

**POSITION: Communications Manager (VET)**

**(Category 2)**

**1. Objective(s) and Linkages to Reforms**

The Recovery and Reform Support Team (RST) at the Ministry of Education and Science of Ukraine (MoES) is a group of Ukrainian professionals (non-civil servants) funded on a temporary basis by the donors to provide targeted technical support and assist the Ministry in the design and implementation of recovery and reform priorities. The RST will assist in filling the capacity gaps in the design and implementation of priority reform strategies and programmes while strengthening links and partnerships between the Ministry’s priorities and relevant donor support.

The RST was established in 2019. It is currently helping the MoES to implement priority education reforms in the following areas: Early Childhood and Preschool Education, general secondary education reform – the New Ukrainian School (NUS), Vocational Education and Training (VET), as well as Public Administration Reform (PAR), Digital Transformation of Education and Donor Coordination Support.

**2.**  **Position and Reporting Lines**

The expert will report to the RST Director / RST Deputy Director (VET) and maintain close coordination and collaboration with the relevant Deputy Minister.

**3. Duration and Proposed Timeframe**

This consultancy appointment is expected to start in April 2024 and has an estimated duration of up to August 2025. Subject to the availability of funding, the performance of the selected consultant and the specific needs of the RST, the appointment may be extended. The probation period is one month.

**4. Main Duties, Responsibilities and Deliverables**

The expert is expected to provide assistance in the following areas:

* development of communication plans for the VET reform for its coverage on the website and social networks of the Ministry of Education and Science;
* development of communication materials, such as posts, press releases, newsletters, presentations, infographics, etc., reflecting the work on the implementation of the VET reform and promoting its key achievements, and their publication on websites and in social networks of the Ministry of Education and Science;
* accumulation and analysis of feedback from key stakeholders of VET;
* media monitoring of social networks regarding the VET reform;
* coordination of activities with other stakeholders and partners to implement the VET communication strategy;
* organisation and holding of special events, round tables, conferences and forums of the Ministry of Education and Science in the creation of textual and visual content related to the field of VET;
* development of the concept of the admission campaign to VET institutions and ensuring timely communication about the progress and results of the admission campaign in social networks.

**Expected** **Deliverables**

The following documents developed upon MoES request:

* communication plan of the VET reform, in accordance with the VET communication strategy, to highlight the reform in social networks of the Ministry of Education and Science;
* communication materials, such as posts, press releases, presentations, infographics, etc., reflecting the work on the implementation of the VET reform and promoting its key achievements, and ensuring their publication in social networks of the Ministry of Education and Science;
* regular reports on the results of feedback from key stakeholders of VET;
* terms of reference for the creation of communication materials (reels, videos, etc.) by other stakeholders and partners for the implementation of the VET communication strategy;
* VET news digest and ensuring its regular (monthly) mailing.

Consulting services and assistance provided in:

* organisation and holding of special events, round tables, conferences and forums of the Ministry of Education and Science in the creation of textual and visual content related to the field of VET;
* development of the concept of the admission campaign to VET schools and ensuring timely communication about the progress and results of the admission campaign in social networks;
* preparation of information and analytical reports (as needed).

**5. Qualifications, Skills and Experience**

**5.1 Qualifications and skills:**

* Master’s degree (or equivalent) in a relevant field (communications, marketing);
* Perfect Ukrainian and fluent English;
* Impeccable ethical standards;
* Excellent communication and interpersonal skills;
* Strong organisational management, analytical and presentation skills;
* Motivated team player with the ability to work independently.

**5.2 Professional experience:**

* More than 5 years of general post-graduate professional experience;
* Experience of work in the education sector would be an asset.

**5.3 Other competencies:**

* More than 3 years of professional experience in communications;
* Experience in working with local and international education experts, as well as different types of educational stakeholders;
* Familiarity with the reform agenda in Ukraine would be an asset;
* General PC proficiency (MS Office, E-mail software, web surfing, social networks);
* Basic knowledge of Adobe Photoshop, Adobe Illustrator or other graphics editor;
* Experience in working with MailChimp or other email marketing services;
* Experience in project management including for donor-supported projects would be an asset;
* Knowledge of administrative and reporting procedures of the EU and other donors would be an asset;
* Experience working with a multidisciplinary team would be an asset.

**6. Funding Source**

The funding source of this assignment is the EBRD Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA). Contributors to the MDA are Latvia, Austria, Denmark, Finland, France, Germany, Italy, Japan, the Netherlands, Norway, Poland, Sweden, Switzerland, the United Kingdom, the United States and the European Union, the largest donor.

Please note that selection and contracting will be subject to the availability of funding.

**7. Submissions**

Submissions must be prepared in English only and be delivered electronically by 21.04.2024, 23:59 (Kyiv time) to the following address: rstmoes.recruitment@gmail.com. All submissions must include a completed [Application Form](https://docs.google.com/document/d/1xP8QTVwmfjw7KoUeNgcUssv6JhvMS_Aq/edit?usp=sharing&ouid=107577362691428099196&rtpof=true&sd=true), [NDA Form](https://docs.google.com/document/d/1RpVRFwoxGGuFYt_QMrCwD5ic0-n14npt/edit?usp=sharing&ouid=107577362691428099196&rtpof=true&sd=true), the candidate’s Curriculum Vitae and Reference Letter from a recent supervisor (original in English, or Ukrainian with English translation) together with the contact details for two further referees who, if contacted, can attest to the professional and/or educational background of the candidate. In case of availability of a professional portfolio presenting experience in working with tools for visual content creation, it also must be submitted along with other application documents.

Only applications that have been submitted using the correct template and are completed will be considered.

**8. Selection Procedure**

Following the evaluation of all applications received, selected candidates may be invited to the tests. Only shortlisted candidates will be invited to the interview.