



**SELECTION NOTICE FOR THE POSITION OF PROJECT  
COMMUNICATION EXPERT WITH EXPERIENCE IN CROSS-BORDER  
COOPERATION PROJECTS (Work package 2)**

**Under the Framework of “CLUSTER – advanCing youth and women socialInclUSion in The  
mEditerRanean” (C\_A.3.1\_0014) capitalisation Project**

The CLUSTER project is funded under the European Union’s ENI CBC Mediterranean Sea Basin (ENI CBC Med) Programme, with the European Institute of the Mediterranean (IEMed) as the Lead Beneficiary and implemented through a consortium of partners from Italy, Cyprus, France, Jordan, Palestine and Tunisia.

The CLUSTER project aims to create a supportive environment for youth/women employment schemes, by equipping NEETs (Not in Education, Employment, or Training), in particular women, between 18-30 years of age, with employability skills in four Sustainable Economy sectors (Blue Economy, Circular Economy, Green Economy and Sustainable Agriculture), promoting long-lasting partnerships between Technical and Vocational Education and Training (TVET) institutions and the private sector, and raising awareness of public authorities and policy-makers.

The project consortium is composed of the following partners:

- Lead Beneficiary – The European Institute of the Mediterranean (IEMed), Spain
- Partner 1 – ARCES Association, Italy
- Partner 2 – Cyprus Chamber of Commerce and Industry (CCCI), Cyprus
- Partner 3 – CDE Petra Patrimonia, France
- Partner 4 – National Agricultural Research Center (NARC), Jordan
- Partner 5 – Business Development Center (BDC), Jordan
- Partner 6 – Business Women Forum (BWF), Palestine
- Partner 7 – General Agency for Regional Development (CGDR), Tunisia

The overall objective of CLUSTER is to tackle social exclusion and poverty amongst vulnerable groups in Cyprus, France, Italy, Jordan, Palestine, Spain, and Tunisia, by capitalizing on results of previous projects and equipping young NEETs and women with marketable skills in the Sustainable Economy sectors.

The project implementation period is 24 months (starting date 01/09/2021– ending date 31/08/2023).



CLUSTER will equip young NEETs, in particular women, with soft and technical employability skills in four sustainable economy sectors, and will reduce the mismatch between the labor market demand and youth skills, thus increasing their job opportunities, reducing the brain drain and unemployment rates in the concerned territories. CLUSTER will lead to strengthening of partnerships between TVET institutions, the private sector and social economy actors through dialogue, exchange and networking activities, securing the signature of 7 Agreements between those actors. CLUSTER's objective is to mainstream at policy level the identified good practices and support policy-makers in the design of inclusive employment policies.

**Who Will Benefit from the project:**

- Young NEETS and women
- TVET institutions
- Private Sector in particular local SMEs in the Sustainable Economy sectors
- Public authorities and policy-makers in targeted project countries

**Scope, Responsibilities and Activities Required**

This invitation to tender is addressed to a Technical Communication Consultant with experience in designing and implementing a local communication plan, hereinafter referred to as tenderer, to support BDC team and cluster project staff in the project implementation.

In particular, the Technical Consultant appointed by BDC a partner in CLUSTER project, will have to carry out the following activities:

1. Collaborate in the implementation of the project's Communication Plan elaborated by the Lead Applicant. Design, implement and monitor the communication and dissemination activities on a regular basis, and Work on alignment with the Impact Evaluation Procedure and designed indicators.
2. Prepare and disseminate newsletters, events, project news, thus activating appropriate dissemination strategies.
3. Create web and social media contents addressed to the project target groups to be published in BDC websites as well as our social media channels.
4. Plan Awareness Raising Campaigns and prepare the communication material (including online leaflets and brochures) in order to reach out to a wider number of stakeholders (TVET, private sector, public authorities) and beneficiaries.
5. Plan Local Campaigns on social media to ensure the visibility of the project, make the target groups (NEETS, Women) aware of project activities



6. Collaborate in the creation of an Online Platform to facilitate networking amongst project's target groups (NEETS, Women) and Social Economy actors (social enterprises, NGOs, associations, volunteer centres, etc.)
7. Collaborate in the preparation of the Narrative Reports, by providing the needed information and facts on the communication section.

**Qualification needed:**

1. Bachelor's degree/ Master's degree/ other in Communication, International Cooperation, Management or Economics
2. Sound knowledge of the ENI CBC Med programme, its objectives and policy, its communication strategies and project management rules
3. Good Experience in identifying and implementing communication strategies and activities mainly related Youth Development projects, Employment Projects and/or Sustainable Economy and Social Inclusion. (e.g., development of project communication plans, development of project Stakeholder Engagement Model, social media management, etc.)
4. Good Experience in Stakeholder mapping and target identification.
5. Experience in social media management (e.g., Facebook, Twitter), copywriting, storytelling, green marketing, content marketing, campaign planning and implementation.
6. Experience in creating contents for social networks and websites such as news/articles, posts, newsletters, graphics about project topics (Sustainable Economy and Social Inclusion)
7. Excellent knowledge of English/Arabic, written and spoken
8. Strong organizational skills, time management, team working, team building and problem-solving skills
9. Knowledge of software and e-tools like Photoshop, Illustrator, Office, WordPress and Google Analytics

**Preference will be given to has:**

- a) Previous experience working in social inclusion project (i.e., unemployed women, young people especially NEETS) and with the communication and promotion of sustainable economic models (Blue Economy, Green Economy and Circular Economy)
- b) Previous experience in European projects
- c) At least Four years of experience in project management and communication



d) At least two years of experience in Designing and implementing project communication strategies targeting NEETs and young unemployed people as well as SMEs and TVET operating in the Circular, Blue and Green Economy sectors

e) Strong photography and photo-editing skills that could support project communication

f) Participation in courses in communication courses as copywriting, communication, graphics, social media management, etc.

h) Knowledge and skills in Sustainable Economy to facilitate the organization of Local and Regional Awareness Raising Campaigns and project events in general and create contents on the project topics

### **Duration/Payment**

The position has a duration of 12 months, starting from the date of signing of the contract.

**Tentative Starting Date: March 2022**

### **Presentation of Applications and Selection Procedures**

The application form (AF) must be completed according to the attached form (Attachment A), dated and signed by the candidate (original, scanned and/or digital signatures are allowed). The application form must be accompanied by:

- Company profile, duly signed.
- referral list (Names of organization, address, email, contact number)
- Photocopy of company registration and licenses
- Photocopy of a valid identity document