

**TERMS OF REFERENCE**  
**PR&COMMUNICATIONS SPECIALIST FOR MEDICAL INFORMATION SYSTEMS (MIS)**  
**FOR THE eHEALTH PROJECT UNDER THE MINISTRY OF HEALTH OF UKRAINE**

ToR Date of Issuance:	<b>March 19, 2019</b>
Due Date for Applications:	<b>until closed</b>

*PRSM is committed to providing equal employment opportunity without regard to race, color, religion, gender, sexual orientation, national or ethnic origin, age, disability or status as a veteran with respect to policies, programs and activities.*

**Background**

The **Professionals for Reform Support Mechanism (PRSM)** provides human resource support – from managers to technical experts – to critical reform initiatives undertaken by national governmental agencies. PRSM is a multi-donor platform, which improves coordination of donor efforts for greater impact and avoids overlap of donor funding. It does not support routine work of the Government of Ukraine that is normally managed by the civil service. To do this, PRSM:

- **Selects initiatives** based on clearly defined links to reform initiatives;
- Ensures transparent **recruitment** of human resources;
- Manages the **contracting** and payment of human resources;
- Provides financial **reports** for donors;
- **Monitors** initiatives for results.

**Reform Initiative**

The Ministry of Health of Ukraine (MoH) has already announced the implementation of eHealth project as its priority. The Ministry seeks to establish a medical data system, which will maintain a pan-Ukrainian registry of patients, doctors and medical institutions, as well as possess data on contractual relations between them. The system will preclude healthcare actors from concluding fraudulent agreements, as well as provide invaluable statistics on diseases and prescribed treatment, which still do not exist in Ukraine to date.

The Government of Ukraine (GoU) has a strong political will to launch eHealth solutions for the benefit of both its citizens and health care system. Political support has been well formulated by signing of 3 technical Memorandums by the Ministry of Health of Ukraine.

**Position Summary**

**PR&Communications Specialist for MIS** will run day-to-day communication for eHealth reform with MIS, in accordance with the eHealth Communication Strategy.

**Preferred Qualifications and Skills:**

- Mandatory: higher education; preferably: higher IT education or journalism;
- Experience in the position of PR specialist/Communication lead in IT sphere (company) – at least 3 years;
- Preferably: experience of participation in pre-election companies in Ukraine - at least 3 years;
- Understanding the principles of the Internet and traditional media, social networks and search engines;
- Writing skills for PR texts;
- Availability of a database of journalists and top bloggers;
- Fluent in Ukrainian, Russian and English.

**Indicative duties and responsibilities:**

- Run day-to-day communication for eHealth reform with various stakeholders in accordance with the eHealth Communication Strategy;
- Make writing texts for all communication with MIS;
- Work with SoE eHealth and MoH to understand key reform milestones, environment and issues and, based on this understanding, provides communication air cover to support SoE in its progress;
- Work in concert with the Ministry of Health, Network of People Living with HIV/AIDS and other key stakeholders and engage them in consultations over key communication issues;
- Ensure that internal communication of SoE eHealth runs smoothly and effectively, advise Director on improving of internal communication processes;
- Manage media relations and influencer outreach;
- Produce and disseminate news releases, op-eds and other forms of media content;
- Maintain positive working relationships with key reporters, editors and bloggers covering relevant subjects;
- Organize the work of the press office for SoE eHealth related to eHealth implementation;
- Organize events in cooperation with MIS for various stakeholders;
- Coordinate own media platforms belonging to SoE eHealth, including office website, social media accounts and newsletters;
- Work with other team members on managing special events.

**Contract Duration and Timing**

The total duration of the consultancy is expected to be 3 months with possible extension. Full-time position based in Kyiv. For contracting, a candidate should be able to register Private Entrepreneur of the 3d group.

**To apply**

Submissions must be prepared in English and delivered electronically to the following address: [prsm@fsr.org.ua](mailto:prsm@fsr.org.ua). We do not welcome unsolicited phone calls.

**All submissions must include:**

- 1) Applicant's CV;
- 2) Applicant's brief letter of interest indicated related experience and achievements.

Please ensure to state **PR&Communications Specialist for MIS** in the e-mail subject line.

Applications received after the indicated deadline or without letter of interest will not be reviewed and considered.