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REFORMS DELIVERY OFFICE
CABINET OF MINISTERS OF UKRAINE

TERMS OF REFERENCE
Expert, Communication Manager (Category 2)

1. Objective(s) and Linkages to Reforms

The Recovery and Reform Delivery Office (RDO) 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 recovery and reform processes in Ukraine. It is placed in the Cabinet of Ministers of Ukraine (CMU) and serves as an advisory body to the CMU, providing coordination, expert and analytical support to reform planning and implementation by the Ukrainian administration.

The consulting services under this assignment will support the Cabinet of Ministers of Ukraine in developing and executing a content plan aligned with the Prime Minister's agenda, producing bilingual digital content, a wide range of visual materials and ensuring consistent, timely messaging across social media platforms. The consultant will also contribute to monitoring the performance metrics and public discourse to optimise communication impact.

2. Position and Reporting Lines

This assignment is a full-time consultancy. The consultant will report to the RDO Executive Director/Deputy Executive Director and work closely with the Secretariat of the Cabinet of Ministers of Ukraine.

3. Duration and Proposed Timeframe

The initial consultancy assignment is expected to start in October 2026. Duration of the assignment is subject to the availability of project funding, the consultant's performance, and the specific requirements of the RDO.

The selected candidate will be required to be based in Kyiv.

4. Main Duties and Responsibilities

The Communication Manager will support the Secretariat of the Cabinet of Ministers of Ukraine in the following tasks:

- Developing and maintaining a social media content plan and editorial calendar aligned with the Prime Minister's agenda, government priorities, and key reforms and major political and public events;
- Producing and preparing timely, engaging, and platform-specific textual and visual content, including posts, stories, reels, short videos, infographics, and other digital materials for Facebook, Instagram, Twitter/X, and LinkedIn;
- Preparing bilingual content in Ukrainian and English to effectively reach both domestic and international audiences; Developing creative concepts and visual communication approaches for the Prime Minister's priorities, government reforms, recovery initiatives, and other key areas of government activity;

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- Designing visual materials for the official website of the Cabinet of Ministers of Ukraine, government social media accounts, presentations, communication campaigns, and public events;
- Creating graphic design layouts, templates, infographics, social media cards, presentation materials, and other visual products in line with the relevant visual identity and communication objectives;
- Coordinating and agreeing on design concepts and communication products with relevant government stakeholders, development partners, and other organisations involved in communicating reforms, recovery initiatives, and public communication campaigns;
- Supporting the production of communication materials related to the Prime Minister's priorities in close coordination with the Prime Minister's communications team
- Coordinating photographers, videographers, communications officers, and other contributors to ensure the consistency, accuracy, and timely delivery of communication products;
- Supporting the timely dissemination of pre-approved rapid-response and contingency messages and contributing to the implementation of rapid coordination procedures with government stakeholders;
- Preparing regular visual summaries and highlights of government meetings, official visits, key decisions, reforms, and other government activities, ensuring that the content is accessible, engaging, and adapted to the requirements of different digital platforms;
- Monitoring the performance of social media content and prepare weekly analytical reports, including key performance indicators, audience insights, and practical recommendations for improving reach, engagement, content effectiveness, and audience sentiment.
- Ensuring the appropriate acknowledgement of donor support and compliance with donor visibility requirements, including the visibility requirements applicable to donors contributing to the Ukraine Multi-Donor Account.
- Ensuring the timely and accurate preparation of monthly reports for the donor.
- Providing regular and ad hoc progress updates and reports to the Executive Director, the Secretariat of the Cabinet of Ministers of Ukraine, donors, and other relevant stakeholders.
- Monitoring social media trends, hashtags, emerging formats, audience discussions, and the political and public discourse relevant to Ukraine, government priorities, and the Prime Minister's communications.

5. Expected Deliverables

- Monthly editorial calendars, creative concepts, and content plans aligned with the Prime Minister's agenda, government reforms, and major public events;
- Bilingual (UA/EN) digital content, including posts, stories, reels, videos, and infographics for Facebook, Instagram, Twitter/X, and LinkedIn, alongside rapid-response messaging and live coverage of government sessions and official visits;
- Graphic design layouts, templates, and presentation materials that comply with official visual identity standards, coordinating concepts with government stakeholders and development partners;

- Collaboration with photographers, videographers, speechwriters, and the Prime Minister's communications team to ensure accurate, consistent delivery and track relevant social media trends and public discourse;
- Weekly analytical reports containing key performance indicators, audience insights, sentiment analysis, and practical recommendations to improve reach and engagement;
- Compliance with donor visibility requirements, accurate monthly reports, progress updates, and ad-hoc briefings to the Executive Director, Secretariat of the Cabinet of Ministers, and donors.

6. Qualifications, Skills and Experience

6.1 Qualifications and Skills

- Bachelor's or Master's degree in Communications, Journalism, Political Science, International Relations, or a related discipline;
- Additional training or certification in digital marketing, media production, or public relations is an asset;
- Excellent writing, editing, and storytelling skills tailored to various formats (posts, scripts, captions, reports);
- Strong understanding of platform-specific dynamics (Facebook, Instagram, Twitter/X, LinkedIn, Telegram, YouTube) and current digital trends;
- Fluency in Ukrainian and English;
- Strong organisational management, communication and presentation skills;
- Digital literacy, e.g., MS Office Suite, Google Workspace, etc and proficiency in analytics tools (e.g., Meta Business Suite, Twitter Analytics, Google Analytics) to assess content performance and audience sentiment;
- Advanced knowledge of graphic design software, including Adobe Illustrator, InDesign, Photoshop, and PowerPoint;
- Knowledge of other presentation and visualization tools is an asset;
- High level of discretion, integrity, and attention to detail.

6.2 Professional Experience

- Minimum 7 years of general professional experience, out of which minimum 5 years of experience relevant to the position, in government or corporate communications, social media management and graphic design in a high-stakes/public sector environment.
- Experience in the development of infographics, animation, and other visual materials using graphic design and other relevant software.
- Experience in managing official social media accounts for a public figure, institution, or high-profile organisations will be considered an asset.
- Proven ability to create bilingual (Ukrainian/English) communication materials, with Strong political and strategic awareness, with sensitivity to issues of national security, information integrity, and reputational risk.
- Experience working with multimedia production teams.
- Available portfolio/design of at least 5 projects.

- Advanced experience in cooperation and coordination with government bodies. Knowledge of their mandate and processes is considered an asset.

7. 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, Slovenia, Sweden, Switzerland, the United Kingdom, the United States, and the European Union.

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

8. Submissions

Submissions must be prepared in English only and delivered electronically by November 22, 2026, to the following address: rdo@kmu.gov.ua

All submissions must include:

- Completed, signed, and scanned/photographed Application Form;
- Completed, signed, and scanned/photographed Non-Disclosure Agreement Form;
- applicant's CV;
- Contact details for three referees who, if contacted, can attest to the professional and/or educational background of the candidate;
- portfolio/design of at least 5 projects.

Only applications which are submitted using the correct template and are duly completed will be considered.

9. Selection Procedure

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