

**TERMS OF REFERENCE  
KNOWLEDGE BASE MANAGER  
FOR THE eHEALTH PROJECT UNDER THE MINISTRY OF HEALTH OF UKRAINE**

ToR Date of Issuance:	<b>August 10, 2018</b>
Due Date for Applications:	<b>August 17, 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**

The Ministry of Health of Ukraine (MoH) 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**

**Knowledge Base Manager** will gather relevant information for content drafting. He/she has to be able to write texts, research of information and content drafting for dissemination of positive information about SoE eHealth, create presentations and informational content for speeches. He/she will also make assistance in drafting texts for medical community.

**Preferred Qualifications and Skills:**

- Required: higher education;

- Experience in the position of Content manager/ PR specialist/ SMM monitoring expert– at least 1 year;
- Understanding the principles of the Internet and traditional media, social networks and search engines and their optimization;
- Proven expertise in using search engines and reputation monitoring systems;
- Native/advanced Ukrainian, Russian and English.

**Indicative Duties and Responsibilities:**

- Engagement of all stakeholders to gather relevant information for content drafting;
- Assistance in writing texts for communication with opinion leaders and bloggers on Facebook and other media resources;
- Research of information and content drafting for dissemination of positive information about SoE eHealth in business circles of Ukraine;
- Draft texts on the progress of financing reform for traditional and online media outlets;
- Draft different contents for different audiences to highlight the benefits of upcoming changes;
- Draft content for news/updates to create a positive image of SoE on resources belonging to opinion leaders;
- Draft content for social media to describe SoE eHealth activities in a positive sense (benefits and transparency);
- Draft texts for SoE eHealth and MoH websites, FB;
- Drafting presentations and informational content for speeches;
- Assistance in drafting texts for MISes communication;
- Assistance in drafting texts for medical community.

**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 August 17, 2018** 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;
- 2) Applicant's brief letter of interest indicated related experience and achievements.

Please ensure to state **Knowledge Base Manager (eHealth)** 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 August 21, 2018.*