

### TERMS OF REFERENCE

#### STRATEGY DEVELOPMENT EXPERT ON INFORMATION MANAGEMENT AND COMMUNICATIONS FOR THE PROJECT OFFICE FOR SECTORAL DECENTRALIZATION (POSD) UNDER THE MINISTRY OF REGIONAL DEVELOPMENT, CONSTRUCTION AND HOUSING AND COMMUNAL SERVICES OF UKRAINE (MINREGION)

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| ToR Date of Issuance:      | <b>October 17, 2018</b> |
| Due Date for Applications: | <b>November 2, 2018</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

Decentralization is the absolute priority in the large-scale reforms program having been implemented by the Government of Ukraine since 2014. The Ministry of Regional Development, Construction and Housing and Communal Services of Ukraine (Minregion) is the central body of the executive power to reform local governance and territorial organization of power.

To perform **general coordination of decentralization reform implementation** the Minregion in cooperation with the donor organizations has established the Central Reform Office. The key tasks of the Central Reform Office:

1. General coordination and support in decentralization reform implementation in the country, including sectoral one;
2. Program and project management;
3. Communication and support of positive image of the reform;

At the same time, the Minregion has initiated implementation of the Project Office for Sectoral

Decentralization (POSD) – independent non-governmental structure financed by the donors and authorized by the Minregion to coordinate implementation of sectoral policy on decentralization in the relevant ministries and authorities. POSD operates in close cooperation with the Central Reform Office. Considering the scope of the reform, POSD will cover the following sectors:

1. Education;
2. Healthcare;
3. Finance;
4. Infrastructure.

### **Position Summary**

**Strategy Development Expert on Information Management and Communications** will develop information and image policy of the Ministry, as well as participate in its implementation.

### **Preferred Qualifications and Skills:**

- Higher education – no less than Master's degree in Marketing, Journalism, Political Science, Social Studies;
- Proven experience in the position of Communications Manager, Marketing Expert, PR Consultant – not less than 3 years;
- Knowledge of the principles of communication strategy development, planning methods;
- Skills in writing press releases, articles;
- Ability to work with a large amount of data in a short deadline.

### **Indicative Duties and Responsibilities:**

- Development of the communication strategy of the Ministry (analysis, goals, audience, framework messages, tools);
- Development of passports of the reforms' brands and major projects for their implementation;
- Development of the structure and process of anti-crisis communications. Development of the recommendations and action plans for communications in crisis situations;
- Planning of information activities of the Ministry and its departments, development of communication campaigns to cover the implementation of state policy in relevant areas;
- Providing with media and social networks monitoring. Analysis of information on the activities of the Minister and the Ministry covered by media and reaction (feedback) in social networks. Providing recommendations for adjustment of communications.

### **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 November 2, 2018** to the following address: [prsm@fsr.org.ua](mailto:prsm@fsr.org.ua). We do not welcome unsolicited phone calls.



Professionals for Reform  
Support Mechanism

# PROFESSIONALS FOR REFORM SUPPORT MECHANISM

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## HUMAN RESOURCE SUPPORT FOR CRITICAL REFORM INITIATIVES

**All submissions must include:**

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

Please ensure to state **Strategy Development Expert on Information Management and Communications (POSD)** 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 6, 2018.*