

POSITION: Communications Manager (VET)
(Category 2)

1. Objective(s) and Linkages to Reforms

The Recovery and 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 through the Ukraine Recovery and Reform Architecture (URA)¹ programme that provides targeted technical support and assists the Ministry of Education and Science 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 programmes, while strengthening links and partnerships between the Ministry's priorities and relevant donor support.

2. Position and Reporting Line

This assignment is a full-time consultancy position in the RST at the Ministry of Education and Science of Ukraine.

The expert will report to the RST Director / RST Deputy Director (VET) and maintain close coordination and collaboration with the relevant Deputy Minister.

3. Duration of the Assignment

This consultancy appointment is expected to start in June 2024 and has an estimated duration of up to August 2025. Subject to the availability of funding, the performance of the selected consultant and the specific needs of the RST, the appointment may be extended.

4. Main Duties and Responsibilities

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

- development of communication plans for the VET reform for its coverage on the website and social networks of the Ministry of Education and Science;
- development of communication materials, such as posts, press releases, newsletters, presentations, infographics, etc., reflecting the work on the implementation of the VET

¹ Ukraine Recovery and Reform Architecture (URA) is 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. URA is financed from the Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA) managed by the EBRD.

reform and promoting its key achievements, and their publication on websites and in social networks of the Ministry of Education and Science ;

- accumulation and analysis of feedback from key stakeholders of VET;
- media monitoring of social networks regarding the VET reform;
- coordination of activities with other stakeholders and partners to implement the VET communication strategy;
- organisation and holding of special events, round tables, conferences and forums of the Ministry of Education and Science in the creation of textual and visual content related to the field of VET;
- development of the concept of the admission campaign to VET institutions and ensuring timely communication about the progress and results of the admission campaign in social networks.

Core Deliverables

The following documents developed upon MoES request:

- communication plan of the VET reform, in accordance with the VET communication strategy, to highlight the reform in social networks of the Ministry of Education and Science;
- communication materials, such as posts, press releases, presentations, infographics, etc., reflecting the work on the implementation of the VET reform and promoting its key achievements, and ensuring their publication in social networks of the Ministry of Education and Science;
- terms of reference for the creation of communication materials (reels, videos, etc.) by other stakeholders and partners for the implementation of the VET communication strategy.

Consulting services and assistance provided in:

- organisation and holding of special events, round tables, conferences and forums of the Ministry of Education and Science in the creation of textual and visual content related to the field of VET;
- development of the concept of the admission campaign to VET schools and ensuring timely communication about the progress and results of the admission campaign in social networks;
- preparation of information and analytical reports (as needed).

5. Qualifications, Skills and Experience

5.1 Qualifications and skills:

- Master's degree (or equivalent) in a relevant field (communications, digital marketing);
- Perfect Ukrainian and good command of 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;
- General PC proficiency (MS Office, E-mail software, web surfing, social networks).

5.2 Professional experience:

- More than 5 years of general post-graduate professional experience;
- Experience of work in the education sector would be an asset.

5.3 Other competencies:

- More than 3 years of professional experience in communications;
- Experience in working with local and international education experts, as well as different types of educational stakeholders;
- Familiarity with the reform agenda in Ukraine would be an asset;
- Basic knowledge of Adobe Photoshop, Adobe Illustrator or other graphics editor;
- 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 Austria, Denmark, Finland, France, Germany, Italy, Japan, Latvia, the Netherlands, Norway, Poland, Sweden, Switzerland, the United Kingdom, the United States and the European Union, the largest donor.

Please note that 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 **18.06.2024, 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 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 such employment.

Only applications which 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 test. Only shortlisted candidates will be invited to the interview.