

Terms of References

Communication Specialist

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.

Currently, SALAR International is implementing two major programmes in Ukraine. The first programme is managed and implemented together with **Avfall Sverige** (the Swedish Association of Waste Management and Recycling), who is the main national stakeholder and association in the field of waste management and recycling in Sweden. With 400 members, representing all municipalities, municipal companies and the private waste management sector, Avfall Sverige is the main national voice for its members and is monitoring and safeguarding the members' interests in all areas of waste management. Avfall Sverige is also a main national knowledge broker in the field of waste management and acts to promote the exchange of best practices, innovation and ideas. Avfall Sverige also has long term commitments internationally in support to municipal waste management reforms.

The role as Communication specialists will include working with the two programmes:

1. **WM4U: Strengthening Municipal Waste Management in Ukraine (2024–2027)** This programme, funded by the Government of Sweden through the Swedish International Development Cooperation Agency (Sida), is a strategic partnership with Avfall Sverige and SALAR International. It focuses on fostering sustainable and efficient waste management practices across Ukrainian municipalities.
2. **Polaris: Supporting Multilevel Governance in Ukraine (2024–2028)** Also funded by Sida, Polaris aims to strengthen Ukraine's multilevel governance system, enhance public service delivery, and support recovery efforts in alignment with EU accession goals. The programme encompasses five thematic areas: education, fiscal decentralisation and budgeting, administrative services, local-led recovery, and international municipal cooperation.

The position of Communication Specialist will be shared between these two programmes, providing support for their implementation. By collaborating on key communication initiatives, the role will help ensure the effective dissemination of programmes objectives, enhance stakeholder engagement, and contribute to the success of programmes' mission in Ukraine.

The division and concrete tasks for each programme will be developed in dialogue with the team.

Role description

The Communication Specialist will have the role of managing the work with the programme communication in Ukraine in close collaboration with the thematic teams in Ukraine, communication experts in Sweden and in dialogue with the management units.

The Communication Specialist will have an important role in supporting and maintaining the programmes visibility and communication strategy in Ukraine.

Main responsibilities

- Contribute to and implement the program's communication strategy work closely with communication experts in Sweden;
- Coordinate the overall external programme communication in Ukraine;
- Work closely with all actors on communication matters: Eg. Avfall Sverige, SALAR International, Ukrainian Ministries, Local Governments, Oblast Administrations, other national and international actors in order to reach common visibility standards and recognition of the programme;
- Oversee the development of the webpage and manage the operation webpage and social media of the programme;
- Draft and manage content development (e.g. press releases, articles, visual and video materials, etc.);
- Plan and organise communication events (e.g. press conferences, briefings, etc., both off- and on-line formats, or through contractual service providers);
- Support thematic teams (including international experts) during their events, including visibility, editing and sharing related news;
- Find vendors for various communication activities and manage them;
- Contribute to analysing media reach out to various target groups and reporting upon request;
- Work closely with the administrative and logistics unit to ensure high quality production of visibility materials;
- Ensuring gender-balanced external and visible communication.
- Contribute to the annual and final reports to Sida;

Qualifications

- Bachelor's degree in journalism, communications, PR or any other relevant field (Master degree is a strong asset);
- At least 4 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;
- Interest in environment and climate issues.

Diversity and equal opportunities

The program embraces diversity and respects human rights in all areas of its work. The program 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. The program supports working arrangements that enable personnel to combine work with family commitments.

Selection criteria

The selection of candidates will be based on the following criteria: professional experience, communication skills, ability to work in the office in Kyiv and travel in Ukraine.

Conditions

A consultancy contract will be signed between SALAR International on behalf of the program 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: 12 months with possibility of extension.

Location: Kyiv.

Application: Send your application with max 3-page CV and max 1 page cover letter to opportunity@salarinternational.se.

Please note "Communication Specialist" in the subject line. Only shortlisted applicants will receive a response by email when the recruitment has been finalised.

For any questions or clarifications, please contact: pontus.forberg@skr.se.

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

Deadline: 26th January 2025. Applications will be reviewed on a rolling basis.