



Terms of Reference

Social Media services for the EU Support to Civil Society in Jordan Project

1. Background

The direct beneficiaries of this service contract are the EU Delegation to the Hashemite Kingdom of Jordan, the National Centre for Human Rights (NCHR) and the Government of Jordan.

The contracting authority is the National Centre for Human Rights.

1.1 Support to Civil Society and Media in Jordan

The EU decided in 2012 to allocate €10 million in support to “Civil society and media” in Jordan. The programme is being implemented on two separate and yet interrelated components dealing with the Civil Society Sector and the Media Sector respectively. The present assignment is related to the component 1 “Support to Civil society”.

Project Objective

The overall objective of the project is to strengthen democracy in Jordan through increased participation of citizens in political life. The project seeks, through a civil society mechanism, to strengthen the capacity of Civil Society Organizations (CSOs), Community Based Organizations (CBOs) and Non-Governmental Organizations (NGOs) to advocate and build awareness among citizens about their social, economic, cultural and political rights.

1.2 Communication and Visibility Framework

All the communications and visibility activities in this project aim at achieving the following objectives:

- a) Enhancing the visibility and demonstrate long-term value, impact and results of EU Development Cooperation of the European Union in Jordan by:

- Presenting the EU as a caring neighbor and partner in facilitating reforms and development, with both sides having something to contribute and benefiting from the cooperation
- Showing how EU supports and encourages principles of democracy
- Showing what the EU is doing for Jordanian citizens to improve their living conditions
- Demonstrate the importance that the EU holds for civil society and its role in sustainable development
- Enhance the image of EU-Jordan partnership

b) Shaping the EU Image as a competent and trustful partner to civil society in development aid policy by an integrated and coherent communication approach and enhance the level of understanding of the European Union

1.3 The target groups are the following:

General public, with sub groups of civil society, youth, local Authorities, women, journalists, media; and government counterparts.

2. Description of the Assignment

This contract is part of a larger support programme of the EU Support to the civil society in Jordan, and is particularly related to the image of the project and the visibility of the European Union and the National Centre for Human Rights (NCHR).

2.1 Global objectives

- To ensure communication and visibility of the EU Support to Civil Society in Jordan.

2.2 Specific objective(s)

- To manage and operate efficiently the day to day social media tools for the NCHR and the Project specifically: Facebook, Twitter, Instagram and YouTube in a way that reflect positive image of the project, EU and NCHR.

2.3 Requested services

The services requested in this ToR are the following:

- Day to day management and update to the project and NCHR social media tools specifically: Facebook, Twitter, Youtube and Instagram.
- Publish grantees and service providers photos, news and stories on the Project social media tools.
- Track all media tools published by the project grantees and service providers.
- Increase number of followers/viewers of project social media tools.
- Follow up website project page as part of NCHR website in terms of uploading updated documents, news and photos.
- Upload short documentary films produced by the project grantees or service providers at YouTube and social media tools.
- Visit project events to take photos and develop news and stories upon request
- Submit weekly update to project communication officer.
- Build a library of photos and videos of the project, to be delivered to the Project communications Officer upon request.

2.4 Required Qualifications

- Bachelor's degree in Journalism and media / marketing/ IT.
- At least 2 years of practical experience in social media tools.
- Good relations with social media society.
- Excellent interpersonal and communication skills.
- Ability to communicate in English and Arabic with project partners.
- Experience in working with civil society and in human rights field is a plus.
- Ability to conduct visits to all governorates to cover activities.

3. Facilities

No office accommodation or equipment to be provided by the contracting authority.

Transportation cost during the contract and high-tech mobile device to be covered by the contractor.

4. Location and Duration

• Starting period

Starting date for this assignment is 15 March 2017.

• Foreseen finishing period or duration

24 July 2017.

• Location(s) of assignment

Amman, with frequent field work in all governorates

5. Additional Information

- **Tax arrangements**

Projects financed by the EU in Jordan are exempted from taxes.

- **Others**

The Contractor must comply with the latest [Communication and Visibility Manual](#) for EU External Actions concerning acknowledgement of EU financing of the project