



Marseille, 08th April 2019

Communication expert (part time): “Innovation for Enterprise Growth and Jobs” Programme

Context

The Jordanian **innovation ecosystem and its institutional framework** are **fragmented** and still incomplete with poor experience and limited skills resources. There is a “**missing middle**” of **SMEs**, but is unrealised due to **limited access to finance** for small and medium companies.

In this framework, the EU, with its new programme called 'Innovation for Enterprise Growth and Jobs' Programme aims to support entrepreneurship, innovation and job creation by providing innovation support approaches led by the private sector and resembling lessons for future policy funding and initiatives

The expected results of the overall Programme are threefold: (1) provide space and opportunity for **innovative enterprises to scale and grow**, (2) improve **access to innovation** infrastructure facilities, financing and services; and (3) promote **culture of innovation**, through pilot initiatives and communication actions, supporting the open innovation lifecycle from ideation to international growth exploitation.

Three pilot initiatives are proposed in order to achieve expected results:

1. **Scalerator” Growth Hub**: an intensive programme and facility to help high-potential SMEs to grow and scale-up. It would be mix of intense training, individual coaching, access to experts, mentors, management support;
2. **Sector Centre of Excellence**: ‘go to place’/cluster for any companies, research/academic institutions and any other actors operating directly within a chosen sector to promote, support and facilitate innovation development activities in that sector from idea to internationalization;
3. **Open Innovation Facility**: private sector 'port-of-call', open to everybody place to go for private sector innovation advice and support innovation.

Description of the main tasks

- Responsible for planning, developing, coordinating and implementing quality;
- Communication activities, in close coordination with the EU Delegation,
- Responsible for identifying and drafting success stories, feature stories, social media content, and any support material such as factsheets, publications, etc.
- Responsible for conducting info sessions, outreach campaigns, and social media campaigns, in close cooperation with the EU Delegation;
- Work closely with non-key experts (graphic designer, photographer, video producers and others) to collect graphic and audio-visual content for Social Media accounts;
- Responsible for quality assurance of communication materials both in English and Arabic.

Skills and experience:

General background :

- University degree (preferably at Master’s level) in a related field, e.g. Communication, Journalisms, Marketing, Social science, Business, or similar.

- Excellent communication and interpersonal skills; reporting skills and computer skills including Microsoft Office (Word, Excel and PowerPoint).
- Fluency in English and Arabic is a must (written, spoken, understanding).

General professional experience:

- Minimum 5 years of experience in the area of communication, journalism, new media, public relations, digital marketing, internal communication or media relations.
- Minimum 3 years of experience in developing, managing and implementing communication strategies.

Specific professional experience:

- Minimum 3 years of proven working experience in managing projects related to the field of international development, capacity building, communication, public relations or equivalent.
- Proven working experience in designing and managing communication campaign and outreach, managing events.
- Proven working experience of writing and editing social media content, writing press materials, storytelling, writing for web (samples to be provided).
- Knowledge of and working experience in the region would be an advantage.

Location

Operational base is Amman, Jordan. Travels to the governorates in Jordan may be necessary.

Duration of the mission

42 months, **starting July 1st 2019**.

Part-time: estimated minimum 500 days.

Application

Candidates with the required skills and experience can send their **CV** (EuropAid template) by email to expertise@anima.coop (object « Team leader expert – EuropeAid).

Deadline : 30th April 2019

The expected start of the mission is 1st July 2019.