

TERMS OF REFERENCE

For Consulting Services (Individual Consultant)

Specialist in communication issues and information coverage

Procurement No. MOES-IC-04-COS-2

Ukraine Improving Higher Education for Results Project

World Bank Loan No. 9238-UA

I. BACKGROUND

Ukraine and the International Bank for Reconstruction and Development (the World Bank) have signed Loan Agreement No. 9238-UA of US\$200 million for the Project "Ukraine: Improving Higher Education for Results" (hereinafter referred to as the Project). The Project is implemented in Ukraine by the Ministry of Education and Science of Ukraine (MoES) with the support of the World Bank Group. The Project implementation period is 2021-2026.

The Project Development Objective (PDO) is to improve efficiency, conditions for quality, and transparency in the higher education system of Ukraine.

The Project includes six components:

- Component 1: Sector-Wide Improvements to Governance, Financing, Quality, and Transparency;
- Component 2: Alliances/Partnerships for Improved Efficiency and Quality;
- Component 3: Capacity Building and Education Environment Enhancement;
- Component 4: Project Management, Monitoring & Evaluation
- Component 5: Support to Academic Scholarships under MoES and Social Scholarships under MOSP for Higher Education Students
- Component 6: Contingent Emergency Response (CERC)

The Project supports two categories of expenditures: (i) traditional investments in goods, works, and services, for which disbursements are made against eligible expenditures, and (ii) defined performance-based conditions (PBCs), for which disbursements are also made against eligible expenditures conditional on the achievement of the PBCs as defined in the Loan Agreement and Project Operational Manual.

More detailed information is given at the link <https://projects.worldbank.org/en/projects-operations/project-detail/P171050>

Component 1 aimed at the supports of strategic and operational communications related to both the project and the larger higher education reform. The component will finance a comprehensive communications campaign and outreach effort for the ongoing higher education reform as a critical element both for transparency and building engagement and consensus amongst the higher education community in Ukraine

As a requirement of the Loan Agreement, MoES established a Project Implementation Unit (PIU) to conduct day-to-day Project management and coordination in disbursement, procurement, financial management, compliance with environmental and social standards, reporting and other Project-related activities. In order to ensure efficient implementation of the Project, MoES shall engage individual consultants for the PIU.

Specialist in communication issues and information coverage (hereinafter the Consultant) will be contracted through competitive selection in line with Procurement Regulations for IPF Borrowers, Nov 2020. This Terms of Reference defines the purpose, Scope and duration of consulting services and qualification requirements for the Consultant.

II. OBJECTIVE

The objective of this assignment is to provide assistance and advice to MoES on communication and outreach issues under the Project, as well as assistance in the development of long-term communication measures to promote education reform in Ukraine.

III. SCOPE OF SERVICES

The Scope of services to be provided by the Consultant shall include but not be limited to the following:

Communications Needs Assessment and Stakeholder Analysis

- Assessment of communication needs.
- Support implementation of Stakeholder Engagement Plan (together with Social Specialist) through conducting a stakeholder analysis and mapping, including identification and consultation of key stakeholder groups.

Communications Campaign

- Help develop a communications framework on behalf of MoES for higher education reform.
- Identify capacity building needs within MoES for stakeholder engagement, public speaking and media relations.
- Contribute to the ToR required for implementation of the campaign.

- Maintaining database of key stakeholders.
- Advise and support MoES and PIU on organization of meetings and focus groups, workshops and engagement with mass media, etc. related to the Project as well as the wider higher education reform program.
- Support Specialist in environmental and social issues in organization and implementation of public consultations and stakeholder/citizen engagement and outreach related to the Project.

Support External Communications

- Monitor and assess the media feedback in regards of Higher education reform on periodic basis.
- Ensure positive image of the Project and MoES in media and provide protection against negative information attacks.
- Ensure Project's internet presence and maintain its up-to-date updates.
- Produce publications including press releases and support MoES and PIU in their media presence.
- Support in preparation of graphical and video materials.
- Support PIU in writing styles, grammar and spellchecking .

Other

- Fulfilling other tasks and contributing to the Project activities and objectives as required by MoES, Project Coordinator and Project Manager – Head of the group of consultants.

IV. REPORTING

Specialist in communication issues and information coverage will report to the Project Coordinator(s) and Project manager – Head of the group of consultants and act under the overall supervision of the Project Coordinator(s) / Project manager – Head of the group of consultants. The Consultant will work closely with a Deputy Minister responsible for Higher education.

The Consultant shall submit monthly reports in hard copy. The reports shall include a description of the Consultant's services during the reporting period.

V. PROVIDED RESOURCES

MoES shall provide the Consultant with the information necessary to carry out his/her assignment in a timely manner. MoES may provide the Consultant with a workplace, including necessary equipment to carry out his/her functions (e.g. PC, communications and office equipment).

VI. QUALIFICATION REQUIREMENTS

Minimum requirements (mandatory)

- Master's Degree or complete higher education Degree in Communication, Journalism, Political Science, Philology, or other related fields;
- At least seven (7) years' experience in PR, strategic communications, public opinion survey and/or journalism as Communication Specialist or related position;
- At least five (5) years' experience cooperating with or working for state and/or local authorities;
- Proven experience of work in PR, strategic communications, public opinion survey and/or journalism in education;
- Proven experience in preparing press-releases, articles and other communication materials;
- Experience in developing communication strategies for state and/or local authorities;
- Fluency in Ukrainian and English, with excellent oral and writing skills in both languages;
- Advanced level of PC skills, knowledge and practical skills of using standard MS packages (MS Word, Excel, Power Point), email and databases.

Desirable qualifications and competencies which may provide the advantage

- Up-to-date knowledge of the education sector in Ukraine, particularly higher education sphere;
- Experience in supporting social networks;
- Experience in mass media monitoring;
- Skills of working with website administration systems;
- Skills of working effectively in multi-stakeholder environment.

The MoES may invite the best-qualified candidates to an interview to clarify information provided in the respective CVs.

VII. PERIOD AND LOCATION OF EMPLOYMENT

The Consultant shall provide his/her services for 15 months with 3 months probation period and a possibility to extend the contract for the Project implementation period, which lasts until

December 31, 2026, in case of successful performance. MoES will conduct periodic performance reviews and adjust the contract subject to unsatisfactory performance or other conditions.

The Consultant is expected to provide the services based on the full-time workload.

The services are planned to be rendered in Kyiv, Ukraine. The Consultant should be required and expected to take business trips to other regions of Ukraine to support the project implementation.

Particular contract and work mode modalities are subject to negotiations.

VIII. APPLICATION PACKAGE

Interested persons should submit their CVs in Ukrainian and English at the following email address: uiherp@mon.gov.ua Cc: serhiy.artemenko@uiherp.org, oleksandr.radchenko@uiherp.org indicating the email's subject: "MOES-IC-04-COS-2: Specialist in communication issues and information coverage: [NAME]".

The deadline for submission of applications is 1:00 pm Kyiv time October 27, 2023.

If the Consultant fails to provide CVs in both languages, the Client reserves the right to reject the Consultant's application.