

## HUMAN RESOURCE SUPPORT FOR CRITICAL REFORM INITIATIVES

**TERMS OF REFERENCE  
MARKETING SPECIALIST  
FOR THE MINISTRY OF HEALTH OF UKRAINE**

ToR Date of Issuance:	<b>Mar 9, 2017</b>
Due Date for Applications:	<b>June 16, 2017</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**

The Ministry of Health of Ukraine has already announced the implementation of eHealth project as its priority. The Ministry seeks to establish a medical data system, which will maintain a pan-Ukrainian registry of patients, doctors and medical institutions, as well as possess data on contractual relations between them. The system will preclude healthcare actors from concluding fraudulent agreements, as well as provide invaluable statistics on diseases and prescribed treatment, which still do not exist in Ukraine to date. The Government of Ukraine (GoU) has a strong political will to launch eHealth solutions for the benefit of both its citizens and health care system. Political support has been well formulated by signing of 3 technical Memorandums by the Ministry of Health of Ukraine.

**Position Summary:**

**Marketing Specialist** will be responsible for marketing strategy and plan development.

**Preferred Qualifications and Skills:**

- Master degree in Marketing, PR, Journalism or other relevant areas;
- 3+ years' experience in relevant area;
- Excellent verbal and written communication skills
- Ability to work with large amount of information;
- Ability to set priorities and stick to deadlines;
- Ability to identify trends and insights;

- Understanding of essence of eHealth reform is desirable;
- Fluent English, Ukrainian and Russian.

**Indicative duties and responsibilities:**

- Producing high quality marketing and communication materials, participation in development of a social media strategy;
- Participation in creation and holding updates in social networks and fulfillment of the website content;
- Social media campaigns with a view to create and maintain the reforms' image in public;
- Identifying trends and insights and optimizing performance, brainstorming new and creative growth strategies by using digital marketing docks.

**Contract Duration and Timing:**

The total duration of the consultancy is expected to be 8 months, with possible extension, based in Kyiv.

**To apply:**

Submissions must be prepared in English and delivered electronically by 17:00 Kyiv time on June 16, 2017 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.

Please ensure to state **Marketing Specialist** 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 June 19, 2017.*