Jordan Modernizing Education, Skills, and Administrative Reforms (MASAR)

(P503369)

Head of Product (AI Learning Experience) / Siraj

Terms of Reference (ToR)

Project Background

The Modernizing Education, Skills, and Administrative Reforms (MASAR) Program for Results (PforR) is a transformative, system-wide reform initiative anchored in Jordan's Economic Modernization Vision (EMV). The MASAR Operation is designed to support the Ministry of Education (MoE) in addressing foundational bottlenecks in access, quality, and relevance of education, with a dual emphasis on equity and efficiency. The operation aims to strengthen institutional capacity while enabling measurable improvements in learning outcomes and employability, particularly through early childhood education and labor market-aligned technical and vocational education and training (TVET).

The program became effective in 2024, with a total financing envelope of USD 400 million, supported by the International Bank for Reconstruction and Development (IBRD). It comprises two core components:

1. **Program-for-Results (PforR)**: the principal financing instrument that disburses against verified achievement of results tied to government reform priorities.

2. **Investment Project Financing (IPF)**: a complementary technical assistance (TA) component aimed at supporting the implementation of system-strengthening activities and accelerating the achievement of Disbursement Linked Indicators (DLIs).

MASAR is structured around three interlinked *Results Areas (RAs)* that are strategically aligned with key education-sector transition points and cross-cutting governance reforms:

- **RA1: Home to School – Expanding Access to Foundational Learning.** This includes (i) increasing equitable access to KG2, particularly in under-served districts and refugee-hosting communities; (ii) enhancing the quality of early childhood education through a revised KG1-KG2 curriculum and quality assurance mechanisms; and (iii) improving foundational literacy skills for Grades 1–3 through targeted pedagogical interventions and a comprehensive implementation plan.

- **RA2: School to Work – Increasing Access to Labor Market-Relevant TVET.** MASAR seeks to improve the alignment of TVET with private sector needs by institutionalizing public-private partnerships, scaling apprenticeships, and expanding career guidance and employment pathways. This is complemented by the operationalization of an equivalency system that supports the portability and recognition of TVET qualifications, and enhanced use of learner trajectory data to inform student support services.

- **RA3: Strengthening Sector Governance and Efficiency.** The program supports the operationalization of a restructured governance model for the education sector and introduces reforms to human resource management, with a particular focus on teacher recruitment, deployment, and professional development policies.

Ultimately, MASAR is designed to deliver measurable, inclusive, and sustainable improvements in Jordan's education system. It expands access to early learning, strengthens foundational skills, improves graduate employability, and reinforces institutional coherence through evidence-based policymaking. By supporting inclusive education and strengthening school-to-work transitions, the program directly contributes to Jordan's long-term economic resilience and human capital development agenda.

Objective and Summary

Siraj is a curriculum-aligned AI learning platform supporting Jordanian classrooms. The Head of Product is accountable for the end-to-end product vision and roadmap, ensuring Siraj delivers measurable learning value, operates with strong safeguarding appropriate for minors, and scales responsibly in partnership with the Ministry of Education. This role requires a combination of education expertise (learning science, learning experience design, curriculum, assessment) and AI product leadership (LLM behavior, evaluation, safety, and iteration at scale).

Scope of work and Key Accountabilities

1) Vision & Roadmap

- Own Siraj's multi-quarter roadmap aligned with MoE priorities and classroom realities.
- Set prioritization principles that balance learning impact, learner engagement, usability, safeguarding, feasibility, and cost.

2) Learning Experience & Curriculum Integrity

- Define the quality standard for Siraj's learning support across grades/subjects (e.g., scaffolding, misconception handling, formative guidance, age-appropriate responses).
- Map and optimize the end-to-end learner journey, ensuring the interface and AI interactions minimize extraneous cognitive load.
- Maintain curriculum alignment and clear boundaries for what the platform should and should not do.

3) AI Quality, Evaluation, and Release Discipline

- Establish measurable quality criteria for AI behavior (helpfulness, grounding, appropriateness, consistency, and pedagogical alignment).
- Implement an evaluation approach that combines automated checks with structured human review, and use it to prevent regressions and guide iteration.

4) Safeguarding, Monitoring, and Incident Response

- Own safeguarding for a minor-facing AI product, including boundaries, refusal behaviors, and safe redirection.
- Operate monitoring and escalation processes: flagged conversation categories, severity levels, review workflows, response SLAs, and remediation.
- Run human-in-the-loop sampling and rubric-based reviews; translate findings into corrective actions and continuous improvement.
- Lead AI incident management (triage, mitigation, post-mortems) and embed prevention into release processes.

5) Stakeholder Leadership & Delivery Execution

- Partner with MoE stakeholders, school leaders, and educators to align priorities, communicate tradeoffs, and maintain trust.
- Drive cross-functional execution with engineering and design partners, ensuring consistent delivery and high-quality releases.

6) Enablement & Change Management

- Define the enablement approach that drives effective adoption (guidance, playbooks, onboarding, and usage standards).
- Advise on and help design teacher training where needed, using classroom feedback and usage data to target what matters (safe use, best practices, and instructional integration).

7) Measurement & Evidence-Based Decisions

- Define success metrics for learning value, teacher value, trust/safety, active student engagement, and adoption.
- Use data and feedback to make deliberate roadmap decisions and to continuously improve product performance.

Required Qualifications

- Bachelor's degree in Education, Learning Sciences, Instructional Design, Educational Technology, Computer Science, Artificial Intelligence, Data Science, or a closely related field.
- 7+ years of experience working at the intersection of education, EdTech, digital learning, or AI-enabled products, including in senior product, program, or learning-experience leadership roles.
- Strong grounding in education theory, curriculum design, and assessment literacy (K–12).
- Proven experience owning product strategy and roadmaps in complex, multi-stakeholder environments.
- Strong AI product fluency (LLM behavior, retrieval/grounding concepts, evaluation methods, safety considerations).
- Ability to translate ambiguity into standards, measurable outcomes, and execution plans.
- Arabic fluency and Arabic-first product sensitivity strongly preferred.

Expected Deliverables

- A clear product strategy and prioritized roadmap aligned with MoE goals and measurable KPIs.
- A defined learning-quality standard operationalized through evaluation and release gates.
- A functioning safeguarding operating model (monitoring, sampling, escalation, remediation loop).
- Tangible improvements shipped that move adoption, trust, and learning-quality indicators.

Duration and Location

Contract duration is **1** year with possible extension based on performance and availability of funding.

Will be based in the **Ministry of Education Amman**/Jordan. Full-time presence is required to engage daily with MoE counterparts and drive the reforms on the ground.

Application Instructions

Applicants should submit a CV and a short note (max 1 page) covering:

1. How an AI learning product should balance scaffolding vs. direct answers across grade levels
2. How safeguarding should operate in practice (monitoring, sampling, escalation, remediation)
3. Which metrics best indicate learning value and teacher value at national scale