

## **Terms of References**

### **Communication Lead**

Programme: “Swedish Support to Decentralisation Reforms and Recovery in Ukraine 2024-2028”

#### **About SALAR International & its engagement in Ukraine**

SALAR International is a subsidiary of the Swedish Association of Local Authorities and Regions (SALAR), representing all 290 municipalities and 21 regions in Sweden. As the international branch of SALAR, we work globally to support local democracy and good governance in developing and transitioning countries. Our expertise covers areas such as capacity building in municipal management and service delivery, local and regional development planning, support for local government associations, decentralisation policies and European integration. Geographically, SALAR International’s projects cover countries in Eastern Europe, the Caucasus, the Middle East and the Sub-Saharan Africa.

SALAR International has been engaged in Ukraine since 2014, providing support to Ukraine’s decentralisation process through three major initiatives focusing on building a robust multi-level governance system, increasing accessibility and quality of services at the local level, and enhancing international cooperation between municipalities from Ukraine and the EU. After the full-scale invasion, SALAR International has added crisis support to Ukrainian municipalities, providing them with material assistance.

#### **Description of the assignment context**

SALAR International has finalised its current projects in Ukraine (DSP and Prosto), which were initiated before the full-scale invasion. To address the changing needs of Ukrainian municipalities and national actors during wartime, a new multi-level program has been initiated, to be financed by the Swedish International Development Cooperation Agency (Sida).

SALAR International is currently in the preparatory phase of the new programme, with estimated activities scheduled to begin in July or August 2024. The programme is planned for four years, but activities are currently outlined for the first 24 months.

The new programme aims to work with both short and long-term focus on addressing the needs of the multi-level governance system in Ukraine and in parallel strengthen municipalities’ public service provision, as well as their direct engagement in the recovery and reconstruction process, in line with the requirements of EU accession.

The programme will consist of two components: one focusing on policy and collaboration with national actors, and the other providing direct support to municipalities. It will encompass five thematic areas: Education, Fiscal Decentralisation and Budgeting, Administrative Service Provision, Locally-led Recovery, and International Municipal Cooperation. The programme will procure material support to address the crisis needs of municipalities and coordinate with other international actors to finance the implementation of recovery plans.

#### **Organisational set up**

The programme is a joint Swedish-Ukrainian initiative with management structures in both Stockholm and Kyiv. It encourages a flat organisational structure, meaning a high degree of autonomy and

responsibility for involved experts, as well as strong local ownership among beneficiaries such as national stakeholders and Ukrainian municipalities.

It is expected that more than 50 people will be working full-time in Ukraine within various thematic teams as well as support units.

The programme has its office in Kyiv but will implement activities in all regions controlled by the Ukrainian government.

### **Role description**

The Communication Lead will have the role of managing the work with the programme communication in close collaboration with the communication specialist and in dialogue with the management units and SALAR International's communication expert in Stockholm.

The Communication Lead will have an important role in developing the programme identity and communication strategy from start.

### **Main responsibilities**

- Develop and implement an effective communication strategy for the programme;
- Coordinate the overall external programme communication;
- Work closely with all actors on communication matters: SALAR International, Ukrainian Ministries, Local Governments, Oblast Administrations and other relevant actors in order to reach common visibility standards and recognition of the project;
- Support the communication specialist;
- Disseminate and share programme content (texts and visuals) in relevant channels in Ukraine as well as to the communication expert in Stockholm;
- 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.);
- Guide the work to establish a brand identity for the programme, including developing a graphic profile, logotype and other relevant materials;
- Contribute to the annual and final reports to Sida;
- Evaluate programme communication and its reach on a regular basis.

### **Qualifications**

- Bachelor's degree in journalism, communications or equivalent (Master degree is a strong asset);
- At least 6 years of relevant professional experience of performing tasks similar to the responsibilities described for this position;
- Experience in developing a high quality project communication profile;
- Experience in liaising and co-operating with vendors, media journalists, government officials, NGOs and the private sector;
- Proven ability to use creative and effective communication tools;
- Excellent computer literacy (MS Office; Windows, social media platforms);
- Excellent written and verbal communication skills, as well as report writing and analytical skills;
- Experience of working with international cooperation;
- Fluency in Ukrainian and English.

**Merits**

- Knowledge of and interest in local self-governance and national reform processes in Ukraine;
- Experience of leading team members.

**Diversity and equal opportunities**

SALAR International embraces diversity and respects human rights in all areas of its work. SALAR International strives to create a gender-equal and diverse working environment. Team members shall respect equal rights of individuals and strive to create an atmosphere where people's differences are accepted and valued. SALAR International supports working arrangements that enable personnel to combine work with family commitments.

**Conditions**

A consultancy contract will be signed between SALAR International and the expert 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 in Ukraine.

A competitive consultancy fee will be offered to the successful candidate. Life and travel insurance is provided to those travelling within Ukraine.

**Duration:** 23 months full- time, with possibility of extension.

**Location:** Kyiv. Physical presence in the project office is required.

**Application:** Send your application with max 3 page CV and 1 page cover letter to [ukraine@salarinternational.se](mailto:ukraine@salarinternational.se). Please note "Communication Lead" in the subject line. The interviews will be conducted on an ongoing basis. Only shortlisted applicants will receive a response by email when the recruitment has been finalised.

For any questions or clarifications, please contact: [ukraine@salarinternational.se](mailto:ukraine@salarinternational.se).

Personal information provided by the applicant in the recruitment process will be handled by SALAR International.

**Deadline:** 16 June 2024