



*AJIR + (Appui à Jérusalem-Est pour son Identité et sa Résilience – Phase additionnelle)*

*“Action for East Jerusalem’s Identity and Resilience (AJIR+)” Programme*

## **Terms of Reference**

### **AJIR+ Communication Consultant**

**Reference Number: 167/AFD-11/2024**

## **1. Background**

### **1.1 The NGO Development Center (NDC)**

NDC is a non-profit non-governmental organization established in response to the need of having a sustainable Palestinian mechanism for providing support to the NGOs sector. Through providing technical and financial support, NDC works on developing the capacities of Palestinian NGOs in providing quality services, especially to the poor and the marginalized, on enhancing their self-reliance, and on empowering them to be more sustainable. At the same time, NDC contributes towards the development of the NGOs sector as a whole by facilitating sharing and exchange of information and experience, by supporting research and policy development, and by strengthening NGOs relationships with development partners.

NDC is the first professional organization of its kind, created and led by Palestinians, focusing on strengthening NGOs, facilitating the development of an active and vibrant NGO sector in Palestine and encouraging wider partnerships and cooperation among and between the different development actors and supporting research and policy formulations for the NGO sector.

Since its establishment, NDC has increased its scope of work and project intervention to manage various granting schemes and programs elaborated in collaboration with the different NDC’s donors that combine urgently needed funding with sector development initiatives. Its programs work indeed on three tracks: grant-making, sector development and capacity building.

### **1.2 The AJIR Programme**

East Jerusalem’s geographic and administrative isolation as well as the economic and social hardships faced by its residents justify supporting their access to essential services, in first place education, infrastructure and economic opportunities. Civil society organizations are an essential component of the solidarity chain in the occupied East Jerusalem.

The AJIR programme, approved in 2020, (Appui à Jérusalem-Est pour son Identité et sa Résilience) is a 100% social link project: it aims at consolidating social cohesion between populations and territories through support to youth and vulnerable communities.

This project is an additional phase of the Action for East Jerusalem's Identity and Resilience (AJIR) programme, approved in 2020, with the same objectives: to improve access to education and services for the Palestinians of East Jerusalem, particularly the most vulnerable. Twenty projects have been funded under AJIR (8 under the "infrastructure" pillar; 12 under the "access to services" pillar). The scale of the needs, the requests from NGOs providing essential services, the renewed political interest of the Consulate General of France, the quality of the partnership with NGO Development Center and the new ambitions in terms of taking gender into account and the inclusion of very small structures, are all reasons why the AJIR programme has been so successful.

**A maximum of 8 million Euros** has been allocated to financing AJIR+ programme which is structured under the form of calls for proposals addressed to the Palestinian civil society in East Jerusalem. The NGO Development Center has been entrusted by AFD with the management of AJIR+ including the calls for proposals.

**AJIR's primary objective** is to support the resilience of Palestinians in East Jerusalem. This second phase of the "Action for East Jerusalem's Identity and Resilience" programme (AJIR+), targets the following objectives: (i) improving educational, cultural and youth opportunities, (ii) supporting vulnerable populations, in particular women in their access to essential services, and (iii) civil society capacity building. As cross-cutting issues, gender inequalities and environmental challenges will be addressed throughout these three pillars.

**Pillar I: Large infrastructure investments targeting education, culture and youth**

Designed with the overarching goal of contributing to the full emancipation of Palestinian youth, the first call for proposals aims at providing funding to finance construction or renovation works in order to remove material constraints which prevent the development of quality education and cultural provisions and infrastructures (lack of classrooms, poor premises conditions, etc.).

**Pillar II: Service-based initiatives for vulnerable populations**

Designed to meeting the needs of vulnerable populations through fair and equal access to social and local services, Pillar II will be dedicated to providing social and legal services to vulnerable populations in order to improve their living conditions. A strong emphasis will thus be placed on social inclusion and professional integration or reintegration of marginalized populations (women, the elderly, people with disabilities, people exposed to violence, etc.).

**Pillar III: Technical Assistance**

Pillar III aims to foster civil society organizations capacity building, thereby strengthening their role in the implementation of new governance models. NDC will provide targeted technical assistance and capacity building to improve the management skills of the selected CSOs and ensure compliance with the Project implementation guidelines and procedures, aiming at improving CSOs governance, accountability and sustainability.

NDC will facilitate peer learning, coordination and collaboration among CSOs operating in the same sector or location, and information sharing and knowledge exchange.

### **1.2.1 Programme Geographic Scope of Intervention**

East Jerusalem: Defined by the 1949 Armistice Line (Green Line), the West Bank Barrier and Jerusalem municipal boundaries, with the inclusion of enclaves that are either:

- Excluded by the West Bank barrier but included within the Jerusalem municipal boundaries: Kufur Aqab, Qalandya Camp, etc.
- Or conversely, enclaves that are outside Jerusalem municipal boundaries but included by the West Bank Barrier: Zaytoun, etc.

### **1.2.2 Visibility and Communication of AJIR+:**

NDC, as the Managing Organisation of AJIR+ Programme, is responsible for leading and implementing visibility and communication-related activities for the Programme and the subprojects in accordance with the terms of the AFD Visibility and Communication Guide (Level 2) on the following link: <https://www.afd.fr/en/ressources/communication-guide-afd-supported-projects-level-2>

## **2. Objective of the Assignment**

The main objective of this assignment is to hire a Communication Consultant to support in developing and implementing communication plans for AJIR+ programme and the selected subprojects in compliance with NDC standards and AFD guidelines. The Consultant will also provide both strategic and administrative support in order to augment the visibility of NDC and its programmes and projects. He/she will work under the supervision of the NDC Director

## **3. Scope of Work**

*AJIR+ Programme Level:*

- Draft finalize and implement the Programme's communication plan in accordance with the Programme's Implementation Manual and the AFD's Visibility and Communication Guide.
- Prepare in close coordination with the partner CSOs the communication plans for the subprojects and provide regular mentorship and guidance to CSOs during implementation.
- Conduct training to partner CSOs on the Programme's visibility requirements and to develop their skills on success stories writing.
- Produce high-quality Programme's progress reports as per donor and NDC requirements.
- Follow up the production of AJIR+ documentary.
- Provide high-quality editing and formatting for all Programme-related documents in English, including subprojects information sheets.
- Participate in Programme-related missions and meetings and document them in a professional manner for follow up.

*Organizational Level:*

- Act as the focal point for NDC information and communication needs.
- Ensure effective communications, visibility, and knowledge management within NDC, and to external audiences (e.g. donors, NGOs).
- Update visibility materials including updates for NDC website and social media channels.

- Draft and finalize NDC annual report, in coordination with the NDC team and follow-up on design and printing.
- Suggest innovative approaches for visibility and outreach both in terms of approach and delivery, including the preparation and distribution of press releases and occasional greeting cards.

#### 4. Deliverables

The consultant is required to deliver the following:

1. AJIR+ Communication Plan
2. Subprojects communication plans (Five subprojects selected under Pillar I (large infrastructure investments) and around **20 to 22** subprojects that will be selected under Pillar II (service-based initiatives)).
3. Subprojects factsheets.
4. NDC’s 2024-2026 annual reports.
5. AJIR+ Programme quarterly/annual reports.

#### 5. Assignment Duration and Level of Effort

This is a long-term assignment. The assignment will commence on the date of signing the contract with the Consultant and will extend over the AJIR+ implementation period, until December 1, 2027, which is the Technical Completion Date.

The total level of efforts is estimated at **95 days**. The estimated number of days annually are presented in the table below:

# of days per year		
2025	2026	2027
45	40	10

#### 6. Type of Contract

NDC will sign with the consultant a time-based contract. The consultant will be compensated against timesheets and deliverables mentioned above.

#### 7. Eligibility Criteria

The consultant should have the following qualifications and competencies:

- Minimum of a bachelor’s degree in literature, communications, journalism, media, political science or a related field.
- A minimum of five years of demonstrated experience in related work in communication and reporting on programme’s implementation and results.
- Professional editing and writing skills in English and Arabic.
- Experience working with international or local NGOs and knowledge of reporting procedures, best practices, guidelines and tools for communications.
- Advanced computer skills.
- Easy access to Jerusalem.