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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

POSITION: Senior Communication Manager (Category 1)

1. Objective(s) and Linkages to Reforms

The Recovery and Reform Support Team (RST) at the Ministry of Education and Science of Ukraine (MoES) is a group of Ukrainian professionals (non-civil servants) funded on a temporary basis by donors to provide targeted technical support and assist the Ministry in the design and implementation of recovery and reform priorities. The RST assists in filling capacity gaps in the design and implementation of priority reform strategies and programmes while strengthening links and partnerships between the Ministry's priorities and relevant donor support.

The RST is part of the Ukraine Recovery and Reform Architecture Programme (URA), a comprehensive technical assistance programme deployed by the European Bank for Reconstruction and Development (EBRD), in partnership with the European Union, to support critical reform processes in Ukraine.

The RST assists the MoES in the implementation of priority education reforms in the following areas: Early Childhood and Preschool Education, general secondary education reform – the New Ukrainian School (NUS), Vocational Education and Training (VET), as well as Public Administration Reform (PAR) and Digital Transformation of Education.

2. Position and Reporting Line

The manager will report to the RST Director and maintain close coordination and collaboration with the relevant Deputy Minister, Director-General of the Directorate for Vocational Education and Training, Advisor to the Minister of Education and Science on Communications.

3. Assignment Start Date and Duration

The consultancy appointment is expected to start in March 2025. Duration of the assignment is subject to the availability of project funding, the consultant's performance, and the specific requirements of the RST. The probation period is two months.

4. Main Duties, Responsibilities and Deliverables

Leadership of VET Communication Efforts:

- Serve as the primary lead for the VET communication sub-group, ensuring clear and consistent messaging regarding VET reform objectives;
- Oversee all communication strategies to promote VET reform goals, fostering alignment with the broader MoES communication initiatives;

Strategic Communication Planning:

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- Develop comprehensive communication strategies, frameworks, and tactical documents (e.g., communication plans, message boxes, crisis response plans, and theses) to promote VET reform objectives effectively;
- Facilitate joint planning sessions with the MoES communication team to ensure coherence in messaging across all key educational policies and stakeholder engagements;

Operational Management:

- Establish and streamline communication processes specific to the VET reform within the RST VET communication team;
- Provide operational oversight for the RST VET communication team, ensuring efficiency and accountability in delivering key objectives;

Monitoring and Evaluation:

- Track the implementation of communication strategies and plans, ensuring their alignment with VET reform goals;
- Collect, analyse, and report feedback from stakeholders to assess the impact of communication campaigns, providing actionable insights for continuous improvement;
- Preparing regular reports on VET reform communication (quarterly and annual);

Stakeholder Engagement:

- Coordinate with key stakeholders, including government authorities, international partners, and donors, to foster synergies in communication efforts;
- Develop strategic partnerships and ensure the alignment of external communications with the objectives of VET reform;

Event Management and Public Relations:

- Plan and manage events dedicated to VET reform, ensuring comprehensive coverage and engagement;
- Facilitate the integration of VET reform topics into broader MoES and national events, ensuring appropriate coordination and visibility;

Special Projects and Content Development:

- Generate innovative ideas and lead special projects to enhance the visibility and understanding of VET reforms;
- Oversee the development and timely dissemination of high-quality VET-related materials, ensuring relevance and impact;

Deliverables

- Consultations and assistance to the Ministry on the development and implementation of the VET communication strategy are provided;
- Strategic and tactical documents on the VET reform (communication strategies, communication plans, communication frameworks, theses, etc.) are developed;
- Communication plans for the VET reform are created and implemented;
- Events for the promotion of the VET reform are coordinated and held;
- Regular reports on VET reform communication (quarterly and annual).

5. Qualifications, Skills and Experience

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5.1 Qualifications and skills:

- A Master's degree (or equivalent) in Communications, Public Relations, Journalism, Marketing or a related field;
- Additional certifications or training in strategic communications, public affairs, or project management are an advantage;
- Exceptional command of the Ukrainian language and fluent English;
- Impeccable ethical standards;
- Excellent communication and interpersonal skills;
- Strong organisational management, analytical and presentation skills;
- Motivated team player with the ability to work independently;

5.2 Professional experience:

- More than 7 years of general professional experience after graduation;

5.3. Specific professional experience:

- At least 5 years of relevant professional experience in strategic communications, public relations, preferably in the education or reform sectors;
- Demonstrated success in designing and implementing comprehensive communication strategies for complex projects or reforms;
- Experience in leading communication teams and managing multi-stakeholder environments, including government entities, international donors, and civil society organisations will be an asset;
- Proven track record of managing high-profile events and public campaigns;
- Experience in developing communication materials, including strategies, plans, and key messaging, for diverse audiences;
- Familiarity with vocational education and training (VET) or educational reforms in Ukraine is a strong advantage;

6. Funding Source

The funding source of this assignment is the EBRD Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA), contributors to which are Austria, Denmark, Finland, France, Germany, Italy, Japan, Latvia, the Netherlands, Norway, Poland, Sweden, Switzerland, the United Kingdom and the United States, and the European Union.

Please note that selection and contracting will be subject to the availability of funding.

7. Submissions

Submissions must be prepared in English only and be delivered electronically by **19.02.2025**, 23:59 (Kyiv time) to the following address: rstmoes.recruitment@gmail.com. All submissions must include a completed Application Form, NDA form, the candidate's Curriculum Vitae, contact details for three referees who, if contacted, can attest to the professional and/or educational background of the candidate.

Important notice: only Ukrainian nationals are eligible to apply; civil servants are not eligible to apply unless 6 months have elapsed since they left such employment.

Only applications that have been submitted using the correct template and are duly completed will be considered.

8. Selection Procedure

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Following the evaluation of all applications received, selected candidates may be invited to the tests. Only shortlisted candidates will be invited to the interview.

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