

Terms of Reference**Expert (Communications)
(Category 2)****1.Objective(s) and linkages to Reforms**

The Reform Support Team (RST) at the Ministry of Economy is a group of Ukrainian professionals (non-civil servants) funded on a temporary basis by international donors to provide targeted technical support and assist the Ministry of Economy 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 [Host institution's] priorities and relevant donor support.

Communication is an indispensable part of the reforms process. Consistent and comprehensive communication is needed to ensure public awareness and understanding of Mineconomy and the RST's efforts.

A qualified communications professional is needed to strengthen Mineconomy's Press Office and support the Ministry's communications efforts. Communication activities of the RST will be carried out through the official channels and other relevant resources per Mineconomy alignment and will strengthen the public presence of the Ministry and its speakers, as well as the RST presence.

2. Position and reporting line

The Expert (Communications) directly reports to the RST Director.

3. Duration and proposed timeframe

The initial consultancy assignment is expected to start on 17 April 2023 and has an estimated duration till 31 August 2023. Subject to the availability of funding, the performance of the selected consultant, and the specific needs of the RST, this appointment may be extended.

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

- Taking part in the implementation of the Ministry's communication strategy
- Developing and implementing the RST's communication strategy
- Proactively planning and suggesting reforms related to communications materials (e.g. press-releases, info sheets, op-eds, etc.)
- Organizing public events for Mineconomy speakers to report on the reforms progress
- Organizing off-the-record events with major economic media for RST Team
- Engaging relevant experts and civil activists to publicly assess Mineconomy reforms' progress
- Drafting communication materials
- Regular updating of the Ministry's communications plan (if needed)
- Writing releases and news according to the Ministry's topics
- Systematic communication about reforms is carried out

5. Qualifications, Skills, and Experience**5.1 Qualifications and skills:**

- Master's degree in economics, journalism, PR and Marketing, Communications, or International Relations
- Strong analytical, communication, and presentation skills
- PC literacy (PowerPoint, Project, Excel, Word; Visio is an asset)
- Fluency in Ukrainian and English.

5.2 Professional experience:

- Minimum 7 years of general professional experience
- Minimum 3 years of experience in PR, communications, journalism or marketing
- Additional experience in the field of reforms is an asset.

5.3 Other competencies:

- Proven knowledge and professional experience in communications, crisis management, and event management
- Development and implementation strategy for internal and public communication
- Good understanding of economic processes and familiarity with the reforms agenda in Ukraine is an asset
- Experience in consulting government agencies in communications is an asset.

6. Funding Source

The funding source of this assignment is the EBRD Ukraine Stabilization 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 30.03.2023 to rstrecruiting2017@gmail.com. All submissions must include a completed [Application form](#), [NDA Form](#), the candidate's Curriculum Vitae and the contact details for two further referees who, if contacted, can attest to the professional and/or educational background of the candidate.

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

8. Selection Procedure

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