

Terms of Reference

International Marketing Consultant

About Sabeel:

Sabeel Ecumenical Liberation Theology Center (Sabeel) was established in 1987 with the primary mission to amplify the voice of Palestinian Christians, challenging the theological discourse that justified the dispossession of the Palestinian people. Additionally, Sabeel is dedicated to empowering the local community in Jerusalem, fostering resilience, defending their rights, and preserving their cultural heritage. Beyond its local focus, Sabeel has emerged as a leader in interfaith dialogue and peacebuilding initiatives.

Project Introduction

East Jerusalem possesses significant cultural and historical assets that have the potential to attract domestic and international tourists. However, leveraging these assets to develop a sustainable tourism industry requires strategic marketing efforts tailored to diverse target audiences. This consultancy aims to engage an international marketing consultant to support in crafting effective communication strategies and promotional campaigns for East Jerusalem's tourism sector.

Sabeel plans to bring 250 influencers to Jerusalem from the USA, Canada, and the UK to promote East Jerusalem as a Palestinian destination through businesses, culture, and societal issues.

The project has **two objectives**: 1. Effect positive transformation in thinking, advocacy, and action within the broader North American and European cultural context, in favour of holding all entities and sides accountable for implementing international law and seeking a viable end to the occupation of East Jerusalem; and 2. Work to preserve the Palestinian identity of Jerusalem while strengthening the resilience of the native Palestinian population—as tourists, travellers, and pilgrims are inspired to seek out authentically indigenous Palestinian experiences in East Jerusalem and who are then inspired to become advocates and activists within their communities of origin.

The project anticipates **three results**: 1. Direct exposure of civil society influencers to Palestinian experiences in East Jerusalem has resulted in a reduced level of misinformation, misunderstanding, and mistrust; 2. Tourists, travellers, and pilgrims have been inspired to seek out authentically indigenous Palestinian experiences in East Jerusalem, as defined and mediated by Palestinian civil society actors, and who are then inspired to be advocates and activists within their communities of origin; and 3. Palestinian communities define what in the Holy Land is Palestinian and in doing so have helped stimulate the resilience and resourcefulness of the indigenous population.

It is expected that upon the return to their home countries, influencers will utilize information and products to promote East Jerusalem as a Palestinian destination.

The Consultancy

Sabeel aims to engage an international marketing consultant to work closely with the project team in crafting effective communication strategies and promotional campaigns for East Jerusalem's tourism sector.

Objective: The primary objectives of this consultancy are to:

1. Develop targeted marketing strategies to promote East Jerusalem as a compelling tourism destination.
2. Craft messaging and communication materials that resonate with different target audiences, including domestic and international tourists, activists, tour operators, and local community and tourism stakeholders to support the project in its communication with the influencers pre-, during, and post-trip, specifically related to content creation.
3. Enhance the visibility and appeal of East Jerusalem's tourism offerings through innovative digital and traditional marketing channels related to the project.
4. Support the project in creating content material for the influencer groups.

Scope of Work: The consultant's responsibilities will include the following:

1. Conducting market research and analysis to identify key market segments, trends, and consumer preferences related to cultural and heritage tourism focusing on Jerusalem.
2. Collaborating with local tourism authorities, stakeholders, and community representatives to understand the unique selling points and challenges of promoting tourism in East Jerusalem.
3. Identifying important locations and attractions to visit and promote, considering their cultural, historical, and religious significance in Jerusalem.
4. Tailoring and sharing communications with influencers recruited by the project and key opinion leaders to amplify East Jerusalem's appeal and reach.
5. Contributing to and supporting the development of content related to specific itineraries and editing programs for delegation visits carried out by the project.
6. Preparing tailored packages for groups based on their interests and backgrounds, offering customized experiences that cater to diverse preferences.
7. Selecting 7-10 thematic areas for promotion, such as environment, culinary, cultural heritage, religious sites, and alternative tourism, and developing targeted marketing campaigns around these themes.
8. Developing a comprehensive marketing strategy that outlines objectives, target audiences, messaging, channels, and tactics for promoting East Jerusalem as a Palestinian destination.
9. Creating compelling content and visual assets for various marketing channels, including websites, social media platforms, print materials, and promotional videos.
10. Implementing digital marketing campaigns, including search engine optimization (SEO), social media advertising, email marketing, and influencer partnerships, to reach and engage target audiences effectively.
11. Providing guidance on branding and positioning strategies to differentiate East Jerusalem from other destinations and create a strong brand identity.
12. Monitoring and evaluating the performance of marketing campaigns using key performance indicators (KPIs) and analytics tools to measure reach, engagement, and conversion metrics.

Deliverables: The consultant will be expected to deliver the following outputs:

1. A comprehensive marketing strategy document outlining objectives, target audiences, messaging, channels, and tactics focusing on Palestinian (East) Jerusalem.

2. Support the project staff and partners in creating high-quality marketing materials, tailored to different target audiences.
3. Branding guidelines and recommendations to ensure consistency and coherence in all marketing communications.
4. Itineraries and program edits for delegation visits, ensuring a seamless and engaging experience for visitors and delegations.
5. Tailored packages for groups based on their interests and backgrounds, offering customized experiences that cater to diverse preferences.
6. Selection of 7-10 thematic areas for promotion, along with targeted marketing campaigns developed around these themes.
7. Regular progress reports and presentations to update stakeholders on the status of marketing initiatives and campaign performance.

Qualification and Expertise:

The ideal candidate for the International Marketing Consultant position should possess the following qualifications and expertise:

1. Educational Background: At least a B.A. degree in Marketing, Business Administration, Tourism Management, Journalism, Communication, or a related relevant field.
2. Professional Experience:
 - A minimum of 7-10 years of experience in marketing, specifically in destination marketing and tourism promotion.
 - Demonstrated experience in developing and implementing successful marketing strategies and campaigns for tourism destinations or cultural attractions.
 - Proven track record in managing high-impact marketing projects, with a focus on cultural and heritage tourism.
3. Specialized Skills:
 - Expertise in market research, consumer behavior analysis, and segmentation to inform targeted marketing efforts.
 - Strong creative and storytelling skills, with demonstrated ability to craft compelling narratives and content that resonate with diverse audiences.
 - Proficiency in digital marketing tools and platforms, including SEO, social media advertising, email marketing, and analytics.
 - Experience in developing and managing influencer marketing campaigns.
4. Cross-Cultural and Regional Understanding:
 - Experience working in multicultural environments and sensitivity to cultural nuances and sensitivities.
 - Familiarity with the geopolitical context of East Jerusalem and a nuanced understanding of the challenges and opportunities associated with promoting tourism in this region.
5. Communication and Collaboration Skills:
 - Excellent communication, negotiation, and presentation skills, with the ability to effectively engage and influence stakeholders at all levels.
 - Demonstrated ability to work collaboratively with various stakeholders, including local tourism authorities, community representatives, and international partners.
 - Demonstrated ability to identify and communicate with influencers.
6. Languages:

- Proficiency in English is mandatory.
7. Personal Attributes:
- Strong analytical and strategic thinking capabilities.
 - Adaptive and flexible approach to managing complex projects in dynamic environments.
 - Commitment to ethical practices and alignment with Sabeel's mission and values.

Additional Considerations:

1. References: Submission of recommendations from at least two references for similar work.
2. Portfolio: Evidence of previous successful marketing campaigns, especially in the realm of tourism or cultural promotion.

Duration and Timeline: The consultancy is for 50 working days over a 27-month period. The timeline for specific deliverables will be mutually agreed upon at the outset of the consultancy. Moreover, the consultant is expected to spend a minimum of 20 days in Jerusalem during two trips, subject to change based on discussions between Sabeel and the consultant.

Payments: Payments will be disbursed in accordance with agreed-upon milestones and deliverables as stipulated in the contract and will include the consultancy and all related costs except airline tickets.

Travel: Sabeel will pay for two flights to Jerusalem during the consultancy period. The rates of travel will be agreed to by Sabeel and the consultant.

Confidentiality: The consultant shall maintain strict confidentiality regarding all project-related information and data obtained during the course of the consultancy.

Copyright: All information, documents, and products produced during this consultancy are the copyright of Sabeel Jerusalem.

How to Apply:

Interested candidates are invited to submit a cover letter including financial offer, resume, and recommendations from two references for similar work to procurement@sabeel.org by **12 April 2024**. Please include 'International Marketing Consultant' in the subject line.

Sabeel is an equal opportunity employer. We encourage candidates of all backgrounds to apply.