



KEY EXPERT 2: CONTENT AND CAMPAIGNS COORDINATOR (450 working days input)

Duty Stations: Amman, Jordan

Application deadline: **17-12-2025**

Project: EU in Jordan Strategic Communication 2026-28

Job reference: **A488-KEY2**

Languages required: Excellent command of English and Arabic (written and oral)

Start of the contract: 1-3-2026

Duration of the contract: 36 months

Background:

The overall objective (Impact) to which this project contributes is to support the EU Delegation in effectively communicating the EU-Jordan partnership, by promoting a positive, coherent, and unified image of the EU, its values, and its impact in Jordan.

The contract will contribute to a better understanding and enhanced visibility of the EU and its actions among Jordanian society, with particular emphasis on youth. It will also promote the establishment of a culture of dialogue and mutual understanding between the people of the EU and Jordan, strengthening the perception of the EU as a reliable partner committed to supporting Jordan's path towards democracy, stability, human rights, and sustainable development. The specific objectives of this contract are as follows:

- Support the EU Delegation in the refining its Communication Strategy and contribute to achieving its strategic communication objectives.
- Support the EU Delegation in effectively communicating and raising awareness about the EU-Jordan partnership and promoting a positive, coherent, and unified image of the EU, its values, and its impact in Jordan.
- Design and implement communication campaigns that highlight the EU's political, economic, and social contributions in Jordan, in line with the EU-Jordan Partnership.
- Create human-centric narratives and informative content that effectively showcase the real-life benefits of EU initiatives to Jordanian citizens, particularly youth and vulnerable groups.
- Ensure coordination and synergy among communication activities across all EU-funded projects in Jordan, promoting a strong and unified EU image.
- Enhance engagement with youth, media, influencers, and non-traditional opinion shapers to amplify EU messages and increase outreach to wider audiences.
- Contribute to addressing issues related to disinformation by raising awareness across the country and promoting accurate and coherent narratives about the EU's engagement in Jordan.

Expert Responsibilities:

In charge of the creative process for all components. Responsible for the design and implementation of all content and campaigns, under the strategic lead of Key Expert 1 and with support of non-key experts.

Expert Requirements:Qualifications and skills:

- University degree in one of the following areas: communication, public relations, journalism, marketing, social sciences, international relations, marketing, advertising. In the absence of the required diploma, equivalent professional experience of 5 years in addition to general professional experience is required.
- Excellent command of English and Arabic (written and oral);



General professional experience:

- A minimum of 5 years of professional experience in at least one of the following fields: media, communication, marketing or advertising

Specific professional experience:

- A minimum of 5 years working as a campaign manager for at least 3 communication campaigns, as documented by a well-documented presentation of the communication campaigns portfolio, which should be submitted as part of the tender
- A minimum of 5 years of professional experience in writing news-worthy texts or producing digital content, including audio-visual materials.
- General knowledge of Jordan's political and institutional framework as well as EU-Jordan relations is an asset.
- Specific experience in communication on EU policies and programmes is an asset, notably in the field of neighbourhood policies.

A comprehensive presentation of a communication campaigns portfolio and samples of five recent articles or AV products (news, features, videos, social media content etc.) of Key Expert 2, documenting the specific experience, must be submitted as part of the tender.

How to apply:

Interested candidates are invited to submit their CV in the EC format together with cover letter at the following e-mail address: recruitment@ceuconsulting.com, noting the **job reference** of the position(s) they apply for in the subject line of the e-mail by the application **deadline specified above**. Applications received after the deadline will not be considered.

Eligible candidates may be shortlisted for further selection process based on information supplied in their application at the closing date or in the further assessment process. Criteria for shortlisting are based on the general requirements as outlined at the beginning of this post as well as specific requirements, duties, skills, competencies and/or knowledge relevant to the job description of each individual job title.

CEU reserves the right to determine the merit, appropriateness and relevance of qualifications and experience listed by the candidate in their application as well as the merit, appropriateness and relevance of references and referees listed in the CV. Please note that candidates are requested not to submit references with their application; however, they may be requested to present them at any point of the assessment process. CEU further reserves the right to contact the referees listed by the candidate in their application.

Candidates who do not meet the minimum criteria outlined in this post or do not comply with the formal application requirements will be rejected. Only shortlisted candidates will be contacted.

The selection and/or recruitment process necessarily involves the collection and use of personal data. Collection and processing of personal data under this hiring procedure will remain strictly confidential and will be processed pursuant to EC Regulation 45/2001.

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