**Individual TOR for Reform Support Team**

**at the Ministry of Finance of Ukraine**

**POSITION: *Сommunications manager (Category 2)***

ToR Date of Issuance: March 15, 2018

Due Date for Applications: May 6, 2018

1. **Objective(s) and linkages to Reforms**

The Сommunications manager (Category 2) will be a full-time consultant in the Reform Support Team at the Ministry of Finance of Ukraine (MoF).

The Reform Support Team (RST) is a group of Ukrainian professionals (non-public servants) funded on a temporary basis by the donors that provides targeted technical support and assists the Ministry in the design and implementation of sectorial strategies and priority reforms.

Competencies of the RST include the following core capacities:

* Economic and legal analysis (preparation of reform proposals supported by evidence-based analysis, preparation of policy and legal drafts, regulatory impact assessment etc.), and
* Reform program planning, implementation and coordination (inc. performance indicators, progress reports, program management, monitoring and coordination, project proposals preparation etc.).

RST MoF was launched in October 2016. Currently the RST MoF is helping the Ministry to implement six priority reforms: Development of the Public Finance Management Strategy; Public Administration Reform and Capacity Building in the Ministry of Finance; Tax Reform and Establishment of the New Finance Police Service; Customs Reform; Optimization of Social Security System; and Reform of State-Owned banks and Improvement of International Financial Cooperation process.

The Сommunications manager will provide communication support to activities of the RST at the Ministry of Finance of Ukraine, and to the Communications Team of the Ministry of Finance of Ukraine, ensuring proper media coverage and public support of key reforms and initiatives.

1. **Duration and proposed timeframe:**

This consultancy appointment is expected to start in May 2018 with a 2-month probation period and has an estimated overall duration until December 2018 inclusively. Subject to the availability of funding, the performance of the selected consultant and the specific needs of the RST, this appointment may be extended.

The Consultant shall deliver services in Ukraine and for no less than working 20 days per calendar month.

1. **Main Duties and Responsibilities:**

* Providing proper communication support to the RST activities
* Working with the Communications Team of the Ministry of Finance of Ukraine (MoF) to ensure coordinated messages and media announcements
* Shaping and implementing communication campaigns and media plans for key reforms of the RST and MoF
* Development and implementation of external communication activities, e.g. publications, press conferences, off-record briefings, round tables, conferences etc.
* Development and establishment of internal communication activities
* Design and editing of the Internet and social media presence
* Development of communications materials including creating visual content

1. **Main anticipated deliverables:**

* Communication and media-plan developed
* Developed and implemented communication campaigns on key reforms
* Ensured efficient cooperation with media and other stakeholders aimed at getting public support of key RST and MoF activities
* Regular progress reports on reform development and implementation

1. **Qualifications, Skills and Experience:**
   1. ***Qualifications and skills:***

* At least a Bachelor degree, preferably in communications, public relations, government relations or international relations. Foreign degree is an asset.
* Strong organizational management, communication and presentation skills
* PC literacy (PowerPoint, Project, Excel, Word; Visio is an asset)
* Fluency in Ukrainian and English
  1. ***General professional experience:***
* Preferably more than 10 years of general professional experience, including minimum 5 years of experience in communications or public relations, media, consulting
* Experience in international organizations, international projects, reform-oriented projects at the governmental level is a plus
  1. ***Specific professional experience:***
* General understanding of MoF reforms, ability to formulate media messages related to public finance/economic reforms
* Experience in developing and implementing communication campaigns and projects
* Media crisis management
* Experience in social media marketing
* Public speaking and presentation skills
* Superior verbal and written communication skills
* Superior written English, ability to write and proofread press releases, columns and other communications materials
* Strong organizational skills, experience in event management related to journalists/media, organizing interviews and meetings

1. **Assignment Value**

The estimated monthly value of this consultancy position is in the region of EUR 800 to EUR 1400. The funding source of this assignment is the [EBRD-Ukraine Stabilization and Sustainable Growth Multi-Donor Account / the European Union]. Please note selection and contracting will be subject to the availability of funding.

1. **Submissions**

Submissions must be prepared in English only and be delivered electronically by May 6, 2018 to the following address: [mof.rst@reforms.in.ua](mailto:mof.rst@reforms.in.ua)

All submissions must include a completed Application Form [https://www.minfin.gov.ua/vacancy/vakansii-v-proektakh-ministerstva-finansiv-ukrainy], the candidate’s Curriculum Vitae and Reference Letter from a recent supervisor.

Only applications which have been submitted using the correct template and are completed will be considered.

1. **Selection Procedure**

Following the evaluation of all applications received, selected candidates will be invited to a brief written test covering both general and technical questions in both English and Ukrainian. Only short-listed candidates will be invited to an interview.