

TERMS OF REFERENCE

SHE EXPORTS COMMUNICATION AND NETWORK DEVELOPMENT COORDINATOR FOR THE EXPORT PROMOTION OFFICE UNDER THE MINISTRY OF ECONOMIC DEVELOPMENT AND TRADE OF UKRAINE (MEDT)

ToR Date of Issuance:	Nov 5, 2018
Due Date for Applications:	Nov 16, 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

She Exports Program is coordinated by Export Promotion office since 2017. Since late 2018 EPO is turning into a state institution and She Exports will cooperate and collaborate with it. The ultimate goal of She Exports Program is ‘Women in export-oriented companies (business owners, executives and employees) fully contribute to economic development facing fewer gender-based barriers and constraints and focused on women’s economic empowerment in Ukraine’.

Three strategic goals of the She Exports Program:

1. Export-oriented companies implement gender equality, esp. in promotion and decision making (Equal gender opportunities in business)
2. Women and business led by them develop their capacity (Entrepreneurship)
3. Women-led businesses have access to national and international business networks for business opportunities and exports (Export).

Position Summary

She Exports Communication and Network Development Coordinator will contribute in achieving operational goals to implement the action plan:

- Raise public awareness about economic impact of gender equality
- Collect and prepare content to strengthen competitiveness of women-led businesses and working women.
- Develop national networks, analyze data and prepare reports about women in business and develop a network of Ukrainian participants of the ITC SheTrades to maximize their international business opportunities and access to new export markets.

Preferred Qualifications and Skills:

- ✓ Proven content development skills, esp. writing articles and interviews for Ukrainian business media and social media
- ✓ Digital marketing skills
- ✓ Presentation development skills (MS PowerPoint) for events and special occasions
- ✓ Relevant practical experience and a portfolio/examples of products/publications/projects
- ✓ Excellent interpersonal communication skills, high level of social intelligence, positive thinking, resilience and stress resistance
- ✓ Written Ukrainian and English
- ✓ Visual content development skills, incl. transforming ideas into infographics and photography, will be a plus.
- ✓ Working experience in the area of women's empowerment and/or analytical research would be considered as an asset.

Indicative duties and responsibilities

She Exports Communication and Network Development Coordinator will contribute in achieving operational goals by completing tasks and implementing the existing action plan under supervision of She Exports Sector Lead:

- 1) Raise public awareness about economic impact of gender equality:
 - a. Working with media (print, radio, TV, online) to ensure media coverage on economic benefits of gender equality;
 - b. Monitor media regarding publications on equal gender opportunities in business and women's economic empowerment to analyze progress;
 - c. Make contribution in collecting facts and data on women's economic empowerment and arranging surveys on women in business at all stages.
- 2) Collect and prepare content to strengthen competitiveness of women-led businesses and working women, including the following:
 - a. Interviews and articles with practical tips of successful women in business encouraging women entrepreneurs and working women to develop business, implement innovations and unite in business alliances (content includes texts in Ukrainian and English, photo projects and video products, analytical information, education materials, lectures, speeches, guidelines etc.);

- b. Relevant tools and information sources selected and accumulated for use by women-led business and motivated working women (Ukrainian and international sources);
 - c. Information about tailored financial programs and products for women-led business accumulated and available for use (Ukrainian and international sources);
 - d. Contribution in preparation, conducting and monitoring results of She Exports offline and online events, reporting on results She Exports offline and online activities.
- 3) Develop national networks, analyze data and prepare reports about women in business and develop a network of Ukrainian participants of the ITC SheTrades to maximize their international business opportunities and access to new export markets.

Contract Duration and Timing

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

She Exports Communication and Network Development Coordinator will report to the She Exports Sector Lead and EPO Director.

To apply

Submissions must be prepared in English, include a motivational letter with examples of relevant projects/products/links and delivered electronically by 17:00 Kyiv time, November 16, 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 motivational letter with examples of relevant projects/products/links;
- 3) Three names of referees who worked with an applicant in an area relevant to this open vacancy.

Please ensure to state **SHE EXPORTS COMMUNICATION AND NETWORK DEVELOPMENT COORDINATOR** 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 November 20, 2018.