# POSITION: Senior Campaigns Manager (Association Agreement, DCFTA)

ToR Date of Issuance: January 8, 2019

Due Date for Applications: January 27, 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.

Senior Campaigns Manager (Association Agreement, DCFTA) will lead activities of the communications team in the area of Association Agreement and DCFTA implementation, ensure visibility and high quality of reforms communication, overall coordination and support of relevant communications.

*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 Stabilization 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:

* + Development of communication strategies;
	+ Implementation plans development coordination, setting top-priorities support, search for resources and synergies in cooperation with other responsible officials from the Office of Vice Prime Minister and other relevant partners;
	+ Participates in the creation of communication plans for Vice Prime Minister’s key projects;
	+ Monitors and oversees implementation activities;
	+ Represents Vice Prime Minister at appropriate forums or events on strategic communications;
	+ Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account
	+ Continuously monitors StratCom related issues through research materials, participates in relevant meetings and ongoing work with key Government and Non-Government stakeholders in this field;
	+ Responsible for timely advice to the Vice Prime Minister in the context of strategic communications;
	+ Co-chairs strategic communication informal working group between Ukraine and European Union;
	+ Participates in Crisis Management core team.

# Main anticipated deliverables:

* + Relevant communication strategy and implementation plan for relevant reforms developed and implemented accordingly;
	+ Communication events on reforms conducted;
	+ Coordination and alignment of communication activities with the press service of the Vice Prime Minister aimed at galvanizing public support of European integration reforms;
	+ 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. Master’s degree is an asset;
	+ Strong organizational management, communication and presentation skills;
	+ PC literacy (PowerPoint, Project, Excel, Word; Visio is an asset);
	+ Fluency in oral and written Ukrainian and English.

## General professional experience:

* + Preferably more than 10 years of general professional experience (minimum 5 years), preferably 5 years of experience in communications or public relations;
	+ Experience in international organizations or projects is a plus.

## Specific professional experience:

* + Proven knowledge and professional experience preferably in communications, public relations, government relations or international relations;
	+ Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned to the organization objectives;
	+ Ability to write and proofread press releases, columns and other communications materials;
	+ Ability to create infographics and other visual materials;
	+ Public speaking and presentation skills;
	+ Superior verbal and written communication skills;
	+ Familiarity with the reform agenda in Ukraine and good understanding of policy formulation process;
	+ Experience in cooperation with government entities, knowledge of their mandate and processes is an asset;
	+ Experience in leading multidisciplinary teams is an asset.

# Indicative Performance criteria:

* + 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 January 27, 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.