

## **TERMS OF REFERENCE**

for Consulting Services (Individual Consultant)

### **Communications Manager at Education Reform Communication Office**

Contract No. LEARN-IC-NUS-1.10.1

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

URTF Grant No. TF0C5794

Ukraine Improving Higher Education for Results Project

World Bank Loan No. 9238-UA

#### **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 Program).

The total financing for the Operation is US\$419.9 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 loan 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 Loan Agreement between Ukraine and the International Bank for Reconstruction and Development for the Program (LOAN NUMBER 9721-UA).

An 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 Financing Agreement between Ukraine and the International Development Association for the Program (CREDIT NUMBER 7626-UA). An additional financing in the amount US\$4,9 million has been made available under the Financing Agreement (Credit No. 7905-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>

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 implement and coordinate communication activities that enhance public awareness and stakeholder engagement in alignment with the MoES Strategic Action Plan and the Operation of the World Bank. This includes managing media relations, supporting digital and public outreach campaigns, ensuring consistent messaging across communication channels, and fostering collaboration with key partners to effectively communicate MoES initiatives and reforms.

## **III. SCOPE OF SERVICES**

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

- Plan, develop and execute comprehensive communication campaigns and events supporting the MoES Strategic Action Plan and the World Bank-financed operations, including LEARN and UIHERP.
- Coordinating communication and content plans with the communication & SMM team to ensure alignment across channels.
- Lead collaboration with partners and stakeholders in the development and rollout of joint communication campaigns, including those related to LEARN and UIHERP activities.
- Monitor and analyze the effectiveness of the MoES's communications initiatives, adjusting strategies based on performance data and public response.

- Lead communication with other communication representatives on joint projects with other stakeholders
- Developing key messages and content for various communication channels, ensuring consistency in MoES public messaging
- Identify communication risks and develop recommendations for strategic and timely crisis response to maintain public trust.
- Analyze outcomes of communication efforts, compile progress reports, and contribute to performance reviews of MoES communication activities and donor-supported initiatives.
- Draft, edit, and proofread press releases, official statements, media briefs, and op-eds related to MoES reforms and programs.
- Write and adapt human-centered stories and success cases to promote reform progress and impact, particularly related to the LEARN and UIHERP projects.
- Collaborate with content creation team to produce engaging and informative visual content for social media and MoES digital platforms.

#### **IV. REPORTING**

**Communications Manager of MoES Communications 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.

#### **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 the field of communications, PR or marketing
- At least 1 year of experience in collaboration with national and local government authorities
- Experience of collaboration with international financial or donor organizations
- Intermediate spoken and written English (B1 or higher)
- Fluency in Ukrainian

Desired skills and qualifications:

- Experience in developing and managing public communication campaigns and events
- Strong analytical skills and data-driven approach to evaluating communication effectiveness
- Knowledge of MoES reform principles and strategic priorities

- Experience in stakeholder engagement and partnership building (media, NGOs, donors, government institutions)
- Excellent interpersonal, negotiation, and presentation skills
- Ability to work under tight deadlines and high-pressure environments

## **VII. PERIOD AND LOCATION OF EMPLOYMENT**

The consultant shall provide his services until December 31, 2026 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](mailto:kateryna.kovtun@mon.gov.ua), Cc: [serhiy.artemenko@uiherp.org](mailto:serhiy.artemenko@uiherp.org) and [marina.chubenko@mon.gov.ua](mailto:marina.chubenko@mon.gov.ua) indicating the email subject: " LEARN-IC-NUS-1.10.1: Selection of Communication Manager [NAME]".

The deadline for submission of the documents is 11:00 am Kyiv time November 28, 2025.

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