

TERMS OF REFERENCE

COMMUNICATION EXPERT

FOR THE NATIONAL AGENCY OF UKRAINE FOR FINDING, TRACING AND MANAGEMENT OF ASSETS DERIVED FROM
CORRUPTION AND OTHER CRIMES

ToR Date of Issuance:	Feb 16, 2017
Due Date for Applications:	Mar 03, 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

National Agency of Ukraine for finding, tracing and management of assets derived from corruption and other crimes (ARMA), is a newly established specialized agency in the sphere of anticorruption reform, actually started its activity with appointment of its Head (middle of December, 2016). As a final chain in creation of the anti-corruption bodies in Ukraine, ARMA has faced considerable political (inside and outside the country) and civil society pressure to commence operations even in the absence of human resources.

The reform of asset recovery & management system is taking place in accordance with the State Anticorruption policy in Ukraine (for year 2014-2017) and recommendations of Sixth Progress Report on the Implementation by Ukraine of the Action Plan on Visa Liberalization.

Objective of the Reform Initiative

Create a background for institutional setting-up of the Agency via developing tools and procedures ensuring ARMA's smooth operation launch in May 2017.

Position Summary:

The Communication Expert will provide communication support to activities of the ARMA ensuring proper media coverage and public expectancy.

Preferred Qualifications and Skills:

- Master degree, preferably in Journalism, Public relations or other related areas;
- At least 5 years of extensive practical experience in communication/PR support to government/international donors or private industry focused on social changes and awareness;
- Understanding of best practices in communication support to public governance initiatives;
- Profile of successful campaigns, press releases writing, public speaking and presentation/or infographic skills;
- Good understanding of reform agenda in Ukraine (in sphere of anti-corruption) and policy formulation process;
- Good command in English.

Indicative duties and responsibilities:

- Develop and launch ARMA's Communication Strategy and Communication Action plan ;
- Develop a set of on communication instruments, including online tools, applicable for the ARMA and management of the ARMA's functioning;
- Provide communication support to the ARMA's Head: ensure constant and effective communications with mass media, public institutions and civil society organizations;
- Provide support to the management of the ARMA in drafting speeches, presentations, press articles and other documents;
- Lead, direct and deliver a broad range of communications services including: quick response; media relations with domestic and international media; news releases and backgrounders; publications content; speech writing; notes and strategies for legislative introductions; web content; media monitoring; events planning/management and public communications;
- Direct an open competition procedure for communication team members for ARMA.

Contract Duration and Timing:

Short term expert deployment for approximately 3 months, based in Kyiv.

To apply:

Submissions must be prepared in English and delivered electronically by 17:00 Kyiv time on March 3, 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.



Professionals for Reform
Support Mechanism

PROFESSIONALS FOR REFORM SUPPORT MECHANISM

HUMAN RESOURCE SUPPORT FOR CRITICAL REFORM INITIATIVES

Please ensure to state **Communication Expert for the ARMA** 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 March 3 2017.