

Terms of Reference (ToR)

Communication Assistant Service Provider

1. Background

Al-Balqa Applied University (BAU) is PP5 in the **DigitalLife4ALL** project, an EU-funded initiative under the Interreg NEXT MED Programme. The project aims to enhance digital skills, lifelong learning, employability, and social inclusion for seniors, women, people with disabilities, and vulnerable groups across the Mediterranean region.

As part of its national implementation role, BAU seeks to ensure strong visibility, continuous engagement, and effective communication of project activities and results in Jordan. To support this objective, BAU invites applications for a **Communication Assistant** to contribute to the project's dissemination, outreach, and online presence.

2. Project Overview

DigitalLife4All – An Adult & Lifelong Learning Initiative to Enhance the Digital Skills & Smart Competencies of Seniors, Older Adults, People with Disabilities & Persons in Vulnerable Social Groups in the Mediterranean Sea Basin

Programme: Interreg NEXT MED, co-funded by the European Union

Project Duration: 30 months (August 2025 – January 2028)

Lead Partner: Regional Development Fund of East Macedonia & Thrace (Greece)Project

Partners: Mindspark+ (Greece), University of Cyprus (Cyprus), Tatweer Baladna (Lebanon), North American Private University (Tunisia), Al-Balqa Applied University (Jordan), Ege University (Türkiye)

Reference Number: A_T_3.1_0121_DigitalLife4ALL

Total Budget: 2,806,358.006 €

EU Contribution: 2,497,658.625 € (89%)

Objective of the Assignment

The Communication Assistant will support BAU in implementing dynamic, creative, and continuous communication activities for the DigitalLife4ALL project at national level. The role focuses on keeping project communication active, engaging, and accessible, documenting, producing, and disseminating impactful audiovisual content that illustrates the project's mission, progress, and success stories. While ensuring alignment with EU visibility and branding requirements.

The main objectives are to:

- Communicate project achievements through engaging storytelling and professional-quality visuals.
- Document implementation activities, including trainings, workshops, and Transnational Meetings.
- Promote the visibility of Al-Balqa Applied University (BAU) role and the consortium's achievements.
- Ensure all materials adhere to **Interreg NEXT MED branding and visibility rules**.

Scope of Work:

Under the supervision of the **BAU Project Manager** and in close coordination with the **Project Communication Manager**, the Communication Assistant will undertake the following tasks:

1. Social Media & Digital Communication

- Prepare, schedule, and publish regular posts on relevant social media platforms (Facebook, Instagram, LinkedIn, YouTube, etc.).
- Coordinate with the BAU project team to plan content around trainings, workshops, events, and milestones.
- Adapt messages and visuals to different platforms while maintaining a consistent project identity.
- Keep communication lively, friendly, and engaging for diverse audiences.

2. Content Creation

- Capture photos and short videos during project activities using a smartphone or basic camera.
- Produce short, informal videos and reels (15–60 seconds) highlighting activities, participants, and key messages.
- Support the preparation of simple visual materials such as stories, quotes, and highlights.
- Ensure all content complies with Interreg NEXT MED and EU visibility and branding guidelines.

3. Coordination & Dissemination

- Coordinate with BAU project staff to collect updates, visuals, and stories from activities.
- Liaise with the consortium's Communication Manager to align messages, hashtags, and posting schedules.
- Support dissemination of consortium-level content at national level.

4. Engagement & Visibility Support

- Maintain continuous communication between major events and activities.
- Support outreach to local stakeholders, participants, and communities through digital channels.
- Assist in documenting success stories, testimonials, and human-interest content.

5. Archiving & Reporting

- Maintain an organized digital archive of photos, videos, and communication materials.
- Contribute to brief summaries of communication activities and outputs when requested.
- Maintain an archive of raw footage and photographs for future project use.

Duration and Contract Type

- **Duration:** From Month 6 to Month 30 of project implementation (January 2026 – January 2028).
- **Compliance:** All materials must follow Interreg NEXT MED visibility and branding guidelines.
- **Contract Type:** This is a consultancy contract, not an employment contract. No employment benefits (such as social security, paid leave, or insurance) are included. The consultants will be responsible for their own taxes, social security, and insurance coverage.
- **Payment Arrangements:** the Consultant will be remunerated based on an agreed daily rate. Payment will be made upon submission of a monthly invoice, supported by a timesheet specifying the number of working days effectively delivered and accepted by Al Balqa Applied University.
- **Reporting Line:** The Consultant will report directly to the Project Manager and Communications Manager.

Required Qualifications and Skills

Essential Requirements:

- University degree or ongoing studies in communication, media, marketing, journalism, or a related field.
- Proven experience in social media management and content creation.
- Basic skills in photo and video capture and simple editing (mobile applications or basic software).
- Very good command of Arabic and English (written and spoken).
- Creativity, initiative, reliability, and ability to work in a team.
- Minimum 3 years of proven experience in communication
- Ability to travel to different Jordanian regions and operate during events.

Desirable Assets:

- Previous experience with EU-funded or international development projects.
- Familiarity with community-based, educational, or Digital skills.

Application Procedure

Interested candidates are invited to submit the following documents:

- Updated CV
- Short motivation letter (maximum 1 page)
- Portfolio, Samples or links to previous social media work, posts, or short videos
- Financial proposal
- Company registration certificate or MOF certificate.

Applications should be delivered by closed envelope to the central supplies department with the subject line:

“Application – Communication Assistant – DigitalLife4ALL (BAU)”

Deadline for Applications: 15th of January 2026

Only shortlisted candidates will be contacted.

3. Evaluation Criteria

Criteria	Weight
Quality and relevance of portfolio	30%
Experience in EU or international projects	25%
Technical capacity and creativity	25%
Financial offer	20%

Equal Opportunity and Disclaimer

Al-Balqa Applied University is an equal opportunity institution and encourages applications from all qualified candidates without discrimination.

The European Union under the Interreg NEXT MED Programme funds this position. The views expressed through project communication materials do not necessarily reflect those of the European Union.