

TERMS OF REFERENCE

for Consulting Services (Individual Consultant)

Photo and video content creator at the Education Reform Communication Office

Contract No. LEARN-IC-NUS-1.17.1

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 Operation).

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 Credit 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).

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 produce high-quality visual content that supports the Ministry of Education and Science of Ukraine’s communication priorities in alignment with the MoES Strategic Action Plan and the World Bank’s operations. The Content Creator will be responsible for capturing, editing, and delivering engaging multimedia materials — including video, photography, and visual storytelling — tailored for social media and official channels, with the goal of amplifying the visibility of education reforms and fostering public trust and engagement.

III. SCOPE OF SERVICES

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

- Content Production: filming and photographing MoES events, initiatives, and educational projects.
- Editing videos and photos to create engaging, high-quality visual materials.
- Developing short-form and long-form video content for social media, press releases, and official channels.
- Producing creative, high-impact storytelling materials to highlight key achievements and initiatives.
- Creating content tailored for social media platforms (Instagram Reels, YouTube Shorts, Facebook, Telegram, etc.).
- Formatting videos and images to optimize engagement across digital channels.
- Providing on-site photo and video coverage for official events, press conferences, and public engagements.
- Supporting live-streaming initiatives for key MoES activities.
- Editing raw footage into polished, professional-quality content.
- Managing MoES content library and archiving visual materials.

IV. REPORTING

Content creator 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.

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 content creation, photography, and videography.
- At least 1 year of experience in collaboration with national and local government authorities
- Strong expertise in video editing, color grading, and motion graphics (Adobe Premiere Pro, Final Cut Pro, After Effects, etc.).
- Proficiency in photography and image editing (Adobe Photoshop, Lightroom, etc.).
- Ability to produce high-quality content in fast-paced environments.
- Proficiency in Ukrainian

Desired skills and qualifications:

- Experience in creating content for government institutions, NGOs, or international organizations.
- Strong understanding of digital media trends and social media engagement strategies.
- Ability to operate professional cameras, lighting, and sound equipment.
- Experience in animation (desirable).
- Strong storytelling and creative thinking skills to enhance audience engagement.
- Ability to work under tight deadlines and manage multiple projects simultaneously.

VII. PERIOD AND LOCATION OF EMPLOYMENT

The consultant shall provide his services until 31.12.2026 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, Cc: serhiy.artemenko@uiherp.org and marina.chubenko@mon.gov.ua indicating the email subject: " LEARN-IC-NUS-1.17.1: Selection of Content creator at Education Reform Communication Office: [NAME]".

The deadline for submission of the documents is 11:00 am Kyiv time 28.11.2025.

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