

Individual TORs for the Communications Team of the Reforms Delivery Office

POSITION: *Senior Campaigns Manager (Team Lead)*

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. **Objective(s) and linkages to Reforms**

The Reforms Delivery Office (RDO) is an advisory body to the Cabinet of Ministers of Ukraine, headed by the Minister of the Cabinet of Ministers of Ukraine, with focus on ensuring consistency of delivery of reforms across ministries and Public Administration Reform, in particular. RDO Consultants are a group of Ukrainian professionals (non-civil servants) funded by donors on a temporary basis to provide targeted technical support and assistance to the Secretariat of the Cabinet of Ministers of Ukraine and to the respective ministries in the course of design and implementation of the sectoral strategies and priority reforms.

Senior Campaigns Manager will lead activities of the communications team of the Reforms Delivery Office, ensure visibility and high quality of reforms communication, overall coordination and support of reforms communications.

Project Background

Ukraine Reforms Architecture (URA) project is a comprehensive policy instrument deployed to support critical reform processes in Ukraine.

URA is composed of three mutually-reinforcing components:

- The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms;
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

The project is funded by the EBRD Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA). The contributors are: Denmark, the European Union, Finland, France, Germany, Italy, Japan, the Netherlands, Poland, Sweden, Switzerland, the United Kingdom and the United States of America.

2. **Duration and proposed timeframe:**

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. **Main Duties and Responsibilities:**

- Ensure visibility and high quality of reforms communication;
- Overall coordination and support of reforms communications;
- Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account
- Co-chair the strategic communication informal working group with partners (e.g. EBRD and EUD) regarding reforms campaigns, through monthly information-sharing sessions to ensure that all communications are objective, factual, and neutral from political affiliation;

- Donor mapping and donor coordination within reforms communication activities;
- Producing semi-annual reforms report design and production;
- General coordination and support of One Voice reform communication on minister's level;
- Raise issues and red flags as well as propose solutions within reforms communications to Executive Director;
- Coordination with RSTs regarding reforms communication;
- Ensure effective management of the communications team:
 - development and implementation of performance assessment system of the team;
 - oversight of the work of the communications project managers;
 - coordination of quarterly reports, monthly acts and timesheets of reform communication managers.

4. Main anticipated deliverables:

- Recruitment of the Reforms Communications Team;
- Comprehensive reforms communication strategy and its action plan developed;
- Map of communication projects;
- One voice messages on reforms timely delivered to the CMU spokespersons;
- Timely publication of regular (annual, semiannual) reforms reports;
- Timely publications on reforms on Governmental Portal (kmu.gov.ua);
- Regular progress reports to Executive Director on reforms communications;
- Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.1 Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations. Master's degree is an asset;
- Strong organizational management, communication and presentation skills;
- PC literacy (PowerPoint, Project, Excel, Word; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.2 General professional experience:

- Preferably more than 10 years of general professional experience (minimum 5 years), preferably 5 years of experience in communications or public relations.

5.3 Specific professional experience:

- Proven knowledge and professional experience preferably in communications, public relations, government relations or international relations;
- Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned with organizational objectives;
- Ability to write and proofread press releases, columns and other communications materials;
- Ability to create infographics and other visual materials;
- Public speaking and presentation skills;
- Superior verbal and written communication skills;
- Familiarity with the reform agenda in Ukraine and good understanding of policy formulation process;
- Experience in cooperation with government entities, knowledge of their mandate and processes is an asset;
- Experience in leading multidisciplinary teams is an asset.

6. Indicative Performance criteria:

- Number of comments/ interviews with top- spokespersons of the Cabinet of Ministers and experts to support of or to explain the implementation of reforms;
- Timely submission of quarterly reports, monthly acts and timesheets of reform

- communication managers;
- % of tasks delivered within deadlines.

7. Submissions

Submissions must be prepared in English and delivered electronically by September 18, 2018 to the following address: rdo@reforms.in.ua

All submissions must include:

- Filled Application Form;
- At least one professional reference letter (from the past supervisor / manager);
- Applicant's CV.

Only selected applicants will be invited for the interview.

8. Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of professional experience and competencies of the candidate.

POSITION: Reform Campaigns Manager (Producer)

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. Objective(s) and linkages to Reforms

The Reforms Delivery Office (RDO) is an advisory body to the Cabinet of Ministers of Ukraine, headed by the Minister of the Cabinet of Ministers of Ukraine, with focus on ensuring consistency of delivery of reforms across ministries and Public Administration Reform, in particular. RDO Consultants are a group of Ukrainian professionals (non-civil servants) funded by donors on a temporary basis to provide targeted technical support and assistance to the Secretariat of the Cabinet of Ministers of Ukraine and to the respective ministries in the course of design and implementation of the sectoral strategies and priority reforms.

Reform Campaigns Manager will ensure cost efficient and accurate production of communication materials, editing of campaigns and effective placement of produced products.

Project Background

Ukraine Reforms Architecture (URA) project is a comprehensive policy instrument deployed to support critical reform processes in Ukraine.

URA is composed of three mutually-reinforcing components:

- The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

The project is funded by the EBRD Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA). The contributors are: Denmark, the European Union, Finland, France, Germany, Italy, Japan, the Netherlands, Poland, Sweden, Switzerland, the United Kingdom and the United States of America.

2. Duration and proposed timeframe:

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. Main Duties and Responsibilities:

- Coordination of Communication plans development and prioritization, executed by Communication Managers of the RDO; monitoring of their implementation,
- Coordination of production at all stages: development and approval of scenarios, layouts and designs, postproduction;
- Accurate placement of all produced materials: video and audio social ads, posters, newsletters, newspapers, digital products;
- Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account;
- Donor coordination in cooperation with Senior Campaigns Manager (Team Lead) of the RDO Communications Team;

- Monitoring, evaluation and shortlisting of preferred suppliers for printed, audio and video products, ensuring smooth and accurate tendering processes;
- Producing semi-annual reforms report design and production.

4. Main anticipated deliverables:

- Map of suppliers for audio, video, printed products based on costs/quality ratio, references and reliability/reputation developed;
- Video and audio social ads, posters, newsletters, newspapers, digital products in accordance with campaign plans produced;
- Video and audio social ads, posters, newsletters, newspapers, digital products placed in accordance with campaign requirements;
- Timely publication of regular (annual, semiannual) reforms reports;
- Timely publications on reforms on the Governmental Portal (kmu.gov.ua);
- Regular progress reports to Senior Campaigns Manager (Team Lead) of the RDO Communications Team;
- Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.1. Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations;
- Strong analytical, communication and presentation skills;
- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.2. General professional experience:

- Preferably more than 7 years of general professional experience (minimum 5 years), preferably 5 years of experience in communications or public relations.

5.3. Specific professional experience:

- Proven knowledge and professional experience in communications, public relations, government relations or international relations;
- Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned to the organization objectives;
- Ability to write and proofread press releases, columns and other communications materials;
- Ability to create infographics and other visual materials;
- Public speaking and presentation skills;
- Superior verbal and written communication skills.
- Familiarity with the reform agenda in Ukraine and good understanding of policy formulation process;
- Experience in cooperation with government entities, knowledge of their mandate and processes is an asset;
- Experience in leading multidisciplinary teams is an asset.

6. Indicative Performance criteria:

- Timely submission of quarterly reports, monthly acts and timesheets of reform communication managers;
- % of tasks delivered within deadlines.

7. Submissions

Submissions must be prepared in English and delivered electronically by September 18, 2018 to the following address: rdo@reforms.in.ua

All submissions must include:

- Filled Application Form;

- At least one professional reference letter (from the past supervisor / manager);
- Applicant's CV.

Only selected applicants will be invited for the interview.

8. Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of the professional experience and competencies of the candidate.

POSITION: Reform communication manager (Economic development)

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. Objective(s) and linkages to Reforms

The Reforms Delivery Office (RDO) is an advisory body to the Cabinet of Ministers of Ukraine, headed by the Minister of the Cabinet of Ministers of Ukraine, with focus on ensuring consistency of delivery of reforms across ministries and Public Administration Reform, in particular. RDO Consultants are a group of Ukrainian professionals (non-civil servants) funded by donors on a temporary basis to provide targeted technical support and assistance to the Secretariat of the Cabinet of Ministers of Ukraine and to the respective ministries in the course of design and implementation of the sectoral strategies and priority reforms.

The Reform Communication Manager will provide communication support to activities of the RDO and other involved stakeholders in planning and implementation of proper media coverage of the economic development reforms.

Project Background

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URA is composed of three mutually-reinforcing components:

- The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

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2. Duration and proposed timeframe:

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. Main Duties and Responsibilities:

- Develop and implement the communication strategy of relevant reforms;
- Communications with mass media, press offices of the state authorities, industry and public institutions, and civil society organizations;
- Provide support to the government speakers in drafting speeches, presentations, press articles and other documents;
- Develop the communications materials including creation of the visual content;
- Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account;
- Coordination and alignment with partners (e.g. EBRD and EUD) regarding reforms communication and communication campaigns;

- Coordination with RSTs regarding reforms communication.

4. Main anticipated deliverables:

- Relevant communication strategy and implementation plan for relevant reforms developed;
- Communication events on reforms conducted;
- Coordination and alignment with the press services of the ministries, the Department of Communications of the Secretariat of the Cabinet of Ministers aimed at galvanizing public support for reforms;
- Communication materials on reforms - newsletters, reports, web content, press-articles, posts for media and social media; Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.4. Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations;
- Strong analytical, communication and presentation skills;
- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.5. General professional experience:

- Preferably more than 7 years of general professional experience, preferably 5 years of experience in communications or public relations;
- Experience in international organizations or projects is a plus.

5.6. Specific professional experience:

- Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned with organizational objectives;
- Ability to write and proofread press releases, columns and other communications materials;
- Ability to create infographics and other visual materials;
- Public speaking and presentation skills;
- Superior verbal and written communication skills.

6. Indicative Performance criteria:

- Number of media appearances (incl. TV, social media, press) and projects launched for communications support of the reforms;
- Timely submission of quarterly reports, monthly acts and timesheets of reform communication managers;
- % of tasks delivered within deadlines.

7. Submissions

Submissions must be prepared in English and delivered electronically by September 18, 2018 to the following address: rdo@reforms.in.ua

All submissions must include:

- Filled Application Form;
- At least one professional reference letter (from the past supervisor / manager);
- Applicant's CV.

Only selected applicants will be invited for the interview.

8. Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of the professional experience and competencies of the candidate.

POSITION: Reform communication manager (Energy sector, energy efficiency)

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. Objective(s) and linkages to Reforms

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The Reform Communication Manager will provide communication support to activities of the RDO and other involved stakeholders in planning and implementation of proper media coverage of the energy sector, energy efficiency reforms.

Project Background

Ukraine Reforms Architecture (URA) project is a comprehensive policy instrument deployed to support critical reform processes in Ukraine.

URA is composed of three mutually-reinforcing components:

- The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

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2. Duration and proposed timeframe:

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. Main Duties and Responsibilities:

- Develop and implement the communication strategy of relevant reforms;
- Communications with mass media, press offices of the state authorities, industry and public institutions, and civil society organizations;
- Provide support to the government speakers in drafting speeches, presentations, press articles and other documents;
- Develop the communications materials including creation of the visual content;
- Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account;
- Coordination and alignment with major partners (e.g. EBRD and EUD) regarding reforms communication and communication campaigns;

- Coordination with RSTs regarding reforms communication.

4. Main anticipated deliverables:

- Relevant communication strategy and implementation plan for relevant reforms developed;
- Communication events on reforms conducted;
- Coordination and alignment with the press services of the ministries, the Department of Communications of the Secretariat of the Cabinet of Ministers aimed at galvanizing public support for reforms;
- Communication materials on reforms - newsletters, reports, web content, press-articles, posts for media and social media;
- Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.1. Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations;
- Strong analytical, communication and presentation skills;
- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.2. General professional experience:

- Preferably more than 7 years of general professional experience, preferably 5 years of experience in communications or public relations;
- Experience in international organizations or projects is a plus.

5.3. Specific professional experience:

- Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned to the organization objectives;
- Ability to write and proofread press releases, columns and other communications materials;
- Ability to create info graphics and other visual materials;
- Public speaking and presentation skills;
- Superior verbal and written communication skills.

6. Indicative Performance criteria:

- Number of media appearances (incl. TV, social media, press) and projects launched for communications support of the reform;
- Timely submission of quarterly reports, monthly acts and timesheets of reform communication managers;
- % of tasks delivered within deadlines.

7. Submissions

Submissions must be prepared in English and delivered electronically by September 18, 2018 to the following address: rdo@reforms.in.ua

All submissions must include:

- Filled Application Form;
- At least one professional reference letter (from the past supervisor / manager);
- Applicant's CV.

Only selected applicants will be invited for the interview.

8. Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of the professional experience and competencies of the candidate.

POSITION: *Reform communication manager (Designer)*

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. Objective(s) and linkages to Reforms

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The Reform Communication Manager (Designer) will provide communication support to the activities of the RDO and other involved stakeholders in the production of design concepts for reforms communication, proposing effective design solutions to meet project goals, assisting team members when required.

Project Background

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URA is composed of three mutually-reinforcing components:

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- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

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2. Duration and proposed timeframe:

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. Main Duties and Responsibilities:

- Produce Design Concepts for reforms communication;
- Propose effective design solutions to meet project goals;
- Develop presentations on reforms;
- Provide assistance to team members when required;
- Prepare design layouts and sketches;
- Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account;
- Coordination and alignment with major partners (e.g. EBRD and EUD) regarding reforms communication and communication campaigns;

- Coordination with RSTs regarding reforms communication.

4. Main anticipated deliverables:

- Design for reforms branding, POS, events, print and digital ads, OOH and user tools in terms of project;
- Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.1. Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations;
- Strong analytical, communication and presentation skills;
- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.2. General professional experience:

- Preferably more than 2 years of general professional experience, preferably 1 year of experience relevant to the position;
- Experience in international organizations or projects is a plus.

5.3. Specific professional experience:

- Experience in the development of infographics and other visual materials, using graphic design and other relevant software;
- Good verbal and presentation skills.

6. Indicative Performance criteria:

- Number of products (layouts, sketches, infographics);
- Timely submission of quarterly reports, monthly acts and timesheets of reform communication managers;
- % of tasks delivered within deadlines.

7. Submissions

Submissions must be prepared in English and delivered electronically by September 18, 2018 to the following address: rdo@reforms.in.ua

All submissions must include:

- Filled Application Form;
- At least one professional reference letter (from the past supervisor / manager);
- Applicant's CV.

Only selected applicants will be invited for the interview.

8. Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of the professional experience and competencies of the candidate.

POSITION: *Reform communication manager (SMM)*

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. Objective(s) and linkages to Reforms

The Reforms Delivery Office (RDO) is an advisory body to the Cabinet of Ministers of Ukraine, headed by the Minister of the Cabinet of Ministers of Ukraine, with focus on ensuring consistency of delivery of reforms across ministries and Public Administration Reform, in particular. RDO Consultants are a group of Ukrainian professionals (non-civil servants) funded by donors on a temporary basis to provide targeted technical support and assistance to the Secretariat of the Cabinet of Ministers of Ukraine and to the respective Ministries in the course of design and implementation of the sectoral strategies and priority reforms.

The Reform Communication Manager (SMM) will provide support in developing reforms communications materials including creation of the visual content, developing content for RDO website rdo.in.ua and RDO page on the Government official website and other relevant activities.

Project Background

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URA is composed of three mutually-reinforcing components:

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- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

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2. Duration and proposed timeframe:

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. Main Duties and Responsibilities:

- Develop reforms communications materials including creation of the visual content (infographics);
- Develop content for RDO website rdo.in.ua and RDO page on the Government official website;
- SMM of the official FB page (moderator/ context manager /copywriter);
- Communications with mass media, press offices of the state authorities, industry and public institutions, and civil society organizations in the sphere of key reforms;
- Provide support to the government speakers in drafting speeches, presentations, press articles and other documents;

- Provide support in the organization of reform events;
- Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account;
- Coordination and alignment with major partners (e.g. EBRD and EUD) regarding reforms communication and communication campaigns;
- Coordination with RSTs regarding reforms communication.

4. Main anticipated deliverables:

- Communication materials - newsletters, reports, web content for RDO website, press-articles, posts for media and social media (RDO FB page) prepared;
- SMM for RDO FB page provided;
- Communication events conducted;
- Coordination and alignment with the press services of the ministries, the Department of Communications and Information of the Secretariat of the CMU aimed at galvanizing public support for reforms;
- Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.2. Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations;
- Strong analytical, communication and presentation skills;
- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.3. General professional experience:

- Preferably more than 2 years of general professional experience, preferably 1 year of experience relevant to the position;
- Experience in international organizations or projects is a plus.

5.4. Specific professional experience:

- Experience of having successfully developed, managed and implemented SMM campaigns;
- Public speaking and presentation skills;
- Superior verbal and written communication skills.

6. Indicative Performance criteria:

- Number of media appearances (incl. TV, social media, press) and projects launched for communications support of the key reforms;
- Website attendance;
- The number of new subscribers of FB page;
- The number of publications.

7. Submissions

Submissions must be prepared in English and delivered electronically by September 18, 2018 to the following address: rdo@reforms.in.ua

All submissions must include:

- Filled Application Form;
- At least one professional reference letter (from the past supervisor / manager);
- Applicant's CV.

Only selected applicants will be invited for the interview.

8. Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of the professional experience and competencies of the candidate.

POSITION: Senior Campaigns Manager (Association Agreement, DCFTA)

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. Objective(s) and linkages to Reforms

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Senior Campaigns Manager (Association Agreement, DCFTA) will lead activities of the communications team in the area of Association Agreement and DCFTA implementation, ensure visibility and high quality of reforms communication, overall coordination and support of relevant communications.

Project Background

Ukraine Reforms Architecture (URA) project is a comprehensive policy instrument deployed to support critical reform processes in Ukraine.

URA is composed of three mutually-reinforcing components:

- The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

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2. Duration and proposed timeframe:

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. Main Duties and Responsibilities:

- Development of communication strategies;
- Implementation plans development coordination, setting top-priorities support, search for resources and synergies in cooperation with other responsible officials from the Office of VPM and other relevant partners;
- Participates in the creation of communication plans for DPM's key projects;
- Monitors and oversees implementation activities;
- Represents VPM at appropriate forums or events on strategic communications;
- Assure proper attribution of donors' support and donor visibility for all donors of the Ukraine Multi Donor Account
- Continuously monitors StratCom related issues through research materials, participates

- in relevant meetings and ongoing work with key Government and Non-Government stakeholders in this field;
- Responsible for timely advice to the DPM in the context of strategic communications;
 - Co-chairs strategic communication informal working group between Ukraine and European Union;
 - Participates in Crisis Management core team.

4. Main anticipated deliverables:

- Relevant communication strategy and implementation plan for relevant reforms developed and implemented accordingly;
- Communication events on reforms conducted;
- Coordination and alignment of communication activities with the press service of the VPM aimed at galvanizing public support of European integration reforms;
- Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.1 Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations. Master's degree is an asset;
- Strong organizational management, communication and presentation skills;
- PC literacy (PowerPoint, Project, Excel, Word; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.2 General professional experience:

- Preferably more than 10 years of general professional experience (minimum 5 years), preferably 5 years of experience in communications or public relations.

5.3 Specific professional experience:

- Proven knowledge and professional experience preferably in communications, public relations, government relations or international relations;
- Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned to the organization objectives;
- Ability to write and proofread press releases, columns and other communications materials;
- Ability to create infographics and other visual materials;
- Public speaking and presentation skills;
- Superior verbal and written communication skills.
- Familiarity with the reform agenda in Ukraine and good understanding of policy formulation process;
- Experience in cooperation with government entities, knowledge of their mandate and processes is an asset;
- Experience in leading multidisciplinary teams is an asset.

6. Indicative Performance criteria:

- % of tasks of the implementation plan delivered within deadlines;
- Timely submission of quarterly reports, monthly acts and timesheets.

7. Submissions

Submissions must be prepared in English and delivered electronically by September 18, 2018 to the following address: rdo@reforms.in.ua

All submissions must include:

- Filled Application Form;
- At least one professional reference letter (from the past supervisor / manager);
- Applicant's CV.

Only selected applicants will be invited for the interview.

8. Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of professional experience and competencies of the candidate.

POSITION: Reform content manager (Association Agreement, DCFTA)

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. Objective(s) and linkages to Reforms

The Reforms Delivery Office (RDO) is an advisory body to the Cabinet of Ministers of Ukraine, headed by the Minister of the Cabinet of Ministers of Ukraine, with focus on ensuring consistency of delivery of reforms across ministries and Public Administration Reform, in particular. RDO Consultants is a group of Ukrainian professionals (non-civil servants) funded by donors on a temporary basis to provide targeted technical support and assistance to the Secretariat of the Cabinet of Ministers of Ukraine and to the respective Ministries in the course of design and implementation of the sectoral strategies and priority reforms.

The Reform Content Manager (Association Agreement, DCFTA) will provide communication support to activities of the RDO and other involved stakeholders in planning and implementation of proper media coverage of the Association Agreement, DCFTA implementation.

Project Background

Ukraine Reforms Architecture (URA) project is a comprehensive policy instrument deployed to support critical reform processes in Ukraine.

URA is composed of three mutually-reinforcing components:

- The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

The project is funded by the EBRD Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA). The contributors are: Denmark, the European Union, Finland, France, Germany, Italy, Japan, the Netherlands, Poland, Sweden, Switzerland, the United Kingdom and the United States of America.

2. Duration and proposed timeframe:

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. Main Duties and Responsibilities:

- Oversight and implementation of VPM Office communication projects (page, site, digest, explanatory outreach projects with printed and electronic media, public awareness campaigns) - cooperation with different partners, including the EU and Association 4U project;
- Creation of plans in the field of UA-EU, gender relations' communication;
- Coordination with Cabinet of Ministers's #onevoice communication team, ministries communications teams;
- Overall preparation of materials for VPM's interviews;
- Assure proper attribution of donors' support and donor visibility for all donors of the

- Ukraine Multi Donor Account
- Focusing outsourced monitoring on specific topics - within the scope of VPM responsibilities (AA, DCFTA, ANP, multi- and bilateral relations, draft laws in different spheres, gender equality policy, etc.);
 - Analysis and suggestions for correction of reputation risks VPM;
 - Involvement of opinion leaders into work VPM (meetings with NGOs, bloggers, journalists, off/on the record interviews);
 - Proactive work with foreign media;
 - Definition of meaningful benchmarks for group, overall management of everyday work.

4. Main anticipated deliverables:

- Communication campaigns for relevant reforms developed and implemented;
- Communication events on reforms conducted;
- Coordination and alignment with the press services of the ministries, the Department of Communications and Information of the Secretariat of the CMU aimed at galvanising public support for reforms;
- Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.1. Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations;
- Strong analytical, communication and presentation skills;
- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.2. General professional experience:

- Preferably more than 7 years of general professional experience, preferably 5 years of experience in communications or public relations;
- Experience in international organizations or projects is a plus.

5.3. Specific professional experience:

- Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned with organizational objectives;
- Ability to write and proofread press releases, columns and other communications materials;
- Ability to create infographics and other visual materials;
- Public speaking and presentation skills;
- Superior verbal and written communication skills.

6. Indicative Performance criteria:

- % of tasks delivered within deadlines;
- Timely submission of quarterly reports, monthly acts and timesheets;
- Number of media appearances (incl. TV, social media, press) and projects launched for communications support of the key reforms;
- Website attendance;
- The number of new subscribers of FB page.

7. Submissions

Submissions must be prepared in English and delivered electronically by September 18, 2018 to the following address: rdo@reforms.in.ua

All submissions must include:

- Filled Application Form;
- At least one professional reference letter (from the past supervisor / manager);
- Applicant's CV.

Only selected applicants will be invited for the interview.

8. Remuneration

The salary rate will be determined based on the assessment of the quality and relevance of the professional experience and competencies of the candidate.

POSITION: Reform communication manager (Association Agreement, DCFTA)

ToR Date of Issuance: September 4, 2018

Due Date for Applications: September 18, 2018

1. Objective(s) and linkages to Reforms

The Reforms Delivery Office (RDO) is an advisory body to the Cabinet of Ministers of Ukraine, headed by the Minister of the Cabinet of Ministers of Ukraine, with focus on ensuring consistency of delivery of reforms across ministries and Public Administration Reform, in particular. RDO Consultants are a group of Ukrainian professionals (non-civil servants) funded by donors on a temporary basis to provide targeted technical support and assistance to the Secretariat of the Cabinet of Ministers of Ukraine and to the respective ministries in the course of design and implementation of the sectoral strategies and priority reforms.

The Reform Communication Manager (Association Agreement, DCFTA) will provide communication support to activities of the RDO and other involved stakeholders in planning and implementation of proper media coverage of the Association Agreement, DCFTA implementation.

Project Background

Ukraine Reforms Architecture (URA) project is a comprehensive policy instrument deployed to support critical reform processes in Ukraine.

URA is composed of three mutually-reinforcing components:

- The Reforms Delivery Office (RDO) placed in the Cabinet of Ministers of Ukraine, coordinating and overseeing the reform processes across the Ukrainian administration;
- Reform Support Teams (RSTs) currently embedded in 7 Ministries and agencies to manage the implementation of sectoral reforms; and
- The Strategic Advisory Group for Support of Ukrainian Reforms (SAGSUR), providing high-level advice to the President, Prime Minister, line ministers and the Parliament of Ukraine.

The RDO and RSTs operate against the background of the wider Public Administration Reform (PAR) effort spearheaded by the European Union.

The project is funded by the EBRD Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA). The contributors are: Denmark, the European Union, Finland, France, Germany, Italy, Japan, the Netherlands, Poland, Sweden, Switzerland, the United Kingdom and the United States of America.

2. Duration and proposed timeframe:

The duration of the assignment is an initial 6 months, with an envisaged extension until end June 2019 or beyond, subject to approval in accordance with MDA procedures. The starting date shall be no later than October 1, 2018.

3. Main Duties and Responsibilities:

- Interaction with the national media on short- and long-term cooperation projects;
- Coordination and proactive pitching of analytical materials to top-tier media of EU/general reforms progress;
- Monitoring of official and independent sites on critical and positive coverage of reforms implementation;
- Re-wording of expert argumentations from the Government Office for European Integration into digestible explanations for media projects for public awareness campaigns;
- Preparation of talking points and full support of the VPM's interviews (before the publication / broadcasting);

- Preparation of draft responses to media requests for information;
- Coordinating preparation of video and infographic materials for social media accounts, publications, presentations;
- Data and materials gathering for coordinated response to arising relevant and critical issues in the public discourse;
- Assure proper attribution of the donors' support and donor visibility for all donors of the Ukraine Multi Donor Account
- Preparing comments for the media.

4. Main anticipated deliverables:

- Communication events on reforms conducted;
- Communication materials - newsletters, reports, web content, press-articles, posts for media and social media prepared;
- Coordination and alignment with the press services of the ministries, the Department of Communications and Information of the Secretariat of the CMU aimed at galvanizing public support for reforms;
- Cooperation with partners (EBRD, EU, bilateral donors and others, as needed) on communication and visibility projects.

5. Qualifications, Skills and Experience:

5.1. Qualifications and skills:

- At least a Bachelor's degree, preferably in communications, public relations, government relations or international relations;
- Strong analytical, communication and presentation skills;
- PC literacy (advanced PowerPoint, Project, Excel, Word skills; Visio is an asset);
- Fluency in oral and written Ukrainian and English.

5.2. General professional experience:

- Preferably more than 7 years of general professional experience, preferably 5 years of experience in communications or public relations;
- Experience in international organizations or projects is a plus.

5.3. Specific professional experience:

- Experience of having successfully developed, managed and implemented communications strategies and campaigns aligned to the organization objectives;
- Ability to write and proofread press releases, columns and other communications materials;
- Ability to create info graphics and other visual materials;
- Public speaking and presentation skills;
- Superior verbal and written communication skills.

6. Indicative Performance criteria:

- % of tasks delivered within deadlines;
- Timely submission of quarterly reports, monthly acts and timesheets;
- Number of media appearances (incl. TV, social media, press) and projects launched for communications support of the key reforms;
- The number of publications.

7. Submissions

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All submissions must include:

- Filled Application Form;
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