**Terms of Reference**

**for** **a National Communication Adviser**

**for the Parliamentary Committee on Anti-Corruption Policy**

**Background:**

The EU Anti-Corruption Initiative (EUACI) is the flagship EU program in Ukraine funded by the EU, co-funded and implemented by the Ministry of Foreign Affairs of Denmark. The EUACI’s strategic objectives are: corruption in Ukraine is reduced; Ukraine advances with anti-corruption reform; and the reconstruction in war-affected areas of Ukraine is implemented within a framework that incorporates transparency, accountability, and integrity. Among its activities, the EUACI is providing support to Ukrainian partners in the field of EU integration and accession.

The Parliamentary Committee on Anti-Corruption Policy (CAP) is one of the program partners. The Committee performs legislative, oversight, and representation functions. The CAP is responsible for processing draft laws related to anti-corruption policy. It also oversees the policy implementation and performs corruption proofing of draft laws.

In view of that, EUACI agreed to support the Parliamentary Committee of Anti-Corruption Policy (CAP) in communication of the work of CAP.

**Objective:**

The main objective of technical support to be provided to the CAP within the framework of this engagement is to contribute to the effective communication of the work of the Parliamentary Committee on Anti-Corruption Policy.

In this context, the National communication adviser will be designated to assisting the CAP in communicating the progress and achievements of anti-corruption reforms in line with the international anti-corruption commitments of Ukraine.

**Scope of work:**

The National communication adviser will be working closely with the CAP management and EUACI for the fulfillment of the following tasks:

* Support in communicating the state of anti-corruption reforms and activities of the CAP related to European integration, as well as (if needed) assisting CAP in media advocacy of anti-corruption reforms.
* Conducting communication landscape assessment and assessing the detailed needs of the CAP related to external communications required for delivering planned communication activities.
* Implementation and improvement of communication strategy and tactics, analysing key stakeholders as well as preparation of related actions that will be taken over the coming period.
* Contribute to briefings, press conferences, press-releases, posts for social media, public comments, and statements on behalf of the Committee.
* Conducting on-the-job coaching sessions for the CAP leadership and members assisting in effectively communicating key messages, polishing narratives, and preparing for public communications.
* Conducting general media monitoring and development of a media database.
* Guiding CAP leadership on how to react in crisis communications.
* Other tasks as assigned.

The National communication adviser will be expected to work in close coordination with the EUACI representatives and will be required to report on the implementation of tasks.

The Adviser cannot represent the CAP or act as a spokesperson of the Committee. The Adviser must work as a professional, independent of party-political interests.

**Expected deliverables:**

The assignment includes providing expert support for the following key tasks:

* Briefings, press conferences, press releases, posts for social media, public comments, and statements.
* Communication advice for CAP leadership.
* Other thematic documents, including briefing notes, minutes, and charts.
* A final report of a maximum of five pages, excluding annexes as the final deliverable. The report shall provide an assessment of the achievements made in relation to the scope of work and deliverables and any critical issues/recommendations for possible follow-up.

**Timeline:**

The intended commencement date is the date of signature of the contract with the consultant, and the period of implementation of the contract will be 12 months, with a duration of 260 working days.

**Professional Requirements****:**

The contract can be awarded to the expert meeting the following criteria:

* A university degree in journalism or other related disciplines;
* At least 4 years of relevant professional experience as a communication expert or communication adviser with a focus on justice /the rule of law/anti-corruption field;
* Proven experience in providing communication services;
* Proven experience of working with or assisting public institutions in Ukraine in their communication work;
* Experience from working with the parliament would be an advantage;
* Comprehensive knowledge of the media landscape of Ukraine is obligatory;
* Excellent analytical and communication skills;
* Previous experience working with/knowledge of anti-corruption reform in Ukraine will be considered an asset;
* Fluency in written and oral Ukrainian and English.

Special requirements:

By signing the contracts, the contractors agree to hold in trust and confidence any information or documents ("confidential information"), disclosed to the contractor or discovered by the contractor or prepared by the contractors in the course of or as a result of the implementation of the contracts and agrees that it shall be used only for the purposes of the contract implementation and shall not be disclosed to any third party without EUACI and CAP authorisation.

Contractors will report to the EUACI. Contractors shall de-brief the EUACI prior to finalising the assignment.

**Bidding details:**

The bidder must submit the following information to be considered:

* CV (max. 3 pages);
* A list of assignments related to the sphere executed during the last three years.
* At least one example of paper, study, report, publication or another similar document prepared by the expert;
* A financial offer (including expert’s fees per day).

**Budget:**

The total contract budget for the expert cannot exceed **EUR 33,000.**

**How to apply:**

The deadline for submitting the proposals **is 10 March 2025, 18:00 Kyiv time.**

The proposals shall be submitted within the above deadline to [euaci@um.dk](mailto:euaci@um.dk) and [ievrom@um.dk](mailto:ievrom@um.dk) indicating the subject line **“Tender: National Communication Adviser for CAP”**.

The applicant will receive an auto-reply from euaci@um.dk when the application is received. If an auto-reply is not received, please contact the EUACI.

Bidding language: **English**.

Any clarification questions for the bid request should be addressed to [euaci@um.dk](mailto:euaci@um.dk) and [ievrom@um.dk](mailto:ievrom@um.dk), **no later than 6 March 2025, 18:00 Kyiv time.**

**Evaluation criteria:**

Bids will be evaluated under the criteria provided below:

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| **#** | **Criteria** | **Weight** |
| 1 | Criterion 1: Professional experience, including the length of experience, the proven track record of practical expertise in the given field, quality of example of the analytical product provided | 70% |
| 2 | Criterion 2: Financial offer | 30% |