

TERMS OF REFERENCE

for Consulting Services (Individual Consultant)

Illustrator at the MoES Education Reform Communication Office

Contract No. LEARN-IC-NUS-1.8.1

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

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 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 create original, high-quality illustrations and visual assets that enhance the Ministry of Education and Science of Ukraine's (MoES) communication materials and are aligned with the MoES Strategic Action Plan and the Operation of the World Bank. The Illustrator will develop custom graphics for social media, educational materials, reports, infographics, and digital campaigns, ensuring a visually compelling and consistent style that aligns with MoES's visual identity.

III. SCOPE OF SERVICES

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

- Create original illustrations and custom graphics that support communication objectives of the MoES, including those under international projects such as LEARN and UIHERP.
- Develop visual content (e.g., illustrations for explainers, educational storyboards, thematic graphics) for use across MoES social media, website, digital campaigns, and printed communication materials.
- Ensure consistency in MoES's visual storytelling and maintain a recognizable brand identity
- Collaborate with the content team to co-create engaging and informative illustrations that translate complex education policy ideas into accessible visuals.
- Adapt illustrations to suit various platforms and audiences, including mobile-friendly, print-ready, and accessible formats.
- Contribute creative input to visual campaigns related to key reform milestones in ECE, school, higher education and science.
- Work on visual assets for donor-funded projects and campaigns, with a focus on clarity, cultural relevance, and emotional resonance.

IV. REPORTING

Illustrator at 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 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 3 years of professional experience in illustration, graphic design, or visual storytelling
- Strong proficiency in illustration software (Adobe Illustrator, Photoshop, Procreate, or equivalent)
- Proven portfolio showcasing a variety of illustration styles
- Experience in developing illustrations for social media, print, and digital platforms
- Fluency in Ukrainian and ability to work with written English (intermediate or higher)

Desired skills and qualifications:

- Experience in UX/UI design and motion graphics (animation for social media and digital campaigns)
- Understanding of visual storytelling and how to convey complex topics through illustrations
- Experience working with branding guidelines and maintaining visual consistency
- Basic knowledge of motion design and animation is a plus
- Ability to work under tight deadlines and adapt to evolving creative tasks

VII. PERIOD AND LOCATION OF EMPLOYMENT

The consultant shall provide his services until December 31, 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-1.8.1: Selection of Illustrator: [NAME]".

The deadline for submission of the documents is 13:00 am Kyiv time October 09, 2025.

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