



## **POSITION: Communications Manager (NUS) (Category 2)**

### **1. Objective(s) and Linkages to Reforms**

The 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 the donors to provide targeted technical support and assist the Ministry in the design and implementation of priority reforms. The RST will assist in filling the capacity gaps in the design and implementation of priority reform strategies and programs while strengthening links and partnerships between the Ministry's priorities and relevant donor support.

The RST is operational as of June 2019. It is currently helping the MoES to implement three priority education reforms: the early childhood and preschool education reform, general secondary education reform – the New Ukrainian School (NUS), and the reform of Vocational Education and Training (VET), as well as Public Administration Reform (PAR) and Digital Transformation of Education.

### **2. Position and Reporting Lines**

The Communications Manager reports to the RST Director / RST Deputy Director (NUS) and maintains close coordination and collaboration with the sectoral Deputy Minister, Director-General of the Directorate for pre-school, school, extracurricular and inclusive education and the Press and Information Department.

### **3. Duration and Proposed Timeframe**

This consultancy appointment is expected to start in July 2023 and has an estimated initial duration of up to 2 months. Subject to the availability of funding, the performance of the selected consultant and the specific needs of the RST, the appointment may be extended by an additional 12 months. The probation period is one month.

### **4. Main Duties, Responsibilities and Deliverables**

The expert is expected to provide assistance in the following areas:

- Development of strategic communication campaigns on the NUS reform, in cooperation with the MoES Press and Information Department;
- Coordination of development of relevant communication materials, such as press releases, briefs, presentations (etc.), reflecting the work on the implementation of the NUS reform and promoting its key achievements;
- Coordination of work with key stakeholders, including government authorities and international partners;
- Presentation of proposals and campaigns to the MoES top management and external partners;
- Development of visual concepts for campaigns;
- Preparation of reports with indicators on communication campaigns;
- Development and coordination of events for the promotion of the NUS reform, where RST staff are involved;
- Other tasks within the expert's range of responsibilities as required by the MoES.

## **Deliverables**

- Consultations and assistance provided to the Ministry on the development and implementation of the communication strategy (NUS component) for 2021-2024;
- Communication plans for the NUS reform are created and implemented;
- Content for the NUS reform - communication materials such as press releases, infographics, publications on social media, articles, presentations, etc. - is created;
- Report form on the progress of the NUS reform is developed;
- Reports on the progress of implementation of the NUS reform are prepared;
- Information and analytical materials are developed.

## **5. Qualifications, Skills and Experience**

### **5.1 Qualifications and Skills:**

- Master's degree (or equivalent) in a relevant field (communications, marketing);
- 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 5 years of general post-graduate professional experience;
- More than 3 years of professional experience in communications;

### **5.3 Other Competencies:**

- Experience working with local and international education experts, as well as different types of educational stakeholders;
- Familiarity with the reform agenda in Ukraine;
- General PC proficiency (MS Office, E-mail software, web surfing, social networks);
- Basic knowledge of Adobe Photoshop, Adobe Illustrator or other graphics editor;
- Experience working with MailChimp or other email marketing services;
- Experience of work in the education sector would be an asset;
- Experience in project management including for donor-supported projects would be an asset;
- Knowledge of administrative and reporting procedures of the EU and other donors would be an asset;
- Experience working in a multidisciplinary team would be an asset.

## **6. Funding Source**

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

Please note, 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 12.07.2023, 23:59 (Kyiv time) to the following address: [rstmoes.recruitment@gmail.com](mailto:rstmoes.recruitment@gmail.com). All submissions must include a completed [Application Form](#), [NDA Form](#), the candidate's Curriculum Vitae and Reference Letter from a recent supervisor (original in English, or Ukrainian with English translation) together with the contact details for two further referees who, if contacted, can attest to the professional and/or educational background of the candidate. In case of availability of a professional portfolio presenting experience in working with tools for visual content creation, it also must be submitted along with other application documents.

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

#### **8. Selection Procedure**

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