

## **TERMS OF REFERENCE**

for Consulting Services (Individual Consultant)

### **Specialist in the promotion and dissemination of the results of scientific and innovative activities**

Contract No. MOES-C3-05-SUP-IC-19

Ukraine Improving Higher Education for Results Project

World Bank Loan No. 9238-UA

#### **I. BACKGROUND**

Ukraine and the International Bank for Reconstruction and Development (IBRD; the World Bank) have signed Loan Agreement No. 9238-UA in the amount 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, quality conditions, and transparency in Ukraine's higher education system.

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 and Social Scholarships for Higher Education Students;
- Part 6: Contingent Emergency Response Component (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 full-scale invasion of Ukraine by the Russian Federation in 2022 has exacerbated the long-standing trend of underinvestment in research and development, caused damage to infrastructure, and weakened human capital. The growing importance of human capital in the

modern economy is largely driven by the emergence of the knowledge economy, where knowledge, skills, and talent play a key role in value creation and in enhancing the competitiveness of products.

Therefore, the education system is an integral part of Ukraine's science and innovation ecosystem, and higher education institutions play a key role in knowledge generation, research development, and the implementation of innovations. Higher education institutions and research organizations should become key elements of the national innovation ecosystem. They are expected to serve as centers of scientific and technological progress, foster innovation, play a central role in production clusters, and directly influence the innovativeness and productivity of the economy through continuous interaction and effective cooperation with businesses. At the same time, the effective functioning of this ecosystem largely depends on an adequate level of communication among the scientific community, government, business, and society.

Despite the existing scientific potential, the science and innovation sector in Ukraine faces a number of challenges, including limited visibility of research results, a low level of science popularization, insufficient engagement of business and society, as well as limited integration into the international research area.

The implementation of the Strategy for the Development of Higher Education in Ukraine for 2022–2032 and the Strategic Plan of the Ministry of Education and Science of Ukraine until 2027 also requires effective communication support, in particular to ensure the coherence of reforms, increase trust in institutions, engage key stakeholders, and enhance the visibility of progress for experts assessing Ukraine's readiness for EU accession.

The limited presence of Ukrainian higher education institutions in leading international rankings, including the QS World University Rankings, is partly due not only to objective indicators but also to insufficient international visibility and communication of achievements.

Component 1 is aimed at supporting both strategic and operational communications related to the Project as well as higher education reform. The component will finance a comprehensive communication campaign and outreach activities for the ongoing higher education reform as a critical element for ensuring transparency, building consensus, and strengthening connections within the higher education community in Ukraine.

The Ministry of Education and Science of Ukraine requires the engagement of a Specialist in Promoting and Disseminating Scientific and Innovation Results to strengthen strategic and operational communications in the field of science, research, and innovation. Such support should contribute to raising awareness of opportunities and outcomes, developing international cooperation, shaping a positive image of Ukrainian science, and ensuring effective interaction with stakeholders.

This Terms of Reference defines the purpose, scope, and duration of the consultancy services as well as the qualification requirements for the Consultant.

## **II. OBJECTIVE**

The purpose of the Consultant's activities is to provide expert support to the Ministry of Education and Science in the development and implementation of communication policy in the field of science, research, and innovation, aimed at raising awareness, engaging stakeholders, and promoting scientific activities in Ukraine and internationally.

### **III. SCOPE OF SERVICES**

The Scope of services to be provided by the Consultant shall include but not be limited to the following:

- Providing support to the Ministry of Education and Science (MoES) in the development and implementation of a strategic plan for science popularization in Ukraine, taking into account state priorities and international practices.
- Providing support to the MoES in the development and management of communication policy in the field of science, research, and innovation in universities.
- Providing support to the MoES and universities in coordinating science popularization activities, including information support for national and international initiatives, campaigns, and events.
- Assisting the MoES in organizing and providing communication support for science-related events (conferences, forums, public discussions, presentations, Science Days, information campaigns, etc.).
- Providing support to the MoES in the development of materials and implementation of information campaigns aimed at promoting science, research, and innovation on national level and involving the HEIs and research entities.
- Preparing communication materials (press releases, news, analytical materials, information briefs, presentations, graphic materials, social media content) on issues of science, research, and innovation, including for partners from the European Commission and participants of the Coalition for Science and Innovation Support in Ukraine.
- Providing support to the MoES in ensuring regular updates and content management of the official website, including preparation and publication of relevant content, administration, and development of digital communication channels (website, social media, information platforms) to effectively communicate information on science policy and opportunities.
- Preparing content and informational materials on best practices in science, technology transfer, innovation, and science-business cooperation, including creation of photo and video materials in collaboration with content developers.
- Providing support to the MoES in accompanying the implementation of projects in the field of science and innovation, including projects for the establishment of research centers, development of innovation infrastructure, and startup ecosystems.
- Assisting the MoES in maintaining relations with higher education institutions, research institutions, media, and other stakeholders to disseminate information on scientific activities and innovations.
- Monitoring the effectiveness of activities and campaigns (reach, audience engagement, impact), preparing analytical reports, and providing expert advice for improvement.

- Providing support to the MoES in the development and accompaniment of strategic documents in the field of science, research, and innovation.
- Performing other assignments and activities related to project implementation within the scope of competence, as requested by the Project Coordinator(s), Deputy Minister of Education and Science of Ukraine responsible for science and innovation, and the Project Manager – Lead of the group of consultants.

#### **IV. REPORTING**

The Consultant will report to the Project Coordinator (Co-Coordinator) and Deputy Minister of Education and Science of Ukraine who is responsible for the higher education system and act under their supervision. The Consultant coordinates his/her activities with the Project manager – Lead of the group of consultants.

The Consultant shall submit monthly reports to the Project Coordinator (Co-Coordinator) 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 the assignment in a timely manner. MoES may provide the Consultant with a workplace, including necessary equipment to carry out the functions (e.g. PC, communications and office equipment).

#### **VI. QUALIFICATION REQUIREMENTS**

##### Minimum requirements (mandatory):

- A higher education degree of at least a Master's in communications, journalism, international relations, public administration, or related fields;
- At least 3 years of professional experience in communications or communication management;
- Demonstrated excellent command of the Ukrainian language, with the ability to produce accurate, stylistically polished, and persuasive texts in various formats;
- Proficient PC user: knowledge and practical skills in working with Microsoft Office (MS Word, Excel, Power Point) and email.

##### Desirable qualifications, competencies, and experience which provide the advantage:

- Experience collaborating with Ukrainian and international government bodies and non-governmental organizations;
- Experience working on donor-funded or international organization projects;
- Experience in project management, including supporting projects in the fields of science, research, and innovation;
- Experience participating in educational (higher education) and scientific projects, particularly in promoting or disseminating results;

- Practical knowledge of the current state of higher education in Ukraine, the scientific sector, and the innovation ecosystem;
- Understanding of the role of science and potential methods/mechanisms for its promotion;
- Experience engaging with diverse target audiences.

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 until December 31, 2026, with the possibility of extending the contract.

The Consultant shall render services under the contract on a continuous basis for the duration of its term, at a level of commitment equivalent to full-time engagement, in a scope necessary to duly perform the tasks set forth in the Terms of Reference. The Client and the Consultant may, at any time, mutually agree to adjust the workload in accordance with the actual volume of tasks. Particular contract and work mode modalities are subject to negotiations.

The services are planned to be provided in Kyiv, Ukraine. It is expected that the Consultant will deliver services primarily on-site, with regular interaction with the relevant structural units of the MoES responsible for science and innovation, at the Client's premises or at another location designated by the Client. During specific periods, services may be provided remotely.

## **VIII. APPLICATION PACKAGE**

Interested persons should submit their CVs in Ukrainian and English to the following email address: [oleksandr.radchenko@uiherp.org](mailto:oleksandr.radchenko@uiherp.org), indicating the email subject: «MOES-C3-05-SUP-IC-19: [Name]».

The deadline for submission of documents is 11:00 AM local time on May 1, 2026.

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