CALL FOR EXPERTS
Seconded Communication Expert
“Support to the Mobility Partnership between the European Union and the Hashemite Kingdom of Jordan” (JEMPAS) Project

Posting Date: 09/01/2019
Deadline for Applications: 30/01/2019
Duty Station: Amman, Jordan
Start Date: 10/02/2019
Contract Duration: 30/06/2019
Type of Post: Local

Organisational Overview:
The International Centre for Migration Policy Development (ICMPD) is an international organisation tasked with promoting innovative, comprehensive and sustainable migration policies. With 17 Member States and over 60 projects active throughout Europe, Africa, Asia and Latin America, ICMPD is a growing and ever-more relevant presence in its field. The organisation’s greatest assets are its 200+ staff members, who personify its values of commitment, integrity, partnership, respect, and innovation in actions and decisions.

Project Overview:
ICMPD is inviting all interested candidates to apply for the position of Seconded Communication Expert to the Jordanian Ministry of Foreign Affairs and Expatriates (MOFAE) for the JEMPAS Project.

The “Support to the Mobility Partnership between the European Union and the Hashemite Kingdom of Jordan (JEMPAS)” project is a 36 months long technical assistance project, which started in January 2016, with the overall aim to support the implementation of the Mobility Partnership between the EU and the Hashemite Kingdom of Jordan. The project has a specific focus on strengthening the capacity of the Jordanian government to develop and implement its national migration policies. The project component under which this position is published aims at:

Component I: Specific objective: Strengthening the capacities of Jordan to more effectively reach out to and engage with Jordanian expatriate communities abroad.

Please note that this position is subject to approval and availability of project funds.

Job Description:
The expert will contribute to the implementation of the activities implemented under Component 1 of the JEMPAS Project. In this vein, the project aims at supporting the efforts of MOFAE to operationalise the recommendations of the July 2015 Jordanian Expatriate Conference (JEC) as well as the goals of the Expatriate Strategy and Implementation Plan. One of the key actions of this component is to boost outreach to and communication with Jordanian expatriates.
As such, the JEMPAS team has been working closely with MOFAE to strengthen their outreach by elaborating a communications plan which is to be used as an implementation guide to be followed by MOFAE and the Digital Presence Unit (DPU) (see more information below). In addition, ICMPD has supported the development of an online database and application, Izwitna, which aims to support outreach services to expatriates and help foster a stronger connection between them and their country of origin. This expatriate database will help MOFAE target communication to users more effectively and according to their interests. To this end, JEMPAS is supporting a seconded communication expert to the Department of Media and Communication of MOFAE, the aim and activities of which are outlined herein.

The expert will provide support for MOFAE’s Media and Communication Department to implement the Ministry’s communication plan for engagement with expatriate Jordanians living outside of Jordan. This plan is pursuant to the objective of the national Strategic and Implementations Plan for Expatriates that was developed in 2014, and focuses on a mix of key online and offline channels to assist with messaging targets:

• Foster cultural connection with the homeland;
• Encourage engagement for economic and social development in Jordan;
• Improve the provision of consular services; and
• Protect the rights and interests of those living abroad.

Tasks and Responsibilities:

In cooperation with the Head of the Communication Department within MOFAE, this position will be seated within MOFAE and will work closely with the Media and Communication Department. The expert’s main responsibilities are outlined as follows:

1. The expert will play a supportive role to the Department in the establishment of the Digital Presence Unit (DPU). This will include:
   a. Identify a set of criteria by which the team of the DPU will be recruited to meet;
   b. Coordinate and assist with the Department in the recruitment of the team including from the administrative staff at the Ministry;
   c. Identify training needs and develop trainings and exercises based on the mandate of the DPU. These trainings will be based on the MOFAE Communications Plan which supports the Ministry in institutionalising specific expatriate outreach measures as part of their overall day-to-day communication tactics; and
   d. Develop Standard Operating Procedures (SOPs) to be implemented and followed by the DPU and MOFAE to ensure efficient and effective outreach to Jordanian expatriates as well as MOFAE internal communication lines on expatriate engagement.

Outputs: Developing specific terms of reference for each DPU staff; provide capacity building to the DPU and the Media and Communication Department of MOFAE; develop SOPs for efficient and effective expatriate outreach as well as internal communication on expatriate engagement.

2. The expert will assist with efficiently structuring the team and elaborating a clear monitoring and evaluation plan based on the assigned activities of the DPU team, in order to outline targeted goals for outreach, and will prepare periodic reports to the Head of the Communication Department and to the JEMPAS Project Coordinator. All of the expert’s activities must be made with the goal of establishing lasting practices for the Digital Presence Unit. With this in mind, the expert will:
   a. Compile monthly progress reports based on the activities and progress of the DPU and their outreach strategy; and
b. Based on the tasks of the DPU team, elaborate a monitoring and evaluations plan to monitor the progress of outreach activities and which can then be applied and followed by the DPU beyond the scope of the JEMPAS project.

**Output**: monthly reports; and elaborate a monitoring and evaluation plan for MOFAE.

3. The expert will coordinate and assist the DPU, or otherwise the Media and Communications Department, to implement the Media campaign for the Izwitna application which was developed in the framework of the JEMPAS project. The campaign will be based on a pilot concept note developed by the JEMPAS team and will be implemented by relevant departments of MOFAE. The campaign will be rolled out once the Izwitna website and application have been launched. This will include:

a. Structuring a clear timeline of activities once the campaign has been approved and can be launched;

b. Identify key activities, target groups and stakeholders who will be targeted for the media campaign of the Izwitna application;

c. Identify smart marketing of Izwitna to increase registrations with Izwitna database; and

d. Assist the DPU to roll out and implement the Media Campaign for Izwitna.

**Output**: Develop a timeline; elaborate a clear list of steps to be actioned in the context of the media campaign by the DPU.

The expert will work in close cooperation with the Head of the Media and Communication Department within MOFAE, the JEMPAS project team and under the overall supervision of the JEMPAS Project Coordinator, to whom s/he will report.

**Key Results:**

- Activities organised and implemented according to project work plan;
- Project inputs administered according to ICMPD’s rules and processes and donor requirements;
- Project outputs related to area of work delivered in a timely and qualitative manner;
- Substantive project content defined, formulated and produced according to highest analytical and professional standards;
- Financial expenditures on activities level controlled and maintained within the budgetary limits;
- Project achievements assessed and lessons learned generated; and
- Project implementation and results communicated to ICMPD, as well as relevant project partners on a periodical basis.

**Incumbent Profile:**

- A minimum of ten (10) years of professional experience in the area of communication, conducting communications needs analysis and strategic design as well as managing communication campaigns;
- Experience in capacity development and trainings on communication;
- Proven experience working with government counterparts;
- Regional experience working in the Middle East; specific experience and knowledge of Jordan is a strong advantage;
- Knowledge of the migration and development nexus and other relevant migration frameworks and approaches is an advantage;
- Excellent oral and written command of Arabic and English, including the ability to prepare technical documents in both languages; and
- Computer literacy in Microsoft Office (word, excel, outlook) and web-based applications.
Compensation:
ICMPD offers a **Monthly** fee to be calculated based on qualifications and experience.

Application Procedure:
Interested candidates are requested to submit their application (motivation letter and CV) in English to the following email address: [JEMPAS-team@icmpd.org](mailto:JEMPAS-team@icmpd.org) by midnight (CET) of the closing date specified above.

All applicants are encouraged to apply as soon as possible after the vacancy has been posted and well before the deadline stated above. Applications received after the published deadline, and offline applications submitted via email, fax or post, will not be considered.

Due to the high volume of applications, only short-listed candidates will be contacted and applicants are expected to be available for a personal interview.

General Information:
ICMPD retains the discretion to re-advertise the vacancy or to cancel the recruitment.

Selected candidates must provide a signed statement of exclusivity and availability for this full time position as a seconded expert to the Department of Media and Communications of MOFAE, for the contract duration, as well as evidence supporting the educational and professional experience record as per their application.