDAMA reserves the right to issue award based on initial evaluation of offers without further discussion.
- f. EDAMA may choose to award only part of the activities in the solicitation, or issue multiple awards based on solicitation activities.
- g. EDAMA reverse the right to waive minor offer deficiencies that can be corrected prior to award determination to promote competition.
- h. Final price shall be clear and in JOD