

## **Terms of Reference**

### **Senior Project Manager (Communication with Stakeholders and Public engagement)**

#### **(Category 1)**

#### **1. Objective(s) and linkages to Reforms**

The Recovery and Reform Support Team (**RST**) at the Ministry of Economy of Ukraine (**Ministry**) is a group of Ukrainian professionals (non-civil servants) funded on a temporary basis through the Ukraine Recovery and Reform Architecture (URA)<sup>1</sup> program that provides targeted technical support and assists the Ministry in the design and implementation of priority reforms. The RST will assist in filling 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 Senior Project Manager on Communication with Stakeholders and Public engagement (**SPM**) will play a key role in driving advocacy efforts for the Ministry's priority projects, supported by the RST team<sup>2</sup>, with a particular focus on the Ukraine Facility. This SPM will be responsible for crafting clear and persuasive narratives that convey the significance of reforms, which are the results of implementing priority projects, and their benefits to various audiences, as well as leading awareness about mentioned above priority projects. The role involves not only developing comprehensive reform advocacy strategies but also proactively identifying opportunities to strengthen public support for key changes. The SPM will coordinate efforts across multiple stakeholders, ensuring that advocacy initiatives remain aligned with the Ministry's objectives. Additionally, the specialist will actively engage with key opinion leaders, the public, and government bodies, fostering the collaboration essential for successful reform implementation. A proactive approach, strategic vision, and the ability to navigate complex multi-stakeholder environments are crucial for this role.

#### **2. Position and reporting line**

The SPM will be a full-time consultant at the Recovery and Reform Support Team (RST) at the Ministry of Economy of Ukraine. The consultant is expected to be based in Kyiv. SPM will report to the Director of the RST, and the Deputy Director of RST.

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<sup>1</sup> 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.

<sup>2</sup> Currently, the priority projects include, but are not limited to, the following: the performance of Ukraine Plan; public investment management reform; labor market development; state property reform; public administration reform; increasing the complexity of Ukraine's economy, among others.

### **3. Duration and proposed timeframe**

The initial consultancy assignment is expected to start in July 2025. Duration of the assignment is subject to the availability of project funding, the consultant's performance, and the specific requirements of the RST.

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

The SPM will be expected to assist the Ministry with the following:

- Facilitate the Design and Execution of Comprehensive Advocacy Strategies: Develop and implement detailed advocacy and communication strategies for the Ministry of Economy's priority projects, supported by the RST team, as well as initiatives under the Ukraine Plan stream. This includes advancing mentioned above priority projects designated by the Ministry of Economy and the RST, in alignment with the approved Work Plan of the RST.
- Organise the Creation of Targeted Messaging Frameworks: Develop message frameworks that clearly articulate the mentioned above projects and their impacts to various audiences, ensuring consistency with the Ministry's objectives.
- Coordinate Stakeholder Communication Efforts: Manage communication efforts across internal teams of the Ministry of Economy, government bodies, and external partners to ensure unified and effective messaging as well as oversee media relations, secure positive coverage, and represent the Ministry in public forums.
- Facilitate Dialogues with Key Stakeholders: Engage with key opinion leaders, industry experts, civil society, and media to promote transparency and foster open discussions around the Ministry's priority projects, supported by the RST team.
- Organise delivery of comprehensive communication in different formats, ensuring clarity and consistency in all communications.
- Monitor the effectiveness of communication activities and adjust strategies based on performance metrics and feedback.

The SPM will be expected to provide the following deliverables:

- Advocacy and communication strategies for at least 3 priority projects of the Ministry of Economy and Ukraine Plan initiatives developed and approved by the Ministry.
- Messaging frameworks for each selected project, including audience-specific narratives and communication materials, prepared and shared with relevant stakeholders.
- Communication plan implemented, including at least 5 public communication products (press releases, op-eds, briefings, presentations, etc.) and regular media engagement.
- Multi-stakeholder meetings, dialogues, or roundtables organised and documented to support transparency and engagement around key reforms.
- Communication materials (in Ukrainian and English) prepared and disseminated across various formats (presentations, factsheets, talking points) for use by the Ministry.
- Monthly communication monitoring reports with performance indicators and recommendations for adjustment submitted to the RST team and Ministry.
- Effective stakeholder communication mechanisms established and maintained, ensuring coherent messaging across internal teams, government bodies, and external partners.

## **5. Qualifications, Skills, and Experience**

### **5.1 *Qualifications and skills:***

- Master's degree in Economics, Journalism, Public Relations, Marketing, Communications, or International Relations;
- Strong analytical, communication, and presentation skills.
- PC literacy (PowerPoint, Project, Excel, Word).
- Exceptional command of the Ukrainian language and fluent English.

### **5.2 *Professional experience:***

- Minimum 7 years of general professional experience.
- Minimum 5 years of experience in government or public relations, communications, journalism, marketing.

### **5.3 *Other competencies:***

- Proven experience developing and executing comprehensive communication strategies for large-scale projects or reforms.
- Ability to craft compelling messages tailored to different audiences, ensuring clarity and impact. Proven ability to convey complex ideas in a clear, engaging, and accessible manner.
- Excellent writing skills with experience in producing high-quality content across various formats: social media posts, opinion columns, press releases, analytical reports, and presentations.
- Experience in coordinating communication efforts among diverse stakeholders, including government bodies, donors, media, and civil society.
- Proficiency in digital communication tools, social media platforms, and content management systems. Experience with graphic design or multimedia content creation is an asset.
- Good understanding of economic reforms agenda, and the Ukraine Facility is an asset.
- Experience in consulting government agencies in communications is an asset.
- Impeccable standards.

## **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, 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.

## 7. Submissions

Submissions must be prepared in English only and be delivered electronically by **06.07.2025** to [rstrecruiting2017@gmail.com](mailto:rstrecruiting2017@gmail.com). All submissions must include a completed [Application form](#), [NDA Form](#), the candidate's Curriculum Vitae, contact details of three referees who, if contacted, can attest to the professional and/or educational background of the candidate.

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

**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.

## 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.