



Funded by the European Union
بتمويل من الاتحاد الأوروبي



Events and Communication Officer Vacancy*

Availability: from early February 2018

Eligibility: hold a valid residency in Jordan

Contract duration: 10 months

Location: French Institute in Amman, Jabal Al-Weibdeh

Contract: limited period contract, full time job

Deadline for Application: 13 January 2017

Job description

The **Events and Communication Officer** will give press, communication and visibility support to the implementation of the project "EU Cultural Initiatives in Jordan 2018" on behalf of the European Union National Institutes for Culture (EUNIC) Jordan. The project is funded by the European Union and managed by the French Institute in Jordan.

Overall project purpose

- Raise awareness of the EU and member states' culture and of the EU in general.
- Present the EU as active initiator and supporter of diverse cultural expressions.
- Express EU support to Jordanian cultural actors and creative industries in the country.
- Promote cultural exchanges and mobility of artists between EU member states and Jordan.
- Celebrate the European Year of Cultural Heritage in 2018, promoting European Heritage and supporting Jordan's initiatives in this field.

Reporting

The **Events and Communication Officer** will report directly to the deputy director of the French Institute in Jordan and will work in close collaboration with the EUNIC Project Manager, the Programme Manager for Culture at the EU Delegation in Jordan and the Jordan EUNIC board.

Qualifications and skills

- University degree in one the following areas: public relations, communication, digital marketing, journalism, social sciences, advertising or equivalent.

- Minimum of 4 years' experience in one of the following areas: social media, digital marketing, communication, journalism, new media, public relations, media relations or similar.
- Excellent command of English and Arabic (written, spoken, understanding). French is a plus.
- Excellent computer skills.

General professional experience:

- Experience in working with the media; in implementing communication strategies; in managing social media, including content creation (sample for all of the above experience should be provided); experience working with the EU or/and international organisations is a plus.
- Proven track record of improving social media presence and increasing number of followers (samples should be provided); of writing for the web, editing and communicating complex messages in everyday terms (samples should be provided).
- Familiarity with European culture.

Description of tasks:

Prepare a communication strategy for the project and for social media.

In charge of media coverage of events:

- Organise press conferences for the main cultural activities and reach out to the media on a regular basis;
- Draft press releases and prepare press kits in English and Arabic;
- Manage incoming and outgoing demands for visibility material; Produce and ensure wide distribution of material;
- Send e-mail shots for advertising as well as e-invitations and paper invitations to targeted audiences;
- Send contents to EUNIC's global phone application;
- Ensure professional and swift photo and video coverage of all events with the approval of the EU Delegation. Ensure photos and videos are delivered on the same day of the event and update EUNIC's picture and video databases;
- Ensure the production of a general video at the end of the contract compiling all cultural activities achieved;
- Ensure the production of a visual identity, a video and a radio spot for each cultural activity.

Create fresh, dynamic & regular content in Arabic and English:

- For all EUNIC's online platforms: website, FB page, Instagram and Twitter accounts;
- For events on the website and social medias.

Monitor social media activity:

- Boost strategic or relevant posts;
- Reply to questions and comments in Arabic and English.

Provide regular digital communication:

- Update EUNIC's website section featuring all cultural events organised by EUNIC, the European Union in Jordan and EU Member States;
- Update general mailing list and prepare audience questionnaires;
- Produce and distribute a booklet at the end of the contract compiling all cultural activities achieved;
- Ensure media partnerships for each cultural activity and general ones;
- Ensure logo policy is according to the Terms of Reference.

Work closely with:

- Non-key experts (graphic designer, photographer and video producer) for graphic and audio-visual content for social media accounts;
- Social media managers from EU Embassies and European Cultural Institutes for content sharing;
- EU Delegation in Jordan for content sharing;
- The main cultural information providers through their websites and social influencers;
- When necessary, helps the Project manager in his tasks.

Send your CV and a cover letter to: stephane.delaporte@ifjordan.com

****Please note that the awarding of a working contract is subject to the condition of the prior conclusion of a contract with EUNIC, which does not modify the elements of the recruitment procedure. If the precedent condition is not met, the contracting authority will either abandon the recruitment or cancel the award contract without the candidates being entitled to claim any compensation.***