



Union for the Mediterranean
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Sweden
Sverige

Job Description

Advocacy and Private Sector Liaison Specialist

Job title	Advocacy and Private Sector Liaison Specialist
Type of contract	Full time Fixed term – 6 months with possibility of extension
Project	Establishment and Institutionalization of WEFE Nexus Hub for MENA
Location	INWRDAM Office – Amman, Jordan
Report to	WEFE Hub Project Leader
Expected starting date	13 October, 2024
Announcement date	19 September, 2024
Deadline	2 October, 2024

Overview

The Advocacy, Communication, and Private Sector Liaison Specialist will be responsible for developing and executing advocacy strategies, managing communication efforts, and fostering partnerships with private sector entities to advance the organization's goals. The role combines elements of public advocacy, communication management, and private sector engagement to support programmatic and policy initiatives. The Specialist will work closely with internal teams, donors, international partners, and private sector stakeholders to ensure coherent messaging, effective outreach, and collaboration.

About INWRDAM

The Inter-Islamic Network on Water Resources Development and Management (INWRDAM) is an autonomous, intergovernmental organization established in 1987. Operating under the guidance of the Standing Committee on Scientific and Technological Cooperation ([COMSTECH](#)) within the Organization of the Islamic Cooperation ([OIC](#)). Based in Jordan, INWRDAM functions as a proactive "Think and Do Tank," advancing sustainable water management through policy development, applied research, and regional dialogues. INWRDAM implements solutions through pilot programs, community engagement, policy advocacy, and capacity-building initiatives. INWRDAM implements solutions through pilot programs, community engagement, policy advocacy, and capacity-building initiatives. Our focus on policy, applied research, economic empowerment, youth and women empowerment, and dialogues is aimed at developing ideas, concepts, programs, and policy directions that inform policy making and program formulation processes, ultimately shaping the future of water resources development and management in the context of Nexus.

About the WEFE Project

The WEFE Nexus for Sustainable Development for MENA Project is a two-year project implemented by INWRDAM, and is funded by a generous grant from the Swedish International Development Cooperation Agency (SIDA) and the Union for the Mediterranean (UfM). The project targets MENA countries, with a thorough focus on Jordan, Egypt and Lebanon. Recognizing the current state-of-the-practice and the importance of a comprehensive multi-componential approach to addressing problems arising from the limited key resources, including water, energy and food, INWRDAM is keen on adopting, institutionalizing



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and operationalizing the WEF Nexus approach. It is for this reason that INWRDAM is keen on partnership with the UfM to develop the WEF Nexus Hub.

The overall objective of this project is to enhance the management of water, energy and food security within the MENA region ensuring socio-economic and environmental sustainability. The **Specific Objectives (SOs)** of the project include the following:

- **SO1:** Improved availability and access to WEF Nexus approach through Institutionalization of a WEF Nexus Hub within INWRDAM in a stakeholder participatory process.
- **SO2:** Enhance WEF Nexus policy development and advocacy.
- **SO3:** Build Capacities in the MENA region in WEF Nexus approach.
- **SO4:** Test of WEF Nexus approach concepts through pilot projects.

Responsibilities

Advocacy and Communication

- Design and implement comprehensive communication and advocacy strategies to promote the WEF Nexus Hub and its goals, targeting key audiences across the MENA and SEMED regions.
- Lead the creation and execution of advocacy campaigns to influence policymakers, stakeholders, and the public, highlighting the importance of the WEF Nexus approach for sustainable resource management.
- Engage with regional and international stakeholders, including governments, NGOs, and the private sector, to build partnerships and enhance the visibility of the Hub.
- Produce high-quality communication and advocacy materials, including press releases, social media content, and newsletters, brochures, to effectively convey the Hub's mission and activities.
- Manage relationships with media outlets to ensure coverage of the WEF Nexus Hub's initiatives, events, and achievements.
- Organize and promote events, workshops, seminars, and webinars to engage stakeholders and showcase the impact of the WEF Nexus Hub on the MENA region.
- Oversee the Hub's social media channels and website, ensuring they are regularly updated with engaging content aligned with the communication strategy.
- Track the effectiveness of communication and advocacy efforts, using analytics and feedback to adjust strategies and ensure alignment with project goals.
- Collaborate with the project team to communicate the outcomes of the WEF Nexus Hub's pilot projects and policy recommendations.
- Document interventions, pilot projects, events, and activities by photographing and collecting high-quality images to be used for advocacy materials, reports, social media, and promotional content, ensuring all visuals are aligned with the Hub's communication strategy and messaging.

Private Sector Liaison

- Build and maintain strong relationships with private sector stakeholders to foster collaboration and resource mobilization for the WEF Nexus Hub.



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- Identify and pursue opportunities for partnerships that align with the organization's programmatic goals, including funding, technical support, or joint ventures.
- Ensure private sector partners are informed about relevant updates and publications of the WEFE hub for involvement and contribution.
- Facilitate dialogue between the organization, government bodies, civil society, private sector actors, and international organizations to align interests and mobilize contribution.
- Organize workshops, seminars, and other events to engage stakeholders and promote the WEFE Hub.
- Represent the organization at conferences, meetings, and public forums to advocate for policies and partnerships aligned with project goals.
- Track the impact of advocacy efforts and private sector partnerships, ensuring measurable results and alignment with project objectives.
- Prepare regular reports on advocacy campaigns, communication activities, and partnership development for internal and external stakeholders.

Qualifications

- Bachelor's degree in Communications, Public Relations, Political Science, International Relations, or a related field (a Master's degree is preferred).
- At least 7 years of experience in advocacy, communication, and public relations, ideally in the development or environmental sector.
- Experience in working with international organizations is mandatory.
- Excellent written and verbal communication skills in both Arabic and English.
- Excellent communication and presentation skills, with the ability to articulate design concepts effectively and garner buy-in from stakeholders.
- Ability to work collaboratively in a fast-paced environment, managing multiple projects and deadlines while maintaining attention to detail.
- Preferred experience of design software, including Adobe Creative Suite (Photoshop, Illustrator, or InDesign), and proficiency in typography, color theory, and composition.
- Preferred knowledge of the MENA region's socio-political context and development challenges, particularly related to water, energy, food, and ecosystems.

Skills

- Strong communication and presentation skills.
- Ability to work independently and in a team.
- Strong interpersonal skills for effective stakeholder engagement.
- Problem-solving abilities and adaptability in a fast-paced environment.
- Fluency in Arabic and English (speaking, writing, and listening).



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How to Apply

To apply, please submit your CV and a cover letter detailing your relevant experience to recruitment@inwrdam.net by 2 October, 2024 with the name of the position in the subject of the application email. Applicants are requested to submit their CV and cover letter combined into a single PDF file, using their full name as the file name.

INWRDAM follows an equal opportunity recruitment policy, promoting diversity and inclusion in the workplace. This vacancy notice may be used to fill other similar positions at the same grade level. We encourage early applications, as shortlisting and interviews may begin before the closing date. Only selected applicants will be contacted.