

TERMS OF REFERENCE
PR & COMMUNICATION SPECIALIST
FOR THE MINISTRY OF HEALTH OF UKRAINE

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Due Date for Applications:	June 16, 2017

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:

PR and Communication Specialist will be responsible for communication strategy and plan development and implementation.

Preferred Qualifications and Skills:

- Master degree in Marketing, PR, Journalism or other relevant areas;
- 5+ years of experience in communication, journalism or marketing;
- Advanced PC user (PowerPoint, Project, Excel), Visio skills is an advantage;

- Strong analytical, communication and presentation skills;
- Proven knowledge and expertise in communications;
- Experience in consulting government agencies in communications is an advantage;
- Fluent English and Ukrainian.

Indicative duties and responsibilities:

- Communication with all stakeholders on the implementation of the project;
- Development and regularly update of the communication strategy of the project;
- Development and regular update of the communication plan of the project;
- Generating ideas, planning and preparing communication materials (press releases, interviews, infographics, speeches, etc.);
- Organization of public events for eHealth project speakers;
- Involvement of relevant experts and social activists to public assessment of eHealth project progress;
- Creation and holding updates in social networks and fulfillment of the website content;
- Monitoring mapping project in the media and social networks.

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. 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 **PR & Communication 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.