

**TERMS OF REFERENCE
PR & COMMUNICATIONS SPECIALIST
FOR THE ADMINISTRATIVE SERVICE REFORM OFFICE
UNDER THE MINISTRY OF ECONOMIC DEVELOPMENT AND TRADE OF UKRAINE (MEDT)**

ToR Date of Issuance:	February 26, 2019
Due Date for Applications:	March 15, 2019

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 administrative services reform is owned by the Ministry of Economic Development and Trade of Ukraine (MEDT) and sponsored by the EDGE (Expert Deployment for Governance and Economic Growth Project – responsive initiative designed to resolve some of the most pressing issues in governance reform and development in Ukraine) to deliver on Strategy 2020 focus on decentralization and public administration.

The MEDT and the EDGE had agreed to establish an Administrative Services Reform Office (ASO) that acts as an independent donor-funded non-government office with mandate from the MEDT to coordinate and support the administrative services reform.

The ASO has the task from the MEDT to support development of Administrative Service Centers as citizen-centric and efficient institution.

Position Summary

Administrative Services Reform Office developed a number of proposals on simplifying government services provision. But reform success depends on effective audience(s) engagement.

PR and Communications Specialist will be responsible for leading communications planning and communicate reforms in the sphere of administrative services and development of Administrative Service Centers as citizen-centric and efficient institutions.

Preferred Qualifications and Skills:

- Skilled in written communication;
- Can lead the development and produce visual materials (infographics, presentations);
- Know how in events, guerilla marketing;
- Fluent Ukrainian.

Indicative duties and responsibilities:

- Identify ways to engage stakeholders; develop activity plans;
- Generating ideas, planning and preparing communication materials;
- Organization of public events, select and prepare speakers, engage with press;
- Develop, use <https://www.facebook.com/poslugy.reform/>.

Contract Duration and Timing

The total duration of the consultancy is expected to be 3 months with possible extension. Full-time position based in Kyiv. For contracting, a candidate should be able to register Private Entrepreneur of the 3d group.

To apply

Submissions must be prepared in English and delivered electronically **by 17:00 Kyiv time on March 15, 2019** to the following address: prsm@fsr.org.ua. We do not welcome unsolicited phone calls.

All submissions must include:

- 1) Applicant's CV;
- 2) Applicant's motivation letter;
- 3) At least 3 samples of work produced.

Please ensure to state **PR & Communications Specialist** in the e-mail subject line.

Applications received after the indicated deadline or without letter of interest and samples of work will not be reviewed and considered.

Shortlisted candidates will be contacted after March 19, 2019.