# POSITION: Reform communication manager

ToR Date of Issuance: October 29, 2019

Due Date for Applications: November 12, 2019

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

The Reforms Delivery Office (RDO) is an advisory body to the Cabinet of Ministers of Ukraine, headed by the Minister of the Cabinet of Ministers of Ukraine, with focus on ensuring consistency of delivery of reforms across ministries and Public Administration Reform, in particular. RDO Consultants are a group of Ukrainian professionals (non-civil servants) funded by donors on a temporary basis to provide targeted technical support and assistance to the Secretariat of the Cabinet of Ministers of Ukraine and to the respective ministries in the course of design and implementation of the sectoral strategies and priority reforms.

The Reform Communication Manager will provide communication support to activities of the RDO and other involved stakeholders in planning and implementation of proper media coverage of the Government Action Program 2020.

*Project Background*

Ukraine Reforms Architecture (URA) project is a comprehensive policy instrument deployed to support critical reform processes in Ukraine.

URA is composed of three mutually-reinforcing components:

* The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
* Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
* The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

The funding source of this assignment is the EBRD Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA). The contributors are: Denmark, the European Union, Finland, France, Germany, Italy, Japan, the Netherlands, Poland, Sweden, Switzerland, the United Kingdom and the United States of America.

# Duration and proposed timeframe:

Duration of the assignment is until December 31, 2019 with an envisaged extension, subject to approval in accordance with MDA procedures.

# Main Duties and Responsibilities:

* + In close coordination with the Secretariat of the Cabinet of Ministers (SCMU) and other relevant state bodies ensure development and implementation of the communication strategy of relevant reforms;
	+ Communications with mass media, press offices of the state authorities, industry and public institutions, and civil society organizations;
	+ Provide support to the government speakers in drafting speeches, presentations, press articles and other documents;
	+ Develop the communications materials including creation of the visual content;
	+ Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account, as well as involvement of relevant government authorities;
	+ Coordination and alignment with major partners (e.g. EBRD and EU Delegation) regarding reforms communication and communication campaigns;

# Main anticipated deliverables:

* + In close coordination with concerned state bodies relevant communication strategy and implementation plan for relevant reforms developed and implemented;
	+ Communication events on reforms conducted in close coordination with concerned state bodies;
	+ Coordination and alignment with the press services of the ministries, the Department of Communications of the Secretariat of the Cabinet of Ministers aimed at galvanizing public support for reforms;
	+ Communication materials on reforms - newsletters, reports, web content, press- articles, posts for media and social media;
	+ Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

# Qualifications, Skills and Experience:

## Qualifications and skills:

* + - At least a Bachelor’s degree, preferably in communications, public relations, government relations or international relations;
		- Strong analytical, communication and presentation skills;
		- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
		- Fluency in oral and written Ukrainian and English.

## General professional experience:

* + - Preferably more than 7 years of general professional experience, preferably 5 years of experience in communications or public relations;
		- Experience in international organizations or projects is a plus.

## Specific professional experience:

* + - Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned to the organization objectives;
		- Experience in working in the field of energy sector would be considered an asset;
		- Ability to write and proofread press releases, columns and other communications materials;
		- Ability to create info graphics and other visual materials;
		- Public speaking and presentation skills;
		- Superior verbal and written communication skills.

# Indicative Performance criteria:

* + Number of media appearances (incl. TV, social media, press) and projects launched for communications support of the reform;
	+ Timely submission of quarterly reports, monthly acts and timesheets of reform communication managers;
	+ % of tasks delivered within deadlines.

# Submissions

Submissions must be prepared in English and delivered electronically by November 12, 2019 to the following address: rdo@reforms.in.ua

All submissions must include:

* + Filled Application Form;
	+ At least one professional reference letter (from the past supervisor / manager);
	+ Applicant’s CV.

Only selected applicants will be invited for the interview.

# Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of the professional experience and competencies of the candidate.

**POSITION: *Reform communication manager (Designer)***

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# Objective(s) and linkages to Reforms

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The Reform Communication Manager (Designer) will provide communication support to the activities of the RDO and other involved stakeholders in the production of design concepts for reforms communication, proposing effective design solutions to meet project goals, assisting team members when required.

*Project Background*

Ukraine Reforms Architecture (URA) project is a comprehensive policy instrument deployed to support critical reform processes in Ukraine.

URA is composed of three mutually-reinforcing components:

* The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
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# Duration and proposed timeframe:

Duration of the assignment is until December 31, 2019 with an envisaged extension, subject to approval in accordance with MDA procedures.

# Main Duties and Responsibilities:

* + Produce Design Concepts for reforms communication;
	+ Propose effective design solutions to meet project goals;
	+ Develop presentations on reforms;
	+ Provide assistance to team members when required;
	+ Prepare design layouts and sketches;
	+ Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account;
	+ Coordination and alignment with major partners (e.g. EBRD and EUD) regarding reforms communication and communication campaigns;
	+ Coordination with RSTs regarding reforms communication.

# Main anticipated deliverables:

* + Design for reforms branding, POS, events, print and digital ads, OOH and user tools in terms of project;
	+ Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

# Qualifications, Skills and Experience:

## Qualifications and skills:

* + - At least a Bachelor’s degree, preferably in communications, public relations, government relations or international relations;
		- Strong analytical, communication and presentation skills;
		- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
		- Fluency in oral and written Ukrainian and English.

## General professional experience:

* + - Preferably more than 2 years of general professional experience, preferably 1 year of experience relevant to the position;
		- Experience in international organizations or projects is a plus.

## Specific professional experience:

* + - Experience in the development of infographics and other visual materials, using graphic design and other relevant software;
		- Good verbal and presentation skills.

# Indicative Performance criteria:

* + Number of products (layouts, sketches, infographics);
	+ Timely submission of quarterly reports, monthly acts and timesheets of reform communication managers;
	+ % of tasks delivered within deadlines.

# Submissions

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