



## **INTERNISA project is looking for communication expertise.**

Al-Balqa Applied University, Partner of “INTERNISA” project (co-financed under the ENI CBC Med 2014-2020 Program) is looking for communication expertise to support BAU in the implementation of activities and procedures outlined in Work Packages 2 (WP2) “Communication”, 3 and the related dissemination activities (info days and the digital festival).

### **1. INTERNISA Project description**

INTERNISA will bridge the digital gender gap through interventions in labour demand & supply and, hence, reduce unemployment of women in the ENI area and offer them innovative employment services. This way the project will tackle the immense double challenge for prosperity in the ENI area posed by the low participation of women in the labour market and the delayed digitalisation of ENI economies, INTERNISA will transform the labour market in four sectors (agri-food, textiles, financial, tourism) via the development of a network and interventions for the matchmaking of labour demand and supply therein based on the Search and Matching Theory that emphasizes the presence of frictions that prevent adjustment of supply and demand in the labour markets and proposes the use of market match-making mechanisms to reduce unemployment. Hence, INTERNISA will combine the provision of training for digital skills relevant with the development of online and offline services that will allow.

- a) women to find employers interested in employees with marketable digital and soft skills and vice-versa
- b) employers to collaborate across the ENI area for trade and know-how exchange.



## **2. INTERNISA project objective**

Development of a labour supply & demand matching mechanism & 3 online & offline employment services in ENI territories to directly reduce the unemployment of digitally skilled women.

## **3. Tasks/Responsibilities/Duties as required by WPs 2, 3 and 4 of the INTERNISA project.**

### **WP2 “Communication”**

BAU is leading WP2, i.e., project communication activities, on behalf of the INTERNISA consortium. In this respect the selected candidates will:

- Assist project communication manager in the coordination of project communication and marketing activities in Jordan and the consortium.
- Animate project social media and prepare relevant material.
- Prepare and upload content to project website.
- Prepare project press releases.
- Manage project mailing lists and newsletters.
- Be responsible for project social media data analysis and reporting.
- Development of INTERNISA dissemination resources
- Contribute to the organization of project events in Jordan.
- Considering the enhanced dissemination needs of the project and the expertise needed for effective implementation, responsible for drafting the detailed dissemination plan, identify the most efficient means for internal and external communication.
- drafting and implementing the project’s branding strategy

## **4. Qualifications**

- Bachelor’s degree



- At least 10 years of professional experience in the sector of marketing and Communications
- Proven experience of delivering successful integrated marketing campaigns from concept to execution.
- Ability to think creatively and critically about multimedia content.
- Excellent attention to detail.
- Able to create and manage content on different social channels.
- Experience with Mailchimp
- Copywriting and editing skills.
- Competent use of standard Microsoft Office programs including Word, Excel, and PowerPoint
- Good knowledge of social media analytics
- Language requirement: i) English ii) Arabic iii) knowledge of French is preferable.

## **5. Duration**

The position has a duration starting from the date of signing of the contract till the end of the INTERNISA project, which is April 2023.

## **6. Tentative starting date**

1st of May 2021.

## **7. 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 copy or pdf with digital signature will be accepted). The application form must be accompanied by:

- Euro-pass CV (original, scanned copy or pdf will be accepted)
- a copy of a valid identity document.



The AF must be sent by email to all of the following address: [internisa@bau.edu.jo](mailto:internisa@bau.edu.jo), [arabiat@bau.edu.jo](mailto:arabiat@bau.edu.jo), The subject of the e-mail must state the following: “Selection of communication expertise (INTERNISA Project)”

## **8. Deadline**

The deadline for submitting applications is April 25, 2021 at 1.00pm (Amman Local time). Only those candidates with a profile deemed of interest and who meet the above-indicated requirements will be invited to interview.