

**Job Description**  
**IYCE Country Manager - Jordan**

NetHope is currently accepting proposals from interested parties (firms or individuals) to serve as the Country Manager-Jordan (CMJ) for the Innovations for Youth Capacity and Engagement (IYCE) program, which is a USAID-sponsored program currently being piloted in Jordan. IYCE is one of the primary activities under NetHope's larger Global Broadband and Innovations (GBI) program. More information on NetHope and GBI can be found on the following websites: [www.nethope.org](http://www.nethope.org); and <http://gbiportal.net/>

*IYCE* is a unique initiative aimed at addressing youth development challenges by engaging young people between the ages of 15 and 24 with new media and computer/video game technology which they consider relevant, interesting, and "cool". The program vision is to offer youth a safe, fun, and creative space to acquire knowledge and develop critical life skills that they need in order to effectively transition to adulthood. Games are a compelling medium for working with youth as they are interesting, interactive, and do not result in dire consequences should the player 'fail'. The games produced through IYCE will be entertaining while at the same time educational, a characteristic that places them in the category of games known as "Serious Games".

IYCE will take advantage of the opportunities provided by the explosive growth and success of the new field of Serious Games by forging public-private alliances that bring together the Information Communications and Technology (ICT) and Computer/Video Game worlds, as well as other private sector partners and foundations, with the world of international development. Such alliances will be critical to the effective implementation of the program and to the sustainability of the effort. IYCE is not meant to be a stand-alone program, but to complement existing youth development initiatives in the selected partner countries. While IYCE is envisioned as a global program, it will initially be implemented in Jordan and possibly in one other country in the Middle East.

The Country Manager-Jordan position will assist with the design and implementation of the IYCE program for Jordan. An exciting opportunity exists through this program to assist with the design and deployment of a portfolio of serious games, including new as well as repurposed games, for Jordan and beyond.

**For more information:**

<http://jordan.usaid.gov/>

<http://usaid.gov/>

<http://www.nethope.org/>

<http://gbiportal.net/>

<http://www.seriousgames.org>

<http://gamesforchange.org/>

## **IYCE Country Manager – Jordan Roles and Responsibilities**

### **Program Management**

- The CM's principle job is to manage the IYCE program in Jordan. This includes drafting progress reports on the program, participating in conference calls with IYCE and USAID staff in the US, and posting information on and engaging in dialogue related to the program through the IYCE web portal.

### **Program Coordination**

- Coordinate all in-country activities; including arranging logistics for field visits of other IYCE program staff (i.e., global program manager, producer, developers, external subject matter experts, etc.) and coordinating meetings and other activities essential for effective program implementation.
- Establish and coordinate functional in-country work teams critical for program implementation. Illustrative teams include the following: Game Content Advisory Team, an Assessment and Evaluation team, Marketing and Distribution team, and a Local Partnerships team. These teams provide an opportunity for different country stakeholders to engage in the program and to provide critical feedback. The teams are not decision-making bodies, but provide opportunities to build local buy-in and to provide input into program design, implementation and evaluation. The CM is expected to work with the Global IYCE Program Manager and USAID/Jordan to identify potential participants in the work teams and to further flesh out the roles and responsibilities of each team. The CM is also responsible for launching the teams, finding venues for them to meet and ensuring they are running effectively.
- Work with IYCE Global Program Manager and Core Team on establishing a local advisory group that will be charged with providing feedback on the strategic direction of the program in Jordan. This includes assisting in the identification of advisory group members and coordinating meetings with them, as necessary. The advisory group should include youth.
- Serve as the in-country liaison with USAID/Jordan. This involves meeting regularly with the USAID/Jordan point of contact for the IYCE program and keeping her informed about key developments related to the program.
- Participate in regular conference calls related to IYCE and engage with other IYCE and USAID staff through the IYCE web portal.

### **Contribution to Game Development**

- Enlist the engagement of NGOs and other local partners in the game content advisory team to solicit their input on issues related to content, messaging, in-game rewards, linkages to existing programs, etc.
- Generate and ensure proper integration of learning and impact objectives into the games.
- Work with the IYCE Executive Producer to organize youth focus groups and other mechanisms to provide feedback on game ideas in order to ensure that the games are fun and engaging for Jordanian youth, are relevant, and are able to achieve measurable outcomes and impacts
- Work with the Executive Producer, game developers, local stakeholders and USAID to identify structure and implement real world training, rewards, incentives and contests into the games. This will include creating appropriate rewards and "offers" for the Facebook games. Offers may include online tasks such as surveys to take and videos to watch, as well as linkages to real world activities (i.e., volunteering with local civil society organizations, etc.)

- If relevant, work with development team art director to create an art style that is appealing to Jordanian youth
- If relevant, meet with local developers to check on progress.

### **Contribution to Gaining Local Voice**

- Convene on a regular basis the youth advisory board

### **Contribution to Assessment**

- Work closely with IYCE Monitoring and Evaluation specialists and with other country stakeholders, including NGO implementing partners, to build a system to track player engagement in the games as well as the results of pre and post surveys
- Work with the developer and other Assessment Team members to implement and track game impact
- Help to coordinate focus group testing on the games

### **Contribution to Marketing and Distribution**

- Identify opportunities for marketing and distribution of games in Jordan and, if feasible, in the broader region.
- Create and execute the IYCE/Jordan marketing and distribution plan
- Build partnerships with necessary distribution partners
- Build a database of youth that can be engaged in the gaming effort
- Work with NetHope and USAID on addressing any concerns that may arise about the program in country.

### **Contribution to Local Partnerships**

- Build local sponsorships for the program, with a focus on continued support beyond the life of the pilot
- Coordinate with other work team members to identify opportunities to integrate game/s into local programs

### **Requirements**

- Eight to ten years of experience managing complex development programs or business operations relevant to the IYCE program.
- Experience working in or with IT and social media. Experience with game development/production desired.
- Experience engaging and developing partnerships with a variety of stakeholders, including government representatives, civil society organizations, IT companies, mobile phone operators, members of Jordan's video game community, and marginalized communities. Experience working with youth highly desired.
- Strong diplomatic, communication and interpersonal skills.

- Fluency in English and Arabic.
- University degree.
- Passion for games.

### **Additional Country Manager Notes**

- The contract will run for 10 months.
- The Country Manager – Jordan (if an individual is hired) will have an office in a partner organization office located in Amman, Jordan.
- Travel in Jordan and potentially to other countries may be necessary for this position.

### **Actions for interested individuals or companies**

#### **For Individuals:**

- Send resume
- Detail experience per the requirements above
- Provide cost proposal for 10 month engagement
- Provide at least three work-related references
- **Please submit by 5 July, 2011**
- Send above information to Kirk Owen, Program Manager – Gaming, NetHope  
[Kirk.Owen@nethope.org](mailto:Kirk.Owen@nethope.org)

#### **For Companies and Organizations:**

- Send company summary information
- Provide description of how the work will be performed
- Send resumes of personnel that will be involved in supporting work
- Provide location of your office in Amman
- Detail company experience per the requirements above
- Provide cost proposal for 10 month engagement
- Provide at last three references for past work performed
- **Please submit by 5 July, 2011**
- Send above information to Kirk Owen, Program Manager – Gaming, NetHope  
[Kirk.Owen@nethope.org](mailto:Kirk.Owen@nethope.org)