

Terms of Reference

Reform Advocacy and Media Cooperation Expert (Category 2)

1. Objective(s) and linkages to Reforms

The Recovery and Reform Support Team (RST) at the Ministry of Economy, Environment and Agriculture of Ukraine (MinEconomy), Environment Sub-Team (hereinafter - RST) provides targeted technical support and assists the MinEconomy in the design and implementation of recovery and reform priorities. The team fills the capacity gaps in the design and implementation of priority reform strategies and programmes, while strengthening links and partnerships between the MinEconomy and relevant donor support. RST experts assist the MinEconomy in ensuring coordination and complementarity between RST and other relevant technical assistance projects.

Communication is an indispensable part of the reforms process. Consistent and comprehensive communication is needed to ensure public awareness and understanding of MinEconomy and RST's efforts and to fuel civil society's action in supporting reforms process. Qualified communications professional is needed to strengthen RST in development of communication strategies of different reforms and support the Ministry in its communication efforts.

2. Position and reporting line

The Reform Advocacy and Media Cooperation Expert will work in close cooperation with MinEconomy Public Communication Department. Moreover, the Reform Advocacy and Media Cooperation Expert will assist the RST consultants in drafting communication strategies for the key reforms in the Ministry.

3. Duration and proposed timeframe

The initial consultancy assignment is expected to start in July 2026 and has an estimated duration until June 2027. The assignment may be extended subject to the availability of funding, consultant's performance, and the specific needs of the RST.

4. Main Duties, Responsibilities and Deliverables

- In cooperation with the Ministry's Public Communication Department regularly updating Ministry's communications plan;
- Proactively planning and suggesting reforms related communications materials, and draft content (e.g. press-releases, info sheets, op-eds, etc.) for mass media or Ministry's website and social media;
- Assisting in organization of public events for Ministry's speakers reporting on reforms progress;
- Organizing off-the-record events with major specialized media for RST employees;
- Engagement of the relevant experts and civil activists to publicly assess Ministry's reforms progress;
- Drafting communication plans and strategies for the relevant reforms;
- Cooperate with stakeholders and partners to support representation of the environmental damage caused by war, recovery initiatives, and priority reforms;
- Maintain strong relationships with national and international media, facilitating interviews, commentary, and press briefings to strengthen coverage of environmental protection reforms and recovery process; Communication materials and implementation of the overall communication plan of MinEconomy's reforms on key reforms are provided;
- Key reform communication strategies are developed;
- Regular progress reports on reform development and implementation to the mass media is prepared.

5. Qualifications, Skills and Experience

5.1 *Qualifications and skills:*

- Bachelor's degree in Journalism, Communications, Media Studies, Political Science, Information Management. Master's degree (or equivalent of a post-graduate degree) is desirable;
- Strong analytical, communication and presentation skills
- PC literacy (advanced PowerPoint, Project, Excel, Word skills)
- Fluency in Ukrainian and English

5.2 *Professional experience:*

- 5 years of general professional experience
- Minimum 3 years of experience in Communications, Journalism or Marketing.

5.3 *Other experience:*

- Proven knowledge and professional experience in communications;
- Prior experience of work in donor funded projects or in public authorities is a plus;
- Preferably good understanding of environmental protection and familiarity with the reform agenda in Ukraine;
- Experience of consulting government agencies in communications will be an asset.

6. Funding Source

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

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 **the 19th of July 2026 23.59 (Kyiv time)**, to rst.mepr@gmail.com. All submissions must include a completed [Application form](#), [NDA Form](#), the candidate's Curriculum Vitae, and 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 civil service employment.

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.