TERMS OF REFERENCE

for Consulting Services (Individual Consultant)

Senior External Communications and Media Specialist

Contract No. LEARN-IC-SUP-2
Ukraine Improving Higher Education for Results Project
World Bank Loan No. 9238-UA
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 September 13, 2021-June 30, 2027.
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
LEARN was designed to address critical issues and provide the necessary support to the education sector in accordance with the Strategic Action Plan of the Ministry of Education and Science of Ukraine until 2027, approved by the Order of the Ministry of Education and Science of Ukraine dated 07.03.2024 No. 276 (hereinafter referred to as the Strategic Plan).
The Operation focuses on supporting the priorities "1. Early Childhood and Preschool Education" and "2. Reform of the "New Ukrainian School"" stipulated in the Strategic Plan.

The total LEARN financing amounts to US$737 mln provides a combination of the World Bank financing instruments: Program for Results (PforR) – US$675,9 mln and Investment Project Financing (IPF) – US$61.1 mln.

The Program-for-Results (PforR) is funded by a US$235 mln 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 9721-UA). An additional US$150 mln 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 Development Association for the Program (LOAN NUMBER 7626-UA). On July 1, 2025, the Financing Agreement (Additional Financing: Lifting Education Access and Resilience in Times of Need in Ukraine Program) between Ukraine and the International Development Association (CREDIT NUMBER 7905-UA) was signed in the amount of US$4.9 million. On June 9, 2026, the Loan Agreement (Third Additional Financing for the Lifting Education Access and Resilience in Times of Need in Ukraine Program) between Ukraine and the International Bank for Reconstruction and Development was signed in the amount of US$286 mln (LOAN NUMBER K019-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).
On December 19, 2025, the Grant Agreement (Additional Financing for Lifting Education Access and Resilience in Times of Need in Ukraine Project) between UKRAINE and the International Bank for Reconstruction and Development and the International Development

Association jointly acting as a Supervising Entity for the Global Partnership for Education Fund and as administrator of the Ukraine Relief, Recovery, Reconstruction and Reform Multi-Donor Trust Fund (GPE GRANT No TF0D0613, URTF GRANT No TF0D0612) was signed in the amount of US$31.1 million.

More detailed information about the LEARN program is provided at https://projects.worldbank.org/en/projects-operations/project-detail/P504171
The latest additional grant agreement provides for expanded support for reforms in the education sector, in particular by:
• financing activities for the development of preschool education;
• providing grant support of the Global Partnership for Education (GPE) aimed at strengthening the institutional capacity of the Ministry of Education and Science of Ukraine to implement educational reforms.

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 provide external communications and media support to the Ministry's leadership on key education reforms.

III. SCOPE OF SERVICES

- Preparing, editing, and adapting written materials for the Ministry's senior officials on education reforms and the Ministry's key areas of work.

- Developing speeches, talking points, key messages, comments, and other materials for use by the Ministry's senior officials in their public engagements and official communications.
- Providing technical and logistical communications support for the participation of the Ministry's leadership in public events, meetings, interviews, and other external communications.
- Coordinating the preparation and dissemination of information and materials to support consistent communications with other state and government institutions.
- Supporting media engagement activities by preparing background materials, briefing notes, and interview preparation materials for the Ministry's senior officials, including for interviews, comments, and media appearances.
- Supporting the preparation and alignment of communications materials related to key education reforms and promoting consistency of approved key messages across communications products.
- Monitoring the information environment and preparing recommendations for the Ministry's leadership on communications opportunities, current topics, and potential reputational risks.

IV. REPORTING

The Consultant shall report to the Project Coordinator/Project Co-Coordinator and work in coordination with the Deputy Ministers of Education and Science of Ukraine, relevant MoES directorates, and project managers involved in the implementation of Project activities. On operational matters, the Consultant shall cooperate with the Head of the World Bank Operations Management Team.

The Consultant shall submit monthly reports to Project coordinator / Project Co-coordinator in hard copy. The reports shall include a description of services provided during the reporting period.

V. PROVIDED RESOURCES

The MoES shall provide the Consultant in a timely manner with the information necessary for the performance of the assignment. The MoES may provide the Consultant with a workspace, including the equipment necessary to perform his/her functions (e.g., a computer, communication facilities, and office equipment).

VI. QUALIFICATION REQUIREMENTS

Minimum requirements (mandatory):

- At least 5 years of professional experience in the field of communications, PR or marketing

- At least 2 years of experience in a similar role as a press secretary, spokesperson or media advisor in government institutions, international organizations, or high-level public affairs
- At least 2 years 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 communications, public relations, or strategic content development, preferably in government, public sector, or non-profit organizations.
- Strong media relations skills, including engagement with national and international media
- Experience in crisis communication and reputation management
- Ability to craft clear and strategic messaging for speeches, press releases, and public statements
- Understanding of MoES policies, reforms, and political landscape
- Experience in stakeholder engagement with media, government institutions, and international organizations
- Excellent public speaking and negotiation skills
- Ability to work under high-pressure and fast-changing environments
- Strong analytical and media monitoring skills
- Proficiency in digital communication tools and media tracking

VII. PERIOD AND LOCATION OF EMPLOYMENT

The Consultant shall provide his/her services until 31.12.2026. The contract may be extended subject to satisfactory performance and mutual agreement between the Consultant and the Ministry of Education and Science (MoES) during the Program financing period.

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

The services are expected to be provided 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 may be required to travel to other regions of Ukraine to support the implementation of the Project.

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 & marina.chubenko@mon.gov.ua indicating the email subject: "LEARN-IC-SUP-2: Selection of Senior External Communications and Media Specialist: [NAME]".

The deadline for submission of the documents is 14:00 am Kyiv time November 03, 2026.

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