

**TERMS OF REFERENCE**  
**SENIOR COMMUNICATIONS EXPERT**  
**FOR PREPARING AND DELIVERING COMMUNICATIONS CAMPAIGN ON REFORMS**

ToR Date of Issuance:	<b>April 09, 2019</b>
Due Date for Applications:	<b>April 23, 2019</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**

**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 and Position Summary**

This project is a component of the EDGE initiative on reform communications. The **Senior Communications Expert** will be responsible for development and delivery of **REFORMER CORNER** - a communications campaign outlining the results of major reforms and the teams of experts who made them happen.

The campaign will be presented under the auspices of Ukraine Reform Conference in Toronto in July 2019. Later, these posters and videos can be presented in several cities of Ukraine as an exhibition on reforms.

The campaign will include three types of communications products:

1. Posters that show team photos and highlight the key changes made by the reform teams
2. Film Clips: short videos (2-3 mins max) that highlight the impact of reforms on citizens
3. TV Studio Interviews at the Ukraine Reform Conference in Toronto.

A TV studio will be set up and operated by one of Ukrainian TV channels. The studio will be making live interviews with Government officials and reformers, preceded by the film clip on this reform. Audience at the conference can watch these interviews live as they are being filmed. Interviews can be broadcasted to Ukraine, and later can be used as separate videos for different communication campaigns.

The Senior Communications Expert will be based in Kyiv.

**Indicative duties and responsibilities (scope of work):**

1. Development of posters (indicatively 10 posters)
  - Work with EDGE, EDGE reform teams and a marketing agency to formulate key messages
  - Work with the marketing agency to develop mock design of posters

## HUMAN RESOURCE SUPPORT FOR CRITICAL REFORM INITIATIVES

- Select a photo studio
  - Coordinate photo shooting of reform teams in Kyiv
  - Work with the marketing agency to develop final design of posters
  - Obtain approvals from EDGE for the design of posters
  - Coordinate printing and logistics (delivery of posters to Toronto – coordination from Kyiv)
2. Development of videos (indicatively 7 video clips)
- Work with EDGE, EDGE reform teams and a video agency to develop scenarios (scripts) for videos
  - Work with the video agency to identify where and how the filming should take place
  - Obtain approvals from EDGE for the scenarios
  - Help to coordinate filming process in Kyiv. Coordinate EDGE reform teams and other participants
  - Supervise editing of videos (work with the video agency). Coordinate with EDGE to ensure that reform messages are properly formulated.
3. Support preparation and operations of the TV Studio at Ukraine Reform Conference in Toronto
- Work with EDGE to develop the studio concept
  - Work with one of Ukrainian TV channels to develop the details of studio operations, such as technical requirements, schedule, transmission to Ukrainian audiences etc
  - Together with EDGE, identify speakers for interviews
  - Together with EDGE, develop information packages on selected reforms for journalists (such as overview of the reform, major achievements)
  - Coordinate all preparations with EDGE and with the selected Ukrainian TV channel
  - Help coordinate administrative and logistics issues in Ukraine and in Canada (remotely from Kyiv)
4. Liaison with EDGE, the Embassy of Canada to Ukraine and other parties involved in organization of Ukraine Reform Conference, reform teams and other stakeholders to ensure coordination of all preparations.

### Preferred Qualifications and Skills:

1. Dynamic, results driven highly-motivated communications manager;
2. Min 5 years of experience in communications at project management level;
3. Experience in managing/co-managing a team, excellent abilities in managing execution of tasks and resolving obstacles;
4. Ability to exercise sound judgment and diplomacy in a multi-stakeholder environment;
5. Understanding of the reforms agenda of the Government;
6. Experience in international organizations, reform projects at the governmental level is a plus;
7. Strong organizational skills, ability to work under tight deadlines;
8. Excellent knowledge of Ukrainian;
9. Fluent English, strong writing skills.

### To apply

Submissions must be prepared in English and delivered electronically **by 17:00 Kyiv time on April 23, 2019** 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 (in English);
- 2) Applicant brief letter of interest indicated related experience and achievements.



Professionals for Reform  
Support Mechanism

# PROFESSIONALS FOR REFORM SUPPORT MECHANISM

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## HUMAN RESOURCE SUPPORT FOR CRITICAL REFORM INITIATIVES

Please ensure to state **SENIOR COMMUNICATIONS 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 April 24, 2019.*