

TERMS OF REFERENCE

ADVOCACY & COMMUNICATIONS ADVISOR

FOR THE NATIONAL DEINSTITUTIONALIZATION REFORM OFFICE

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Due Date for Applications:	Apr 07, 2017

PRSM is committed to providing equal employment opportunity without regard to race, color, religion, gender, sexual orientation, national or ethnic origin, age, disability or status as a veteran with respect to policies, programs, and activities.

Background

The Professionals for Reform Support Mechanism (PRSM) provides human resource support – from managers to technical experts - to critical reform initiatives undertaken by national governmental agencies. PRSM is a multi-donor platform, which improves coordination of donor efforts for greater impact and avoids overlap of donor funding. It does not support routine work of the Government of Ukraine that is normally managed by the civil service. To do this, PRSM: **Selects initiatives** based on clearly defined links to reform initiatives

- Ensures transparent **recruitment** of human resources
- Manages the **contracting** and payment of human resources
- Provides financial **reports** for donors
- **Monitors** initiatives for results.

Reform Initiative

Within the framework of the National Strategy for Institutional Children’s Care System Reform the Ombudsman has initiated to establish the National Deinstitutionalization (DI) Reform office that will act as an independent donor-funded non-government office with certain mandate from the Presidential Administration to coordinate, monitor and build up cooperation and interaction between executive authorities and local authorities regarding the implementation of the Reform.

The office will be supervised by the Steering Committee to plan, implement, communicate, coordinate and monitor stakeholders for the Institutional Children’s Care System Reform.

Based on the reform framework, it is planned the National DI Reform Office will cover three sectors:

1. DI-transition planning policy development.
2. Responsible community concept implementation and piloting.
3. Intersectoral supportive division.

Position Summary:

Advocacy & Communications Advisor will be responsible for raising the awareness on national, regional and local levels about child challenges and institutionalization as well as forming and promoting new family oriented and child focused values in a frame of DI reform.

Preferred Qualifications and Skills:

- Master degree, preferably in Communication, Journalism, International Relations, Philology or other related areas;
- High level (professional) of competency in Ukrainian and English language, both written and verbal;
- Knowing of different aspects of public information and communication;
- Ability to address a range of issues in the context of DI reform;
- Ability to conceptualize, design and implement major information campaigns on DI reform;
- Ability to rapidly analyze and integrate diverse information from varied sources;
- Ability to diplomatically handle sensitive situations with target audiences and cultivate productive relationships;
- Ability to produce a variety of written and visual communication products in a clear, concise style;
- Familiarity with DI , DI international practices, children’s right legislation, and full understanding of current challenges in Ukraine in that sphere;
- Understanding of the reform agenda with professional involvement over the past 5 years;
- Proven ability to understand and diagnose problems and issues and effectively develop communication and awareness strategies;
- Understanding the role of media and communications in reforming of social, educational, medical environment in Ukraine;
- Initiative, good leadership skills, communicative, responsible, ready to follow, lead and work in team.

Indicative duties and responsibilities:**Management:**

- a. Use of media and communications to raise awareness about, child maltreatment, abandonment, exploitation/trafficking, and institutionalization; to change community attitudes about the rights and needs of children; and to provide accurate and essential information to inform community dialogues and planning to address these issues;
- b. Identify and keep in regular communication with media partners;
- c. Build local, regional, and national advocacy networks to work with the Ombudsman’s and other government offices to create a dissemination network for information, and promote reform at all levels of government & civil society;
- d. Establish an information network to maintain awareness within the media and advocacy groups;
- e. Social networks: attract attention and participation thru the use of conventional and electronic/innovative media (use of video, websites, Facebook/Twitter, etc.);
- f. Develop communication packages, finalize presentations for all partners.

Operation:

HUMAN RESOURCE SUPPORT FOR CRITICAL REFORM INITIATIVES

- a. Creating the plan of establishment of collaborative spirit in Mass Media circles about issues raised;
- b. Producing the advocacy instruments;
- c. Organizing the awareness events (Round tables, conferences, seminars, trainings, hearing) with the advocacy instruments;
- d. Write press releases, articles etc.;
- e. Producing the Radio and TV products with a new family-oriented and child focused values;
- f. Reporting.

Contract Duration and Timing:

The total duration of the consultancy is expected to be 3 months, with possible extension, based in Kyiv.

To apply:

Submissions must be prepared in English and delivered electronically by 17:00 Kyiv time on April 07, 2017 to the following address: prsm@fsr.org.ua. We do not welcome unsolicited phone calls.

All submissions must include:

- 1) Applicant's CV (in English);
- 2) Applicant brief letter of interest indicated related experience and achievements.

Please ensure to state **Advocacy & Communications Advisor** in the e-mail subject line.

Applications received after the indicated deadline or without letter of interest will not be reviewed and considered.

Shortlisted candidates will be contacted after April 10, 2017.