

Request for proposals
Communication specialists
SALAR's support to administrative services development in Ukraine
2021-2023

Location: Kyiv
Duration: 27 months

SKL International is looking for a communication specialist for supporting the implementation of the project SALAR support to administrative services development in Ukraine 2021-2023. The position shall be consultancy contracts for around 27 months.

The Communication Specialist should be experienced in working on communication matters in international development cooperation and or the field of the Ukrainian Decentralisation Reform. The candidates should be highly professional and able to work efficiently both with communication content and with coordination of communication and awareness raising activities on the local, regional and national level. We are looking for self-motivated and highly analytical persons, who can navigate in a dynamic and changing environment and who are able to communicate milestones of the project to main stakeholders and to the people of Ukraine.

About SKL International

SKL International is a subsidiary to the Swedish Association of Local Authorities and Regions (SALAR), representing all 290 municipalities and 20 county councils in Sweden. We are a leading consultancy company supporting local democracy and good governance in developing and transition countries. Our expertise covers areas such as capacity building on municipal management and service delivery; local and regional development; decentralisation policies; support to local government associations; and European Integration. Geographically, SKL International's projects covers countries in Central and Eastern Europe as well as Africa, Asia and Latin America.

Description of the assignment context

The Swedish International Development Cooperation Agency (Sida) has through SALAR and other organisations, implemented Component 2 of the EU commissioned programme *U-LEAD with Europe: Ukraine Local Empowerment, Accountability and Development Programme 2016-2021*, funded by the EU and its member states Germany, Sweden, Denmark, Poland, Estonia and Slovenia. The implementation of the Programme has resulted in 484 Administrative Service Centers (ASCs) established or modernised in newly formed hromadas and a total of 1 300 access points to services supported institutionally and physically.

In addition the Programme has also developed methodology manuals for the ASC establishment, supported policy development in the sphere of decentralisation of service provision and supported the development of e-governance infrastructure for service provision.

Support to administrative services development in Ukraine 2021-2023 is based on SALAR's

experience in implementing U-LEAD and will be a follow up project of U-LEAD support to administrative service provision in Ukraine. The project is funded by Sida and the main objective is to **improve the capacity of local authorities to deliver administrative services for the benefit of the residents in Ukraine.**

The main activities will be targeting the following expected **outcomes**:

Outcome 1: Political leaders in local communities have the capacity to improve administrative service delivery

Outcome 2: ASC staff have the knowledge and capacity to provide effective services

Outcome 3: Political leaders and officials in local authorities use ASCs to enhance citizens' engagement and information sharing

Outcome 4: National policy actors consider the needs of local communities (and the project experience and expertise) in national administrative service policy development

Activities

1. A Help Desk for hromadas, providing consultation support on ASC development and improving service provision
2. Training for ASC staff, including an automated on-line course
3. Policy advice and support in the sphere of regarding the provision of effective administrative services
4. Citizens' engagement and information sharing (Communication in U-LEAD Component 2)
5. Peer learning exchanges between hromadas
6. Support to Starostas in service provision to residents in remote areas

Organisational set up

The project team in Ukraine will comprise of following units: management, policy advise and support, Help-Desk, Training, Citizen engagement and information sharing (combined with external communication)

The role of the Communication specialist

The Project Communication Specialist is expected to:

- Develop and implement an effective communications strategy for the project in collaboration with management
- work closely with all actors on communication matters: SKL International, hromadas and other actors (e.g. Oblast State Administrations, Local Government Development Centres etc.) in order to reach common visibility standards and recognition of the project;
- work closely with the core team in Kyiv and Stockholm;
- work with regional and national media to provide better visibility of the project;
- produce and disseminate content (texts and visuals) relevant for media, social media, website, etc.;
- support the organisation of various public events on national level in order to achieve better understanding of the project, recognition and visibility;
- coordinate efficiently with vendors (design and print houses, BTL agencies, MB agencies, production houses etc.)
- contribute to the annual and final reports to Sida.

It is required to be able to travel frequently in Ukraine

Reporting

The unit reports to Stockholm management unit and Team Leader in Ukraine.

Required Skills and Experience

- University Degree in journalism, communications or equivalent (Master degree is a strong asset)
- at least 5 years of relevant professional experience performing tasks similar to the described job position
- evident experience in creating high-level communication content and organizing communication of events
- proven ability to use creative and effective communication tools
- evident experience in liaising and co-operating with media journalists, government officials, NGOs and the private sector
- previous experience of working with the governmental sector is a strong asset
- excellent computer literacy (MS Office; Windows, social media platforms)
- excellent written and verbal communication skills, as well as report writing and analytical skills
- fluency in English and Ukrainian.

Conditions & Logistics

A consultancy contract will be signed between SKL International and the Coordinator, which will outline the conditions for the position in detail. Please note this position is **not** an employment position, meaning that applicants must be established as consultants and will be liable to pay all relevant taxes and insurances.

A competitive consultancy fee will be offered to the successful candidate.

Evaluation of response & selection

Interested applicants should send their proposal, comprising the following documents, to SKL International no later than **August 1, 2021**:

- a) A short explanation of the applicant's suitability for the assignment (maximum one A4-page)
- b) Up-to-date CV indicating relevant experience and qualifications
- c) A statement on when the applicant will be available to start the position and confirmation that the applicant will be available to work on the project full time until the end of the project.

The communication specialist will be selected based on their professional experience and competences matching the requirements described above.

This Request for Position is issued on **July 9, 2021**. Proposals and questions should be sent latest **August 1, 2021** by email to: opportunity@sklinternational.se

Mark your email with **Communication specialist Ukraine 2021-2023** in the subject.

No compensation is paid for proposals and interviews during the recruitment process.

Questions regarding the position can be sent to the same email (opportunity@sklinternational.se) until July 29, 2021. Responses to questions will be shared to applicants by email.

Interviews with shortlisted applicants are expected to be held via Teams/Zoom in the period between **August 3-6, 2021**. Only shortlisted applicants will receive a respond by email after final round of interviews.

The personal information provided by the applicant in the procurement process will be handled by SKL International.

Diversity and equal opportunities

SKL International embraces diversity and respects human rights in all areas of its work. SKL International strives to create a gender-equal and diverse working environment. Consultants shall respect equal rights of individuals and strive to create an atmosphere where people's differences are accepted and valued.

SKL International supports working arrangements that enable personnel to combine work with family commitments.