МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

POSITION: Expert on NUS Strategic communications (Category 2)

1. Objective(s) and linkages to Reforms

A 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 two priority educational reforms: the 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).

2. Position and reporting line

The expert is directly subordinated to the RST Deputy Director, Directorate of pre-school, school, extracurricular and inclusive education.

3. Duration and proposed timeframe

This consultancy appointment is expected to start in February 2022 and has an estimated initial duration of up to 7 months. Subject to the availability of funding, the performance of the selected consultant and the specific needs of the RST. The probation period is one month.

4. Main Duties, Responsibilities and Deliverables

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

Deliverables

- Consultations and assistance provided to the Ministry in terms of developing and implementation of communication strategy (NUS component) for 2021-2024;
- Communication plans for NUS reform for the period of September 2021 - August 2022 are created and implemented;
- Content for NUS reform - communication materials such as press releases, infographics, publications in social networks, articles, presentations, etc. - is created;
- Report form on the progress of NUS reform is developed;
- Reports on the progress of implementation of 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 the relevant field (communications, marketing)
- Perfect Ukrainian and fluent English
- Impeccable ethical standards
- Excellent communication and interpersonal skills
- Strong organizational management, analytical and presentation skills
- Motivated team player with the ability to work independently

5.2 Professional experience:

- More than 3 years of general post-graduate professional experience
- Experience of work in the educational sector would be an asset

5.3 Other experience:

- Experience in 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 in working with MailChimp or other email marketing services
- 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 with 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 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 **08.02.2022**, 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 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.