



TERMS OF REFERENCE AND SCOPE OF SERVICES

COMMUNICATION OFFICER

Palestine Ahliya University (PAU) is a private higher education institute registered under the license number 14/HE2C/072007/. PAU among other partners has received a grant from the European Union under the umbrella of ENI CBC MED funding for a 30 months project entitled: **U-SOLVE** (the project has been ongoing since 15/10/2020). Accordingly, PAU intends to apply part of this grant for the outsourcing and employment of a highly qualified **Communication Officer**.

Project Brief: U-SOLVE shifts the start-up creation process towards an entrepreneurial sustainable development strategy, which bridges active policy for supporting entrepreneurship with the implementation of sustainable development goals at urban level. The most urgent SDGs challenges in Mediterranean urban communities are forced into an open innovation pipeline that allows coalitions of entrepreneurial agents of change to emerge, creating qualified jobs and economic value, while supporting the transition towards a sustainable model.

Assignment Objective: PAU is now considering the selection of a highly qualified **Communication Officer** to be part of the project team responsible for the overall coordination and implementation of all project activities under the supervision of the Project Manager and the Projects Department.

Main Tasks and Responsibilities:

1. As PAU is the leader of Work Package 2”communication”, The Communication Officer will be in charge to lead the communication among the project partners including: the preparation of a monthly calendar of activities, follow up with communication officer at partners to submit their dissemination material, edit articles and promotional material received, among other follow up activities.
2. Lead the development of the projects promotional and dissemination material to be used in advertising campaigns in different media channels during the project lifetime. Promotional material will include printed brochures, roll-ups, info graphics, gadgets, etc.
3. Organize community engagement events such as workshops, focus groups, and conferences documenting and archiving process and results.
4. Lead a Transmedial marketing campaign dedicated to the management and upkeep of social media accounts.



5. Write and develop press releases and projects advertisements in both English and Arabic languages and disseminate widely and regularly on mass media and on the project's social media channels: FB, Twitter, Instagram, and Linked In as well as on the project's website.
6. Create and activate group mailing lists and drop boxes including all partners to ensure proper communication channels.
7. Lead the creation and dissemination of Story-telling short videos to be used as a communication tool not only to disseminate project activities but also to make start-uppers as real protagonists of the narration.
8. Lead the production of the collective web TV connected with social media that will be the main tool of the storytelling strategy. It will tell the stories of the entrepreneurs involved, the strategic assets of the cities involved, the stories about the products and services also using a lot of users' generated contents. The Web TV will be a repository on the web where collect all the videos production (mini docs, interviews, animated info graphics). It will be also used for streaming and communication among the partners.
9. Construction of a storytelling map and storytelling labs; a storytelling map will be a map telling stories about work and life of new enterprises using photos, graphics and texts. Contents will be produced by each partner and supplied to WP leader. It therefore will mean video production, multimedia and audiovisual approaches which will be produced involving start-uppers through storytelling labs.
10. Assist the project team to draw up a sustainability strategy aiming to capitalize on the project's approach and sustain its developed material and platforms.
11. Prepare project communication reports, TORs, agreements, letters, emails, meeting minutes, etc.
12. Conduct other related assignments allocated to him/her by the project manager.

Qualifications & Skills:

1. At least a Bachelor's Degree from an accredited university in the fields of business, development, media/multimedia, journalism and any other related field.
2. Minimum of two years of professional experience in similar assignments.
3. Excellent utilization of mass and social media.
4. Excellent communication, team working, and networking skills.
5. Excellent reporting and formal writing skills in both English and Arabic.
6. Excellent technical and administrative skills, including filming and video editing skills
7. Excellent command of computer skills including Microsoft Office, Adobe Premiere, and Adobe Photoshop, or any other multimedia and design software
8. Excellent command of spoken and written English language.
9. Residence in or near the Bethlehem area is preferred.

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Place of Work: Palestine Ahliya University

Contract Type: full or part time contracts will be considered based on the expertise and the availability of the selected candidate.

Application: Apply in person sending your CV and a covering letter, applicants may also send samples of their previous work (optional) to the following email hr@paluniv.edu.ps inserting **Communication Officer position** in the subject of the email.

Application Deadline: 7/12/2021 at 16:00 CET