



## **TERMS OF REFERENCE (TOR)**

### **CRM Coordinator**

**Friedrich Naumann Foundation for Freedom (FNF)** Jordan is looking for a consultant as a “CRM Coordinator” to manage and strategize FNF’s CRM system.

**Start Date:** Immediate, once the contract signed.

**Type of contract:** Service agreement/Consultancy

**Duration of consultancy:** 9 months

**The submission deadline for applications:** April 3, 2021

#### **Friedrich Naumann Foundation for Freedom (FNF)**

The “Friedrich Naumann Foundation for Freedom” (FNF) proudly looks back on a long history of changes and challenges. From its establishment until now, the foundation grew constantly and became a globally-operating institution. In April 2007, the foundation’s name was extended by “for Freedom” to underline the new concept of “Marketing for Freedom” worldwide. Today, the label “for Freedom” is widely associated with successful projects.

Based on liberalism, the underlying principle of the foundation’s political activity, FNF is engaged in political education in both Germany and abroad. With our activities and publications, we help people to exercise their rights of political participation. We also provide scholarships for talented individuals. Our headquarters is located in the city of Potsdam and we maintain offices all over Germany together with project offices in over 60 countries worldwide. The Friedrich Naumann Foundation is an open laboratory of freedom and a global liberal think-tank. With over 200 employees, the Friedrich Naumann Foundation for Freedom is the biggest liberal institution worldwide with a comprehensive network of partners, experts, and volunteers.



## **Our Vision:**

The Friedrich Naumann Foundation for Freedom is a creative platform for innovation, intending to enhance the values and goals of liberalism worldwide.

## **Our Mission:**

Our activities target individuals who share our core principles on liberalism. We advise, motivate, and inspire relevant stakeholders and create shape, and market solutions for tomorrow that are based on enhancing individual freedom and responsibility. We are the creative think-tank of liberal politics in Jordan and the MENA region.

## **Background**

FNF Jordan has recently developed a new strategy for its projects, which will be implemented from 2021 to 2023.

The strategy indicates that FNF is a creative innovation platform of freedom for society, and its mission is to appeal to specific target audiences interested in liberal solutions in Jordan who share the core values of the foundation. FNF advises, inspires, and motivates leaders in society, and it creates, builds, and promotes subjects of freedom for tomorrow and the day after tomorrow.

**The FNF's strategic goal is** to provide the target audience with civic education training by giving them an identity, status, knowledge, skills, and network.

**According to the FNF Jordan strategy, FNF set-up a CRM System to manage the relationship between FNF Jordan and its network of supporters, experts, partners, volunteers, and service providers. Now the CRM System is established, FNF Jordan is seeking a CRM Coordinator to manage the system and further its development.**

## **CRM Coordinator Roles and Responsibilities**

The CRM Coordinator is the primary responsible for the CRM system of FNF Jordan, from implementing and maintaining the CRM System, ensuring workflows are being adhered to by employees, planning and delivering outreach, and monitoring the FNF's CRM-related key performance indicators (KPIs).

### **Main Roles:**

- Ensure organized and structured collection of all relevant CRM data and maintain a clean and organized CRM.
- Actively identify spaces for improvements of the CRM System and strategy, and raise solutions accordingly;



- Plan and deliver new CRM strategies to nurture and retain relationships between FNF and its network;
- Ensure employees internalize and adhere to CRM workflows and systems;
- Together with the communication officer, integrate the CRM into the communication strategy of FNF;
- Create and send marketing emails;
- Conduct CRM aspects of project management and event planning, including sending invitations and evaluation forms, creating sign-up forms and landing pages, manage registrations;
- Identify needs for individual follow-ups and assist the FNF team in this process;
- Manage the relationship with all of FNF network and target audiences, identify neglected groups and strategize communication to restore relationships accordingly;
- Report on monthly CRM KPIs and ensure KPIs are met.

### Qualifications and Skills

- Although this area of work is generally open to all graduates, a degree in the following subjects may increase your chances:
  - Communication.
  - Marketing.
  - Human Resource Management.
  - Information Technology.
  - Public Relations.
  - Business Administration.
- Entry without a degree is possible as employers often value experience over academic achievements.
- At least 3 years of progressive experience in CRM.
- Experience in the INGOs sector is preferable.
- Work experience in communications, networking and/or marketing.
- Work experience with HubSpot, Salesforce, or other CRM systems is desirable.
- Experience in basic set-ups and development of organization-level CRM programs and campaigns.
- Strong analytical skills coupled with project management and planning skills.
- Substantial knowledge in CRM segmentation, campaign management, direct marketing, data mining, interactive marketing, database marketing, and email marketing.
- Good organizational skills and the ability to manage a variety of tasks administrative and IT skills, and an ability to maintain records and produce clear written and oral reports.



- Excellent communication skills.
- Flexible and independent.
- Strong interpersonal skills, to deal with a diverse range of people.
- The ability to deal with information in a confidential manner and respond with sensitivity.
- Excellent English skills, Arabic skills are desirable.

## Working Hours

The working hours are 16 hours per week. It is expected that the CRM Coordinator has a flexible approach to his/her working hours, as the work is generally spread out over the week. The CRM Coordinator works at the FNF office for at least one day a week (8 hours), and the other 8 hours are either remotely or at the office. The work can at times require presence at one of FNF's programs or activities.

**Note:** this consultancy will be initially for 9 months with the possibility to become a permanent position in 2022.

## Application Instruction and documents required

If interested to apply, send the following documents:

1. An updated resume highlighting past experiences in similar work.
2. A cover letter.
3. The expected honoraria for this consultancy / 9 months.

To [amman@freiheit.org](mailto:amman@freiheit.org), and Cc' [mutasim.mahadeen@freiheit.org](mailto:mutasim.mahadeen@freiheit.org), kindly note that applications without all documents will not be considered.