

TERMS OF REFERENCE

for Consulting Services (Individual Consultant)

Communications Manager on Early Childhood Education and Inclusion

at Education Reform Communication Office

Contract No. LEARN-IC-NUS-1.14.1-R

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

URTF Grant No. TF0C5794

I. BACKGROUND

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 Operation).

The Operation total financing is US\$415 million using a combination of the World Bank's financial instruments: Program-for-Results (PforR) complemented 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).

Hereinafter, the portion of the Operation financed through the PforR will be referred to as the Program, and the portion financed through the IPF will be referred to as the Project.

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.

For this program, "strategic communication and public engagement" refer to three critical aspects of ensuring the effective implementation of education policies and public trust in reforms:

- i. Transparency and trust, including timely and clear communication about key initiatives, accessible information for stakeholders, and proactive crisis communication strategies to address concerns and misinformation.
- ii. Awareness and outreach, especially the development of targeted campaigns, public information materials, and digital engagement strategies to ensure broad understanding and support for educational transformations among educators, parents, students, and policymakers.
- iii. Capacity building in communication, ensuring that education institutions, regional authorities, and key stakeholders are equipped with the necessary tools, guidelines, and skills to effectively communicate and engage with the public regarding policy changes, funding mechanisms, and international support programs.

Effective communication 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.

II. OBJECTIVE

The objective of this assignment is to develop and implement communication initiatives that enhance public awareness and stakeholder engagement in early childhood education (ECE) and Inclusion in alignment with the MoES Strategic Action Plan and the Operation of the World Bank. The Communications Manager will ensure that key messages about ECE and Inclusion reforms, accessibility, and quality improvements are effectively communicated to parents, educators, and policymakers, fostering trust and informed decision-making.

III. SCOPE OF SERVICES

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

- Development and implementation of a communication strategy for the direction of Early Childhood Education (ECE) and Inclusion, aligned with MoES priorities and the LEARN project.
- Formation of a pool of relevant speakers among educators on the topics of Early Childhood Education and Inclusion;
- Coverage of the topic through posts on official channels of the Ministry of Education and Science on the topics of Early Childhood Education and Inclusion;
- Creation of communication campaigns for projects in the direction of Early Childhood Education and Inclusion, highlighting successful cases and measurable outcomes under LEARN.
- Planning and coordination of digital and offline communication materials for various audiences: parents, educators, local authorities, and stakeholders in preschool education and Inclusion— with special emphasis on LEARN implementation areas and lessons learned.
- Cooperation and coordination with partners on the implementation of joint campaigns on Early Childhood Education and Inclusion;

- Communication support for speakers of the Ministry of Education and Science on the topic of Early Childhood Education and Inclusion, including preparation of key messages and talking points that reflect LEARN's contributions and priorities.

IV. REPORTING

Communications Manager on Early Childhood Education and Inclusion at Education Reform Communication Office reports directly to the Head of the ERCO. For operational matters, works in coordination with the respective MoES directorates, line deputy ministers.

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 5 years of professional experience in communications, PR, or public affairs
- At least 1 year of experience in collaboration with national and local government authorities
- Experience in public awareness campaigns on social issues, preferably related to education, mental health, or inclusion
- Strong written and verbal communication skills, with the ability to translate complex topics into accessible messaging
- Fluency in Ukrainian and written English (intermediate or higher)

Desired skills and qualifications:

- Understanding of early childhood and inclusion education policies and global best practices
- Experience in stakeholder engagement and collaboration with parents, educators, and advocacy groups
- Knowledge of MoES reform priorities and the ability to align messaging with national education strategies
- Experience in media relations and public outreach campaigns targeting parents and early educators
- Ability to work with digital communication tools, including social media
- Familiarity with behavioral change communication and audience segmentation
- Ability to work under tight deadlines and manage multiple communication projects

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-1.14.1-R: Selection of Communications Manager on Early Childhood Education and Inclusion: [NAME]".

The deadline for submission of the documents is 11:00 am Kyiv time 21.08.2025.

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