

TERMS OF REFERENCE

For Consulting Services (Individual Consultant)

“Communications and Outreach Specialist”

Contract No. MoES-IC-04 _____

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 the 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 support of the World Bank Group. The Project implementation period is 2021-2026.

The Project Development Objective (PDO) is to improve efficiency, conditions for quality, and transparency in the higher education system of Ukraine.

The Project includes four components:

- Component 1: Sector-Wide Improvements to Governance, Financing, Quality, and Transparency;
- Component 2: Alliances/Partnerships for Improved Efficiency and Quality;
- Component 3: Capacity Building and Education Environment Enhancement;
- Component 4: Project Management, Monitoring & Evaluation

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.

As a requirement of the Loan Agreement, MoES established a Project Implementation Unit (PIU) to conduct day-to-day Project management and coordination in disbursement, procurement, financial management, compliance with environmental and social standards, reporting and other Project-related activities. In order to ensure efficient implementation of the Project, MoES shall engage individual consultants for the PIU.

II. OBJECTIVE

The objective of this assignment is to provide assistance and advice to MoES on day-to-day communication matters, relations with mass media, and on designing a long-term communications strategy to advance the above-mentioned Project and the larger higher education reform effort.

The Communications and Outreach Specialist shall provide consulting services as specified in this Terms of Reference.

III. SCOPE OF SERVICES

The Consultant shall provide the following services and tasks:

Communications Needs Assessment and Stakeholder Analysis

- Participate in development and implementation of a communications needs assessment;
- Support implementation of Stakeholder Engagement Plan (together with Social Specialist) through conducting a stakeholder analysis and mapping, including identification and consultation of key stakeholder groups.

Preparation for Communications Campaign

- Help develop a communications framework on behalf of MoES for higher education reform, which shall include:
 - Suggestions to MoES on how to build and sustain a coalition of stakeholders to advance the reform;
 - An overarching communications strategy to promote higher education reform, as well as subsidiary punctual campaigns to support specific policies;
- Identify capacity building needs within MoES for stakeholder engagement, public speaking and media relations;
- Support preparation of a Terms of Reference for a communications campaign (to be managed and implemented by a separate communications/outreach consulting firm), including a Statement of Purpose, SWOT analysis, evaluation and solutions for achieving campaign objectives.

Support for Implementation of Communications Campaign

- Maintaining database of key stakeholders;
- Maintain close connections with stakeholders of the campaign;
- Advise and support MoES on organization of meetings and focus groups, workshops and engagement with mass media, etc. related to the Project as well as the wider higher education reform program;
- Support Social Specialist as needed to organize and implement public consultations and stakeholder/citizen engagement and outreach related to the Project.

Support External Communications and MoES Project Webpage

- Produce press releases;
- Produce inputs to the Project web page and maintain its up-to-date content;
- Developing the Project web page;
- Coordinate with Social Specialist on relevant aspects of grievance redress mechanism to be embedded on Project web page.

Other

- Fulfilling other tasks and contributing to the Project activities and objectives as required by MoES.

IV. REPORTING

Communications and Outreach Specialist will report to Project Coordinator(s) and Project Manager - Lead of group of consultants. The Consultant shall submit monthly reports in hard copy. The reports shall include description of services provided by the Consultant during the reporting period.

V. PROVIDED RESOURCES

MoES shall provide the Consultant with 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):

- Master's Degree or complete higher education Degree in Communication, Journalism, Political Science, or other related fields;
- At least five (5) years' experience in PR, strategic communications and/or public opinion survey as Communication Specialist or related position;
- Experience cooperating with or working for public agencies or central executive bodies,
- Proven experience in planning and implementing communication campaigns;
- Proven experience in preparing press-releases, articles and other communication materials;
- Strong conceptual and analytical skills, with ability to quickly analyse data and information from different sources;
- Experience in conducting events for mass media;
- Fluency in Ukrainian and English, with excellent oral and writing skills in both languages;
- Advanced level of PC skills, knowledge and practical skills of using standard MS packages (MS Word, Excel, Power Point), email and databases;

Desired (optional) competences and experience

- Experience with international development organizations/ projects in the field of communications;
- Up-to-date knowledge of the education sector in Ukraine, particularly higher education sphere;
- Skills of working effectively in multi-stakeholder environment;
Successful experience in using creative tactics to communicate complex issues, tracking feedback and influencing decision-making.

VII. PERIOD AND LOCATION OF EMPLOYMENT

The Consultant shall provide his/her services for 2 years (24 months) with 3 months' probation period and possibility to extend the contract for the Project implementation period which lasts until December 31, 2026 in case of successful performance. The Consultant shall provide his/her services on full-time basis.

The incumbent will be based at the premises of the Project Implementation Office, in Kyiv, Ukraine. The Consultant may be required and expected to take business trips to other regions of Ukraine (as needed and as applicable) to support implementation of the Project.

VIII. APPLICATION PACKAGE

Interested persons should submit the following documents:

- CVs in Ukrainian and English;
- Overview of communication campaigns you took part in (please mention purpose of the campaign, your role and obtained results), no more than one page;
- List of articles, publications, screenshots, links, that prove your experience in developing of press-releases and articles, 2-3 pages in total;
- Certificate on English proficiency (if available).

The above documents are to be provided to the following email address: uiherp@mon.gov.ua indicating subject of the letter: «P171050: Selection of Communications and Outreach Specialist». The deadline for submission of the documents is 17:00 local time 09 February 2022.