



Union for the Mediterranean
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Job Description

Communication Designer

Job title	Communication Designer
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 Communication Designer at INWRDAM will be responsible for creating a compelling visual identity for the WEFE Nexus Hub, ensuring brand consistency across various communication platforms. This role is pivotal in establishing a strong brand presence for both INWRDAM and the WEFE Nexus Hub through impactful designs, engaging content, and effective visual storytelling. The Communication Designer will lead creative initiatives that enhance the Hub's visibility, resonate with its target audience, and support the organization's broader advocacy and outreach efforts.

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 WEFE Nexus approach. It is for this reason that INWRDAM is keen on partnership with the UfM to develop the WEFE 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 WEFE Nexus approach through Institutionalization of a WEFE Nexus Hub within INWRDAM in a stakeholder participatory process.
- **SO2:** Enhance WEFE Nexus policy development and advocacy.
- **SO3:** Build Capacities in the MENA region in WEFE Nexus approach.
- **SO4:** Test of WEFE Nexus approach concepts through pilot projects.

Responsibilities

- **Brand Identity Development:** Create and maintain a strong, cohesive brand identity for the WEFE Nexus Hub that reflects its mission, values, and objectives.
- **Visual Content Creation:** Design visually engaging materials for reports, presentations, social media, websites, newsletters, and event collateral.
- **Collaborative Design:** Work closely with INWRDAM's advocacy and communication team to translate concepts into innovative and visually appealing designs.
- **Cross-Platform Consistency:** Ensure brand consistency across all communication platforms, including print, web, and digital media.
- **Photography and Visual Documentation:** Photograph and document interventions, pilot projects, events, and materials, ensuring high-quality visual content for advocacy and promotion purposes.
- **Website and Social Media Management:** Regularly update the website and social media channels with engaging visual content that aligns with the WEFE Hub's goals and communication strategies.
- **SEO and Website Analytics:** Implement SEO best practices and monitor website performance to improve visibility and user engagement.
- **Research and Innovation:** Stay up-to-date with design trends and integrate innovative approaches to keep the visual identity fresh and engaging.
- **Project Support:** Collaborate with the project team to support communication efforts for pilot projects and policy initiatives.

Qualifications

- Bachelor's degree in Graphic Design, Visual Communication, or a related field.
- At least 5 years of experience in of professional experience in communication design, with a proven portfolio of successful brand identity projects.
- Experience of design software, including Adobe Creative Suite (Photoshop, Illustrator, or InDesign), and proficiency in typography, color theory, and composition.
- Experience in working for development projects is mandatory.



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- Very good written and verbal communication skills in both Arabic and English.
- Ability to work collaboratively in a fast-paced environment, managing multiple projects and deadlines while maintaining attention to detail.
- Preferred knowledge of the MENA region's socio-political context and development challenges, particularly related to water, energy, food, and ecosystems.

Skills

- Strong conceptual and creative thinking.
- Ability to translate complex ideas into visual content.
- Excellent organizational and time management skills.
- Collaborative team player.
- Ability to work under tight deadlines.
- Ability to work independently and in a team.

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.