

TERMS OF REFERENCE

for Consulting Services (Individual Consultant)

Content writer at the Education Reform Communication Office

Contract No. LEARN-IC-NUS-1.4

Lifting Education Access and Resilience in Times of Need in Ukraine Program

URTF Grant No. TF0C5794

I. BACKGROUND

The Ministry of Education and Science of Ukraine is implementing projects financed by the World Bank, including: Ukraine Improving Higher Education for Results Project (UIHERP) and Lifting Education Access and Resilience in times of Need in Ukraine Program (LEARN) Program and plans to prepare and implement new operations in cooperation with the World Bank (hereinafter referred to as the Operation(s)).

UIHERP

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

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

UIHERP 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: Component 5: Support to Academic Scholarships under MoES and Social Scholarships under MOSP for Higher Education Students

Part 6: Contingent Emergency Response (CERC)

UIHERP 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 UIHERP Operational Manual.

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

LEARN

Ukraine and World bank have signed the agreements for the Program "Lifting Education Access and Resilience in times of Need in Ukraine Program" (hereinafter referred to as the LEARN or Program).

LEARN total financing is US\$415 million using a combination of the World Bank's financial instruments: Program-for-Results (PforR) complementing by Investment Project Financing (IPF).

The Program-for-Results (PforR) is implemented through a US\$235 million credit provided by Bank resources, supported by credit enhancement from the Advancing Needed Credit Enhancement for Ukraine (ADVANCE Ukraine) Trust Fund, which is backed by the Government of Japan. This is formalized under the Financing Agreement between Ukraine and the International Development Association for the Program (CREDIT NUMBER 7626-UA). An additional US\$150 million is provided under the Special Program for Ukraine and Moldova Recovery (SPUR) of the International Development Association (IDA) Crisis Facility, as outlined in the Loan Agreement between Ukraine and the International Bank for Reconstruction and Development for the Program (LOAN NUMBER 9721-UA).

Furthermore, US\$30 million in Investment Project Financing (IPF) is secured under the Grant Agreement between Ukraine and the International Bank for Reconstruction and Development and the International Development Association, acting as the administrator of the Ukraine Relief, Recovery, Reconstruction, and Reform Multi-Donor Trust Fund (URTF GRANT NUMBER TF0C5794).

LEARN was developed to address critical challenges and provide essential support to the education sector, aligning with the Ministry of Education and Science's (MoES) Strategic Action Plan.

LEARN will focus on supporting the Strategic Action Plan Priority 2: School education and the New Ukrainian School (NUS). The continuation of the NUS reform is a key priority of the MoES.

The objectives of the Program are to (i) improve teaching and learning conditions; and (ii) strengthen management capacity of the education system.

The Program is implemented in Ukraine by the Ministry of Education and Science of Ukraine (MoES) with the support of the World Bank Group. The implementation period is 2024-2027.

More detailed information is given at the link <https://projects.worldbank.org/en/projects-operations/project-detail/P504171>

Management of the above Operations is implemented by World Bank Operation Management Unit also referred as Project Implementation Unit (WBOMU/PIU) established to support MoES with day-to-day the operation management and coordination in administration, disbursement, procurement, financial management, monitoring and expert support compliance with environmental and social standards, reporting and other activities, including preparation and expansion of existing operations.

Effective communication and content writing is a key instrument for building trust in education reforms, shaping public perception, and ensuring stakeholder engagement. The Operation of the World Bank is inlined with the Strategic Action Plan and Communications vision of the Ministry.

The Consultant will be contracted through competitive selection in line with the World Bank's Procurement Regulations for IPF Borrowers, Sep 2023. This Terms of References defines the purpose, Scope and duration of consulting services and qualification requirements for the Consultant

II. OBJECTIVE

The objective of this assignment is to develop and refine high-quality speeches, articles, and communication materials for MoES top officials. Content writer will ensure that all public statements, media materials, and speeches are aligned with the MoES Strategic Action Plan and the Operation of the World Bank, accurately reflecting key policy messages and maintaining consistency in tone, clarity, and impact.

III. SCOPE OF SERVICES

The Consultant shall provide the following services, including but not limited to:

- Managing public engagement on MoES top officials communication channels, including responding to comments and messages on social media, related to key reforms under the LEARN and UIHERP projects.
- Ensuring timely, well-structured, and policy-aligned responses to inquiries from stakeholders, media, and the public.
- Collaborating with the MoES communication team, gather and adapt informational materials from civil servants and technical experts, translating it into engaging and accessible formats.
- Preparing speeches, talking points, and messaging briefs for MoES top officials public appearances, ensuring alignment with the theme, audience, and communication style.
- Writing op-eds, keynotes, press statements that reflect MoES reform achievements with a focus on accuracy, consistency, and relevance.
- Developing compelling presentation materials and scripts that effectively communicate the vision, values, and progress of educational transformation in Ukraine.
- Creating structured and impactful scripts for video messages and public addresses by MoES top officials.
- Preparing summaries and feature content for the MoES website and external platforms to highlight ministerial engagements, partnership activities and events, and milestones of LEARN and UIHERP projects.

IV. REPORTING

Content writer at the Education Reform Communication Office reports directly to the Projects Coordinator. For operational matters, works in coordination with the Head of the World Bank Operations Management unit (project implementing unit).

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

V. PROVIDED RESOURCES

MoES shall provide the Consultant with the information necessary to carry out his/her assignment in a timely manner. MoES shall 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):

- At least 3 years of professional experience in speechwriting, copywriting, or strategic communications.
- At least 1 year of experience in collaboration with national and local government authorities
- Strong expertise in public sector communication, policy messaging, and storytelling.

- Proven experience in drafting high-level speeches, articles, and media materials.
- Ability to conduct in-depth research on policy topics and simplify complex information.
- Proficiency in Ukrainian and at least an Intermediate level of written English.

Desired skills and qualifications:

- Experience working with government institutions, NGOs, or international organizations.
- Strong understanding of MoES reform priorities and education policies.
- Excellent editing and proofreading skills with a keen eye for detail.
- Ability to work under tight deadlines while maintaining high-quality writing.
- Experience in media relations and social media engagement.

VII. PERIOD AND LOCATION OF EMPLOYMENT

The consultant shall provide his services until 31.12.2025 with potential prolongation till the end of the Operation(s).

The Consultant shall provide services on a full-time basis.

The services are planned to be rendered in Kyiv, Ukraine. It is expected that the Consultant may provide the Services 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 implementation of the Operations.

The terms of the contract and the work schedule are subject to negotiation.

VIII. APPLICATION PACKAGE

Interested persons should submit their CVs in Ukrainian and English at the following email address: kateryna.kovtun@mon.gov.ua, Cc: serhiy.artemenko@uiherp.org and maryna.chubenko.piu@gmail.com indicating the email subject: " LEARN-IC-NUS-1.4: Selection of UIED Content writer: [NAME]".

The deadline for submission of the documents is 11:00 am Kyiv time 06.06.2025.

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