

## Terms of Reference

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### Content and Creative Writer (Communication Consultant) - (Individuals Only)

#### Background

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The garment industry in Jordan is primarily driven by large exporting factories who export to the US under the US-Jordan Free Trade Agreement. The garment industry has seen significant growth in the last ten years. Exports dropped by 15 per cent in 2020 but rebounded in 2021 with 8 per cent growth. Total exports remain lower than the peak of USD 2 billion in 2019, with USD 1.8 billion exported in 2021. The exporting garment sector employs more than 62,000 workers of which 75% are women and over 75% are migrant workers mainly from South Asian countries, such as Bangladesh, Sri Lanka, India, and Nepal.

The Better Work Programme is a partnership between the International Labour Organization and the International Finance Corporation, a member of the World Bank Group. Better Work brings diverse groups together – governments, global brands, factory owners, unions, and workers – to improve working conditions in the garment industry and make the sector more competitive. The Better Work Jordan programme (BWJ) was established at the request of the Jordanian Ministry of Labour in 2007 and began operations in mid-2008.

Over the past 10 years, BWJ has been working with the national tripartite constituents to improve working conditions and promote decent work in the garment sector in Jordan. The mandatory status of the programme for those exporting to the US market allowed the programme to create sector-wide impact. Since then, factories have made significant improvements in terms of working conditions and compliance with labour standards – while challenges remain to sustain the programme impact. Under the [Better Work Jordan Phase IV Strategy \(2022-2027\)](#), BWJ is directing its effort towards sustaining this 10-year impact through enhancing the capacity of national stakeholders (Ministry of Labour, Trade Union, and Employers Organizations) and empowering them to take more responsibility for ensuring a decent working environment and sustainable growth. The [Better Work Jordan 2022 Annual Report](#) presents findings and observations from Better Work Jordan's interactions in the garment sector throughout 2021.

#### Objective

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The purpose of this Terms of Reference is to provide communications support for the Better Work Jordan programme to articulate key messages and disseminate effective communication materials including social media content, press releases, articles, and human-interest stories in close collaboration with the Better Work Jordan focal point and National Project Coordinators.

**Duties and responsibilities:**

- The consultant will be responsible to produce content for Better Work Jordan programme for the following:
  - 1- Produce human interest stories on selected cases – first and/or third person (rate per page 250 words) from the field. These should be available in Arabic and English.
    - Writing a story from the field<sup>1</sup> including writing the interview questions and conducting the interview.
    - Writing a story based on data collected by the project.
  - 2- Produce press releases\ articles (rate per page 250 words). These should be available in Arabic and English.
  - 3- Produce Better Work Jordan mid of Year newsletter (based on data collected provided by the project)
  - 4- Social media post for Facebook and Twitter

Service	Task	Rate per page (250 word)
Human-interest story focused on one person/ or third person	Deliver <b>two stories</b> from the field including writing the interview questions and conducting the interview in Arabic and English with a social media post for each product	To be filled by the applicants
	Deliver <b>one story</b> based on data collected by the project in Arabic and English with a social media post for each product	
Content development	In-house/non-field content development ( <b>two press release, one article, one Newsletter</b> ) with a social media post for each product	
	Field content development( <b>three press release</b> ) with a social media post for each product	

- The provided rate for (from the field) is expected to cover the transportation inside Amman and outside Amman
- All products and deliverables are subject for multiple rounds of editing and will only be finalized subject to the approval of BWJ.

<sup>1</sup> Field can include visits to factories in the Jordanians garment sector in their different location

## Reference

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[Better Work Jordan End-of-year newsletter \(ilo.org\)](#)

[Better Work Jordan: PAC meeting examines preliminary studies seeking to promote decent work in garment sector \(ilo.org\)](#)

[14th Annual Multi-Stakeholders' Forum examines ways to advance decent work and sustainable growth in Jordan's garment sector \(ilo.org\)](#)

[From receptionist to union organizer : Maya Aktar's dream of empowerment comes true in Jordan - Better Work](#)

## External collaborator qualifications

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### Education:

University degree in communications, journalism, marketing, English literature or other relevant discipline.

### Experience:

- At least 5 years of professional experience in the field of communications with proven experience in strategic communications, content writing and content editing.
- Good knowledge of communication and/or information management principles and concepts
- Knowledge of multimedia to develop a range of communication and information products.
- Knowledge of the working practices of the national media.
- Experience of working in the United Nations (UN) communications is an advantage.

### Languages:

Fluency in English and Arabic language is required.

### Competencies:

- Strong communication skills in writing and editing content
- Excellent research skills
- Ability to analyse complex information from different sources and to synthesise this information into coherent briefs and communication documents in the appropriate style and use traditional media channels for distribution.
- Familiarity with labor rights and labor issues.

## Timeline

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Start date: 15 February 2023

End date: 30 June 2023

### Supervision

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The consultant will report to the national project coordinators under the BWJ program manager's overall guidance.

### Payment Schedule

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According to the market rate, the External Collaboration will be paid according to his/her expertise and is asked to submit a financial offer on his/her daily rate. The consultant will only be paid upon satisfactory completion and approval of deliverables and upon receipt of signed invoices.

Payment	Service	Due Date
First payment	3 press release/ 1 Human story/	By end of March-23
Second payment	Newsletter/ 2 Human story/ 1 article/ 2 press release	By end of June-23

### Submission

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Interested candidates should submit a:

- Financial offer with the rates for the above outputs
- CV
- Samples of candidate's work for 1 Human story and 1 Article and 1 press release (Arabic & English)

All applicants must send their applications to [jordan@betterwork.org](mailto:jordan@betterwork.org)

The deadline to submit your application is January 31, 2023, at midnight (Jordan time).

\*Only selected applicants will be contacted for an interview.