Terms of References

Communication Manager – meetMED II
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1 Overview
RCREEE calls for applicants to “Communication Manager” position for the EU-funded project: Mitigation Enabling Energy Transition in the Mediterranean Region (meetMED)- Phase 2.

In its second phase, meetMED aims to contribute to enhancing energy security of beneficiary countries (namely Algeria, Egypt, Jordan Lebanon, Libya, Morocco, Palestine and Tunisia) while fostering their transition to low carbon economy, thereby contributing to more stable, efficient, competitive and climate-resilient socioeconomic contexts.

MeetMED II activities aim at strengthening the implementation of EE measures and improving countries’ energy mix focusing on building and appliances’ sectors through a multiscale, multi-partner and inclusive approach at local and regional levels, thereby fostering regional cooperation.

MeetMED II is a 42-months project implemented by the Association of Energy Management Agencies in the Mediterranean Region (MEDENER) in close cooperation with the Regional Center for Renewable Energy and Energy Efficiency (RCREEE).

2 Job Purpose/ Role
As part of the Project Management Team (PMT) and under the supervision of the Project Manager, the “Communication Manager” will support management of daily operational implementation and reporting of the project.

The Communication Manager is responsible for developing and executing a robust content-led communication strategy & plan in close coordination with the project’s activity leaders, stakeholders and beneficiary countries.

The focus of meetMED communication strategy and plan will be on expanding outreach to existing regional and national policy makers, national stakeholders, energy professionals, media as well as reaching new stakeholders. The Communication Manager will be responsible for the development of robust multi-lingual, region-specific press, social media content based on existing research to attract and maintain engagement.

S/He will create or commission timely, accurate, creative and high-quality informational materials, such as infographics, short videos, newsletter in order to make meetMED policy research, training courses and other activities more accessible to a wide audience. This includes the launch and management of social media pages, the organization of project events and workshops. S/He will also develop and manage regional media contacts with the aim of expanding coverage of meetMED activities in the region. Successful candidates will be results- and impact-focused, and operate both opportunistically and strategically.

This position shall support meetMED strategic objectives of raising the awareness on energy’s major stakes and challenges increases, thereby accelerating public and private sectors’ involvement towards more energy efficient buildings and appliances sectors.

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1 more information on meetmed I can be found on www.meetmed.org
3 Duties and Responsibilities

The responsibilities of meetMED Communication Manager include –but are not limited to – the following:

Strategy & Programming

- Preparing and implementing meetMED Communication strategy including the annual communication, information dissemination and Action Plan
- Report regularly on communication plan progress
- Management of communication-related budget
- Identify and support the development of smooth internal communication tools/platforms

External Outreach/ Communication and Relationship management

- Maintenance of the meetMED identity guidelines, including logos, pictures and templates for communication purposes
- Maintenance and development of the meetMED website ensuring that content is regularly updated and promoted via different channels
- Social media management (Twitter, LinkedIn, etc.)
- Write stories, press releases, blog posts and news covering the projects’ most important achievements to be placed in the various media outlets (printed and/ or online media outlets local and regional)
- Identify and develop relationships with media contacts to enhance the visibility of meetMED project in the targeted beneficiary countries and in the region.
- Identify/develop innovative approaches and new communication tools and platforms (including digital ones) which can serve to highlight the work of meetMED in the region and globally.
- Prepare and arrange for the production of printed materials (brochures, newsletter, leaflets, publications) and awareness campaigns (videos, scarping campaign, social media, etc) as indicated in meetMED work plans and / or Communication and visibility Plan
- Preparation of tenders and call for proposals related to communication and awareness raising services
- Manage external outreach activities via:
  - Pursuing dissemination activities (i.e. participation at conferences, local workshops and meetings, publications etc.)
  - Planning and executing meetMED events (e.g. workshops, conferences, etc.) as indicated in meetMED work plan, and/or communication plan including all related logistical activities
  - Managing travel and logistics for meetMED experts missions
  - Manage post event/trip documentation and archiving
- Ensure compliance with all rules and regulations of EU in the field of communication and visibility promotion and reporting

Internal Communication

- Develop internal communication guidelines and handbook
- Liaise closely with— and feed content and information to PMT
- Facilitate smooth communication among different work package leaders and stakeholders via
  - Establishment of a Virtual Collaboration Environment (VCE) with support facilities
  - Establishment of a virtual Learning Environment (VLE)
- Compile meetMED events relevant-documents and publications
In addition, the “Communication Manager” will fulfill any other tasks assigned by meetMED Project Manager.

4 **Job requirements:**

4.1 **Experience & Technical Skills Required**

- A minimum of eight year-experience in communication at national and regional levels.
- Experience in online outreach and multimedia production are required.
- Excellent understanding and management experience of various social media platforms, through the creation of content and analysis of reach and engagement trends.
- Experience with web content maintenance systems, InDesign, CRM systems is desirable.
- Excellent writing skills & proven ability to digest and simplify complex and highly technical material and to make it social media-friendly and accessible to a wide audience.
- Proven networking skills, strong digital skills and comfort with technology.
- Experience in similar positions in a UN and/or EU-funded project is a very strong advantage.

4.2 **Education & Qualifications**

- Advanced degree in communication, journalism, social sciences, international relations, or a related field.
- Full fluency in both written and spoken Arabic, French and English.
- Excellent writing and editing skills in Arabic, French and English.
- Familiarity with sustainable energy sector and related cross-cutting issues an asset.

4.3 **Personal**

- Professional work attitude and ability to work in a multi-cultural environment.
- Must have excellent team/customer service skills in an international context with various partners.
- Well organized, responsible and reliable in work and relationships with colleagues and partners.
- Ability to handle emergency situations in a calm and directed fashion, and lead teams in such situations as needed.
- Ability to deliver high quality work to time in a pressured environment; to work to a number of competing deadlines and to ‘multi – task
- Strong teamwork and interpersonal skills.

5 **General Terms and Conditions**

The Candidate is required to work from RCREEE’s Cairo office. S/He will comply with RCREEE COVID-19 protective and safety measures

6 **Tenure of Appointment**

- Duration: The initial appointment will be for 40 months including a 3-month probation period.
- Reports to: meetMED Program Management Team

7 **Gender Mainstreaming**

RCREEE is an equal opportunity employer and qualified women are strongly encouraged to apply.
8 How to apply

To apply, please send you CV and a cover letter highlighting relevant work experience to: hr@rcreee.org, latest by 25th of February 2021 with the subject line: "meetMED II Communication Manager"

*Emails without subject line will be automatically discarded. Only short-listed candidates will be contacted*