

TERMS OF REFERENCE
PR & COMMUNICATION EXPERT
FOR THE CONSUMERS RIGHTS PROTECTION SYSTEM REFORM UNDER THE MINISTRY OF ECONOMIC
DEVELOPMENT AND TRADE OF UKRAINE

ToR Date of Issuance:	February 15, 2018
Due Date for Applications:	March 2, 2018

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 Economic Development and Trade of Ukraine is implementing the reform of the technical regulation system of Ukraine. The reform is aimed to secure consumer safety along with implementation of commitments under the Association agreement between Ukraine and the European Union.

Consumers Rights Protection System reform is aimed to enhance institutional ability of the government to enforce legislation on product safety and to solve problems hindering reformation and proper functioning of the state market surveillance and consumer rights protection systems in Ukraine. The project will deliver a set of implementable solutions to be used by beneficiary ministry and other responsible stakeholders for accomplishing targeted reforms.

Position Summary:

PR & Communication Expert will provide communication support to activities of the team, ensuring appropriate media coverage and public advocacy of the market surveillance and consumer right protection reforms, as well as coordination of communication messages with the Communications Team of the beneficiary ministry.

Preferred Qualifications and Skills:

- Degree in Communications, Public Relations, Marketing or other education with relevant practical experience.
- General understanding of the technical regulation, the market surveillance and consumer right protection reforms.

- Proven knowledge and expertise in communications.
- Strong skills in written communication.
- Strong skills in production of visual aid support materials (infographics, presentations).
- Graphic design skills (presentations, infographics, brochures, posters - PowerPoint, Adobe Photoshop, Adobe In-Design).
- Strong public speaking and presentation skills.
- Know-how in guerilla marketing.
- Professional knowledge of Ukrainian with superior ability to write and proofread press releases, columns and other communications materials.
- Ability to formulate strong but simple messages related to the reforms.
- Experience in communications, public relations, media, consulting.
- Experience in government communications.
- Experience in international organizations, reform projects at the governmental level will be an advantage.
- Experience in media crisis management will be an advantage.

Indicative duties and responsibilities:

- Providing proper communication support to the market surveillance and consumer right protection reforms.
- Development of information materials, media publications.
- Organization of events dedicated to awareness-raising on Rapid alert system on dangerous products and e-tools to be developed by the team.
- Identifying ways to engage stakeholders.
- Assistance in development, customization, and proofreading of project materials.
- Assistance to the beneficiary ministry in organization of a Consumer rights protection forum and other public events.
- PR advisory in communication with business associations and NGO.

Contract Duration and Timing:

Full time position based in Kyiv. The total duration of the consultancy is expected to be 6 months with possible extension.

To apply:

Submissions must be prepared in English and delivered electronically **by 17:00 Kyiv time on March 2, 2018** to the following address: prsm@fsr.org.ua. We do not welcome unsolicited phone calls.

All submissions must include:

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

Please ensure to state **PR & Communication Expert** in the e-mail subject line.

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

Shortlisted candidates will be contacted after March 6, 2018.