

TERMS OF REFERENCE

for Consulting Services (Individual Consultant)

SMM manager at the Education Reform Communication Office

Contract No. LEARN-IC-NUS-1.5.1-R1

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 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 manage and execute MoES's social media activities, ensuring engaging, clear, and audience-driven content across platforms. The SMM Manager will be responsible for content planning, publication, trend monitoring, and performance analysis to enhance the Ministry's digital presence and public engagement. All activities should be aligned with the MoES Strategic Action Plan and the Operation of the World Bank.

III. SCOPE OF SERVICES

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

- Develop weekly content plans for all MoES channels, ensuring alignment with the overall communication strategy and reform priorities, including LEARN and UIHERP projects.
- Provide content planning for MoES top officials' social media accounts that aligns with the overall communication strategy and key messaging priorities.
- Create engaging and informative content (infographics, reels, short- and long-form videos) for all MoES social media platforms (Facebook, Instagram, YouTube, Telegram, TikTok, LinkedIn, etc.).
- Supervision of visual content creation (professional photos and videos) for events, campaigns, and success stories related in close collaboration with the content team.
- Ensuring that all communication products include engaging visual components (photo and video) that resonate with target audiences.
- Adapt content for different social media platforms, optimizing text, visuals, and multimedia for maximum engagement and platform-specific requirements.
- Maintain social networks and handle technical posting – ensuring timely and consistent daily updates.
- Engage with the audience across all platforms, responding to messages, comments, and inquiries promptly and with a professional tone.
- Analyze and monitor performance metrics, including reach, engagement, follower growth, and content effectiveness.
- Manage and moderate audience interactions, ensuring timely and high-quality responses to inquiries, including those on top officials' social media channels.
- Systematize and maintain a media archive, collecting and organizing a database of images and materials from public events featuring MoES top officials.
- Monitor mentions and tags of MoES and MoES top officials on social media to assess the impact of communication efforts and identify key discussion trends.
- Support the creation and development of new social media channels for MoES and its top officials.
- Track and implement social media trends, adapting content formats to maximize engagement

- Collaborate with the content team to ensure consistency in messaging and visual representation

IV. REPORTING

SMM manager at MoES Communications Office reports directly to the LEARN Project Coordinator. For operational matters, works in coordination with the Head of the World Bank Operations Management unit (project implementing unit).

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 social media management, digital communications, or content marketing
- Proven experience in managing and growing social media platforms (Facebook, Instagram, TikTok, YouTube, LinkedIn, Telegram, etc.)
- Experience in working with government institutions, NGOs, or donor-funded projects
- Understanding of content creation, engagement strategies, and audience analytics
- Fluency in Ukrainian

Desired skills and qualifications:

- Ability to create and adapt content formats (infographics, reels, video, motion graphics, interactive posts, etc.)
- Experience in audience interaction, including community management and reputation monitoring
- Knowledge of social media algorithms and trends, with the ability to apply data-driven decisions
- Experience in running targeted ad campaigns and boosting engagement through paid promotions
- Basic skills in graphic and video editing (Canva, CapCut, Adobe tools, or similar)
- Understanding of MoES reform priorities and the ability to translate complex topics into engaging content
- Ability to work under tight deadlines and handle multiple projects simultaneously

VII. PERIOD AND LOCATION OF EMPLOYMENT

The consultant shall provide his services until 31.12.2025 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-1.5.1-R1: Selection of SMM manager: [NAME]".

The deadline for submission of the documents is 17:00 am Kyiv time 10.10.2025.

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