Term of Reference (ToR)
Communication and platform marketing

<table>
<thead>
<tr>
<th>Organization</th>
<th>German Jordanian University (GJU)</th>
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</thead>
<tbody>
<tr>
<td>Funding Agency</td>
<td>The Deutsche Gesellschaft für Internationale Zusammenarbeit GmbH, (GIZ)</td>
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<tr>
<td>Funding Program</td>
<td>Jordanian-German Energy Partnership</td>
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<tr>
<td>Project Title</td>
<td>Advice on and support of bilateral energy partnerships with developing and emerging countries</td>
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<tr>
<td>Project Number</td>
<td>81281325</td>
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<tr>
<td>Position Title</td>
<td>Communication and platform marketing (part-time)</td>
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<tr>
<td>Number of positions</td>
<td>1</td>
</tr>
<tr>
<td>Location</td>
<td>German Jordanian University (GJU)</td>
</tr>
<tr>
<td>Duration</td>
<td>20 working days total from July 10th – Sep 30th, 2023</td>
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Notes:
- The application and CV’s must be filled on the following link [https://docs.google.com/forms/d/12ND9Mj7lvhyYIH3Rs2cDYTPXTqFJbHPKL9m-Jy0q_TE/edit](https://docs.google.com/forms/d/12ND9Mj7lvhyYIH3Rs2cDYTPXTqFJbHPKL9m-Jy0q_TE/edit)
- Please note that only short-listed candidates will be contacted.
- Any proposals received after July 7th 2023 will not be accepted.
- Women candidates are encouraged to apply.

Introduction

We are looking for a highly skilled and motivated part-time Communication and Platform Marketing Employee to join our dynamic marketing team. As a Communication and Platform Marketing Employee, you will play a crucial role in developing and executing effective marketing strategies to enhance our brand visibility, engage our target audience, and drive business growth. This is an exciting opportunity for a creative and strategic thinker to make a significant impact within our organization.

The best candidate is someone who can work collaboratively with the GJU team, is passionate about web development, and has a deep understanding of front-end and back-end development technologies and methodologies. If you are looking for a challenging and new exciting opportunity, you can apply!

Job Description and Responsibilities

- Develop and implement comprehensive communication and platform marketing plans that align with the Project's overall marketing objectives.
- Create engaging and compelling content for various platforms, including websites, social media, blogs, email campaigns, and other marketing collateral.
- Manage the company's social media presence by creating and scheduling regular posts, monitoring engagement, and optimizing content for maximum reach and impact.
- Monitor industry trends and competitor activities to identify opportunities for improvement and innovation in communication and platform marketing strategies.
- Collaborate with cross-functional teams, including product management, sales, and design, to ensure consistent brand messaging across all channels.
• Conduct market research and analyze data to identify target audiences, evaluate campaign performance, and make data-driven recommendations for optimization.
• Track, measure, and report on the effectiveness of communication and platform marketing initiatives, utilizing analytics tools and key performance indicators (KPIs).
• Stay up-to-date with emerging trends and technologies in communication and platform marketing, and proactively suggest new ideas and strategies to drive continuous improvement.

Minimum Qualifications

• Bachelor's degree in marketing, communications, or a related field.
• Proven experience in communication and platform marketing, preferably in a similar role or industry.
• Strong written and verbal communication skills, with exceptional attention to detail.
• Proficient in content creation and copywriting for various platforms, including social media, websites, and email campaigns.
• Solid understanding of social media platforms, trends, and best practices.
• Experience with marketing analytics tools and ability to interpret data to inform decision-making.
• Ability to manage multiple projects simultaneously and meet deadlines in a fast-paced environment.
• Creative thinker with the ability to generate innovative ideas and strategies.
• Strong analytical and problem-solving skills.
• Proficiency in using marketing automation and CRM tools is a plus.

Duration of the Work

This assignment is expected to be finalized within 20 working days, from July 10th to Sep 30th, 2023.

Payment Milestone

The employee will be paid a rate of 150 euro/Day for a maximum of 10 working days per month, and the payment will be issued after submitting the required task.