

TERMS OF REFERENCE**Expert, Communications
(Category 2)**

ToR Date of Issuance: September 12, 2024

Due Date for Applications: February 24, 2025

1. Objective(s) and Linkages to Reforms

The Recovery and Reform Support Team (RST) at the Ministry of Energy of Ukraine (the Ministry) is a group of Ukrainian professionals (non-civil servants) funded on a temporary basis through the Ukraine Recovery and Reforms Architecture (URA)¹ programme that provides targeted technical support and assists the Ministry in the design and implementation of priority reforms. The RST at the Ministry was launched in 2021 to assist the Ministry with the implementation of priority reforms in the following areas: integrated approach to the formulation of energy policy, ensuring efficient operation of energy markets, coal industry reform, improving energy efficiency, implementation of the National Emission Reduction Plan, public administration reform and capacity building.

Since February 2022, the RST has also assisted the Ministry in ensuring the stability of the energy system in the context of heavy damages inflicted on its critical infrastructure by the ongoing war in Ukraine. The team provides coordination, analytical and expert support to the Ministry in areas such as evaluation of damages, repair of critical infrastructure, formulation of energy sector related recovery plans and cooperation with international partners.

2. Position and Reporting Lines

The Expert, Communications within Energy Aid Hub (the Hub) will be a full-time consultant in the RST at the Ministry.

The Expert, Communications at Hub will be responsible for providing communicational support for the Hub, and RST, in particular highlighting the Hub's activities, developing performance statistics, creating impactful informational materials, maintaining stakeholder communication, and providing timely support for urgent needs.

The Expert, Communications will be subordinated to and coordinated by the Project Manager on Urgent Recovery and the Head of the Hub. The Expert will work closely with RST Expert on Communication Strategy Development.

The Expert will report to the RST Director.

3. Duration and Proposed Timeframe

The consultancy appointment is expected to start in March 2025. Duration of the assignment is subject to the availability of project funding, the consultant's performance, and the specific requirements of the RST.

¹ Ukraine Recovery and Reform Architecture (URA) is a comprehensive technical assistance programme deployed by the European Bank for Reconstruction and Development (EBRD), in partnership with the European Union, to support critical reform processes in Ukraine. URA is financed from the Ukraine Stabilisation and Sustainable Growth Multi-Donor Account (MDA) managed by the EBRD.

4. Main Duties, Responsibilities

- crafting clear and engaging summaries of the Hub's key activities on a weekly and monthly basis;
- supporting the RST with necessary communicational materials development;
- compiling and presenting detailed statistics that illustrate the Hub's performance, including tracking and reporting on donor and partner engagement to provide a comprehensive view of the Hub's impact;
- creating powerful and informative materials for use in presentations and awareness campaigns;
- developing articles, leaflets, infographics and other explanatory materials for various target audiences;
- promptly drafting and designing materials as needed by the RST Director, Expert on Communication Strategy Development and Project Manager on Urgent Recovery;
- building and maintaining strong communication channels with the stakeholders;
- collaborating with the RST Expert on Communication Strategy Development on communicational materials development;
- providing other support upon request from the RST Director and Project Manager.

5. Qualifications, Skills and Experience

5.1 Qualifications and Skills

- Bachelor's, Specialist's or Master's degree in Communications, Public Relations, Journalism, Marketing, or a related field;
- strong digital skills and ability to prepare presentational materials;
- strong organisational management, communication and presentation skills;
- fluency in Ukrainian and English;
- PC proficiency(advanced PowerPoint, Project, Excel, Word skills).

5.2 Professional Experience:

- at least 5 years of general professional experience;
- at least 1 year of experience in one or more areas related to the communications, marketing, digital marketing, design.

5.3 Other Experience

- proven knowledge and professional experience in communications;
- prior experience of work in donor funded projects or in public institutions is a plus;
- a good understanding of energy sector and familiarity with humanitarian aid for Ukraine is an asset;
- experience of providing consultancy services in communications to government agencies is an asset;
- excellent interpersonal and intercultural skills;
- ability to work under pressure and meet tight deadlines.

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 Austria, Denmark, Finland, France, Germany, Italy, Japan, Latvia, the Netherlands, Norway, Poland, Sweden, Switzerland, the United Kingdom, the United States and the European Union.

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

7. Submissions

Submissions must be prepared in English only and delivered electronically by **February 24, 2025 by 23:59 (Kyiv Time)** to the following address: **rst.mev@gmail.com**

All submissions must include a completed Application Form, NDA Form, the candidate's Curriculum Vitae and contact details of three referees who, if contacted, can attest to the professional background of the candidate.

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

The Application Form and NDA Form can be found on the publication resource.

Important notice: only Ukrainian nationals are eligible to apply; civil servants are not eligible to apply unless 6 months have elapsed since they left such employment.

8. Selection Procedure

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