

This ToR is relevant to agreement number (81312965) for project processing number (21.2273.7-006.00) – **Capacity Building 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: Supporting Jordanian Educational Institutions in Offering Labor Market Oriented Vocational Training

Title of the action: Social Media Management 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: 12 Months (1.12.2024 - 30.11.2025) (expected extension to 31/1/2026)

Donor: Deutsche Gesellschaft für Internationale Zusammenarbeit

This project aims to establish a sustainable operational framework for WE SKILL Secretariat within EDAMA, ensuring effective operations and long-term success. Its focus is on empowering WE SKILL to fulfil its mandate by institutionalizing its functions, building internal capacities, and promoting its role in Jordan's TVET sector.

Key activities include:

- Setting up the WE SKILL Secretariat under EDAMA
- Hiring domain-specific advisors
- Developing marketing, sectoral, and fundraising strategies
- Conducting awareness-raising activities for both EDAMA's team and WESKILL members
- Purchasing the required procurements

preparing EDAMA to host the WE SKILL Secretariat, securing advisory support for marketing, sectoral strategies, and fundraising, and strengthening the skills of both EDAMA's team and WE SKILL members through capacity-building initiatives.

The project aligns with Jordan's National TVET Strategy (2023-2027) and aims to bolster TVET governance, sectoral coordination, and private sector engagement.

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 many 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 Social Media management is to implement marketing and communication strategies that will raise awareness and strengthen the visibility and credibility of WE SKILL programs, attract potential partners, engage stakeholders, and leverage global and national campaigns to amplify outreach. The provider will play a crucial role in promoting EDAMA's and WE SKILL's initiatives and ensuring effective online & offline marketing with all relevant audiences, while coordinating content with partners and WE SKILL ambassadors.

Terms of References (GIZ/21.2273.7-006.00)

Date of Announcement: 15/7/2025

The **Social Media Management** is expected to start as soon as possible, and complete the following tasks within the 6-month project timeline:

Task	Description	Proposed Date	Deliverables
Creation of Social Media Channels	Create WE SKILL Facebook, Instagram, YouTube and LinkedIn Channels. Use approved narrative from the strategy such as about us, mission and vision, objectives, etc..	August	<ul style="list-style-type: none"> • Creation of official WE SKILL Facebook & Instagram Page • Creation of official WE SKILL LinkedIn Page • Creation of official WE SKILL YouTube channel • Upload of approved profile and cover images aligned with brand guidelines • Completion of About Us, Mission & Vision, and Objectives sections using approved narrative • Setup of page roles and admin access for relevant team members • Initial welcome post introducing WE SKILL and its purpose • Inclusion of official hashtags and links to WE SKILL website
Create WE SKILL Information Pack	Booklet, Flyers for specific audiences, etc... These materials will be under the supervision of the Communications Advisor.	End of Aug	<ul style="list-style-type: none"> • Digital WE Skill Information Booklet • Audience-Specific Flyers (3–5 Variants) <ul style="list-style-type: none"> - Tailored flyers for different target groups (e.g., youth, employers, partners, donors). • Branding Alignment Review • Print-Ready Files & Editable Templates • Content Summary Sheet • Incorporation of QR codes linked to the official website
Social Media Planning & Publishing	<ul style="list-style-type: none"> • Develop and maintain a monthly social media calendar contain: <ul style="list-style-type: none"> - WE SKILL themes (TVET, green jobs, women in energy, etc.) - publish weekly content with pre-approved captions, visuals, and hashtags <p>note: these posts should be pre-approved by the Project team and then Scheduled using dedicated tools.</p>	Monthly	<ul style="list-style-type: none"> • Monthly social media calendar aligned with WE SKILL themes • Weekly posts with approved captions, visuals, and hashtags • Tracking of engagement metrics (impressions, reach, shares, hashtags, QR Code visits/downloads) for each post as per KPIs • Editable content templates

			<ul style="list-style-type: none"> • Integration of global and national awareness days (e.g., Youth Skills Day, World Water Day) into the calendar
Monthly Success Story Highlights	Publish a story featuring youth, women, employer, or TVET provider engaging with WE Skill	Monthly	<ul style="list-style-type: none"> • One published success story per month featuring a youth, woman, employer, or TVET provider • Pre-approved story content (interview, quotes, narrative) • Accompanying visuals (photo, graphic, or video) • Social media post version of the story
Digital Analytics Tracking	Monitor reach, engagement, traffic across platforms; adjust content accordingly.	Monthly	<ul style="list-style-type: none"> • Monthly analytics reports covering reach, engagement, and traffic per platform • Platform-specific performance dashboards (e.g., Facebook Insights, LinkedIn Analytics) • Summary of top-performing and underperforming content and hashtags • Recommendations for content adjustments based on data insights • Updated content strategy or calendar reflecting data-driven changes • Documentation of tools and metrics used for monitoring
Develop the SEO of WE Skill	Enhance the online visibility, authority, and search engine ranking of the WE SKILL platform through a comprehensive, AI-driven SEO strategy that aligns with the 2025 SEO landscape. This approach emphasizes user experience, topical authority, and search intent, moving beyond keyword density to semantic optimization and high-quality, user-focused content. The goal is to optimize not only for traditional search engines but also for emerging AI-powered answer engines while building WE SKILL's brand presence and prioritizing user engagement signals.	Ongoing	<ul style="list-style-type: none"> • AI-powered SEO Audit Report (site performance, Core Web Vitals, mobile-first indexing, structured data). • Semantic Keyword & Topic Clustering Report using AI-driven tools to map content against user search intent and trending queries. • Content Optimization Framework (applying E-E-A-T principles: Experience, Expertise, Authoritativeness, Trustworthiness). • AI-supported Content Gap Analysis to identify opportunities for new articles, landing pages, or FAQs. • Link-Building Strategy focused on high-authority, niche-relevant domains (including partner websites).

			<ul style="list-style-type: none"> • Voice Search & AI Answer Engine Optimization (schema markup and conversational content for AI assistants). • Monthly SEO Performance Reports (organic traffic, user behavior metrics, keyword trends). • AI Trend Insights & Predictive Content Recommendations aligned with WE SKILL's themes (TVET, green jobs, women in energy). • Final Summary Report highlighting growth in rankings, authority, and traffic quality.
<p>Media Coverage</p>	<p>Covering at least one big event and 5-6 small trainings for the members of the council.</p>	<p>Ongoing</p>	<ul style="list-style-type: none"> • Media coverage plan outlining key events and training sessions to be documented • Coverage of 1 major event with photos, quotes, and a written summary or press release • Coverage of 5–6 small training sessions with brief write-ups and visuals • Collection of high-quality photos and/or short video clips from each event • Social media posts

E. Requirements and qualifications of the Sectoral Strategy Advisor:

Qualifications and skills:

1. Minimum of **10 years of experience** in marketing, communications, or digital media, preferably in the **non-profit or development sector**.
2. Degree in **Marketing, Communications, Public Relations, Digital Media**, or a related field.
3. Proven ability to implement **effective marketing and communication strategies**.
4. Demonstrated experience in **managing social media platforms** (Facebook, LinkedIn, Instagram and YouTube) for organizations or campaigns.
5. Experience in **digital marketing**, including SEO, content optimization, and analytics reporting.
6. Ability to **create engaging visual and written content** for diverse audiences (e.g., youth, employers, donors).
7. Familiarity with **social media management tools** (e.g., Meta Business Suite, Hootsuite, Buffer).
8. Strong **interpersonal and stakeholder engagement skills**.
9. Knowledge of **labor market trends** in Jordan.
10. Familiarity with the **Water and Energy sectors**, and/or the **TVET (Technical and Vocational Education and Training)** landscape in Jordan is a strong 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 Experience.
- Curriculum vitae / company profile
- Financial Offer

G. Evaluation Accepted Criteria:

Offers will be evaluated based on the following:

Technical Offer	80%
Methodology (KPIs, engagement metrics, reach, tools and platforms)	35%
Action plan (Gantt chart or visual timeline, milestones and dependencies)	25%
Experience, similar Projects	20%
Financial offer (Total mandates/ Daily rate)	20%
Total	100%

H. ToR Timeline:

Milestone	Date	Time (Jordan's time)
Release of ToR	15.Jul.2025	14:00

Deadline for questions	22.Jul.2025	14:00
Release of answers to questions	24.Jul.2025	14:00
Deadline for offers	29.Jul.2025	14:00
Extended Deadline	12.Aug.2025	14:00

I. Administrative Issues:

1. The service provider will be expected to arrange and pay for their own travel to the project locations.
2. Service providers expect 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 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 for 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 an 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 reserves 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
- i. Fees will be released in accordance with the delivery of each milestone.