

## **TERMS OF REFERENCE**

For Consulting Services (Individual Consultant)

### **Specialist in communication and outreach for science in HEIs**

Procurement No. MOES-C1-COM-02

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 Parts:

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

The science in HEIs is one of pillars of the quality of higher education. The Ministry of Education and Science of Ukraine now is facing a difficult task of restoring the research infrastructure of Ukraine, preserving human capital, and in particular, returning Ukrainian scientists from other countries.

The preservation of the scientific domain is crucial for Ukraine's future, as the basis for rebuilding the country's human capital and economy. The key solution for restoring the research activities is the intensification of the communication within the research community, facilitating interest of the students toward research activities, especially in the STEM sector, highlighting the scientific advances and research opportunities in science.

Parts 2 and 3 of the Project are designed to help selected HEIs in improving the research and education environment by providing research equipment to the selected universities.

Part 1 aimed at the support 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

The Ministry of Education and Science now seeks for consulting assistance towards developing the basis for restoration and development of science and research in the Ukrainian higher education field.

Specialist in communication and outreach for science in HEIs (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 in the sector of science and research, as well as assistance in the development of long-term communication measures to promote higher education and innovation 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:

- Assess communication needs in the research and science sector within HEIs.
- Assist in developing a communications framework for MoES focused on higher education reform, particularly in research and science within HEIs.
- Identify capacity-building needs within MoES for stakeholder engagement, public speaking, and media relations.
- Contribute to the Ministry's communication efforts in research and science.
- Monitor and assess media feedback regarding higher education reform, including aspects related to research and science.
- Support the preparation of texts, visual and video materials.
- Ensure the Project's internet presence is maintained and regularly updated.
- Arrange media outlet activities to disseminate the information on the Project activities and impacts through various channels (e.g., media interview, media tour to supported universities, newspaper op ed., radio talk show, etc.)
- Contribute to the comprehensive public awareness and communication plan of higher education reform agenda and the goals, progress, and achievements of the UIHERP.
- Produce publications, including press releases, and support MoES and the PIU in enhancing their media presence.
- Disseminate the results of activities related to Parts 2 and 3 of the Project.
- Fulfill other tasks and contribute to the Project's activities and objectives as required by MoES, the Project Coordinator, and the Project Manager – Head of the group of consultants.

#### **IV. REPORTING**

Specialist in communication and outreach for science in HEIs 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 and Science.

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 three (3) years' experience in PR, strategic communications, public opinion survey and/or journalism as Communication Specialist or related position;
- 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 would be a plus);
- Fluency in Ukrainian and good level of 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 effectively in a multi-stakeholder environment.

- Professional experience at communication, media companies.

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 14 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 can be rendered remotely with mandatory presence upon request to be in the premises of MoES. 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: [oleksandr.radchenko@uiherp.org](mailto:oleksandr.radchenko@uiherp.org) Cc: [serhiy.artemenko@uiherp.org](mailto:serhiy.artemenko@uiherp.org) indicating the email's subject: "MOES-C1-COM-02: Specialist in communication and outreach for science in HEIs: [NAME]".

The deadline for submission of applications is 11:00 am Kyiv time November 12, 2024.

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