



CENTRAL PROJECT MANAGEMENT AGENCY

to work in Ukraine is looking

EXPRESSION OF INTEREST FOR THE COMMUNICATION OFFICER (CO 2) SERVICES

APPLICATION DEADLINE | 29th of March, 2021, TIME: 12:00 Vilnius time

OPPORTUNITY TYPE | Service Contract for 12 months with the possibility of extension

MAXIMUM RATE | max 2 100 EUR per month (including all possible taxes and other costs)

EXPECTED STARTING DATE: April 2021

ORGANISATION | Central Project Management Agency (CPMA), Lithuania

DUTY LOCATION | Kyiv, Ukraine (including regional coverage)

NB: SUBMIT YOUR CVS TO THE INDICATED E-MAIL ADDRESS |

1. Ms. Austėja Vilkelytė, Project Manager, CPMA, e-mail: Austėja Vilkelytė a.vilkelyte@cpva.lt.

2. Ms. Ieva Šalaševičienė, Project Manager, CPMA, e-mail: Ieva Šalaševičienė i.salaseviciene@cpva.lt.

Be informed that only the shortlisted candidates will be contacted to take part at the further procurement stages planned to be organized in April, 2021.

PROGRAMME / ACTION DESCRIPTION: the overall objective of the EU programme Public Finance Management Support Programme for Ukraine - (**EU4PFM**), with the total budget of 55.5 MEUR for the period of 12th December 2018 until 12th December 2023 is to improve Public Finance Management (PFM) in Ukraine, thereby ultimately improving public service delivery and the business climate. The EU assistance on PFM will provide a major impetus to the implementation of the Government PFM strategy. The main beneficiaries are the Ministry of Finance of Ukraine, State Tax Service and the State Customs Service of Ukraine. The reform areas for the EU support programme in the area of public finance are as follows:

1. Support relevant national institutions in the improvement of budget preparation, implementation and control.
2. Contribute to the better management of public expenditures in the areas of public investments, fiscal risks and payroll management.
3. Support the further development of a modern, efficient and fair revenue collection system (tax and customs administration) and Financial Investigation Service.
4. Support relevant PFM institutions in the enhancement of their organizational capacities.

For more information regarding the overall Programme, please look up the link [EU4PFM](#).

The **Central Project Management Agency (hereafter – CPMA)** was identified to implement the Programme’s Component 3 and Component 4 (hereinafter – the Action). Component 3 is “Revenue mobilisation” that has a specific objective “Support the further development of a modern, efficient and fair revenue collection system”, Component 4 is “Horizontal functions and governance“ that has a specific objective “Support relevant PFM institutions in the enhancement of their organizational capacities”. The allocated budget to CPMA for the implementation period of the Action is 29.5 MEUR, of which 0.5 MEUR is the co-funding of



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the Republic of Lithuania, to be implemented during the period 19 December 2018 – 18 December 2022.

ORGANISATION: the CPMA is looking for the second Communication Officer (CO 2) for the implementation of the EU4PFM and Programme's Component 3 - "Revenue mobilisation" and Component 4 "Horizontal functions and governance" communication and visibility related activities. CPMA is looking for an experienced, professional, self-motivated person who can work effectively in a dynamic and changing environment and processes in order to reach the targeted results with high quality in a timely manner. The Communication Officer will contribute to and manage communication and visibility of the Action.

The CPMA leads the Action's implementation. The Project Team is based in Kyiv, including International Key Experts, National Project Coordinators, Communication Officer (CO 1), core teams of national long term experts and the Kyiv office staff.

The Communication Officer will work in close cooperation with the CPMA Project team (Project managers and the Finance officers) in Vilnius, with the Delegation of the European Union to Ukraine (hereafter – EUD) and will share information about the progress of the activities.

MISSION OF THE COMMUNICATION OFFICER: under the supervision and guidance of the CPMA Project team and the Project Team Leader and working in close cooperation with EUD task manager, EUD communication officer, the International Key Experts, Partner institutions, Communication Officer (CO 1) target groups, media, core teams of national long term experts, the Communication Officer (CO 2) will be responsible for the overall Communication strategy of the EU4PFM and Components 3 and 4. Communication Officer will be responsible for the implementation and improvement of Action's Communication strategy and Annual communication plans as well as supervision and provision of support to implementation of area (customs and tax) related communication campaigns and action plans as well as insurance of their compliance with Action's Communication strategy and Annual communication plans.

DUTIES AND RESPONSIBILITIES OF THE COMMUNICATION OFFICER:

- Review, design, draw up, manage, implement and monitor the Action's Communication strategy and Annual communication plans in line with EU visibility and communication guidelines and in close cooperation with EUD relevant program manager and EUD communication officer;
- Contribute to the implementation of area (customs and tax) related communication campaigns and action plans;
- Contribute to managing, updating, developing and editing of Action's online communication tools (Facebook, LinkedIn and etc.);



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- Support the administration of Action's intranet and Action's website including dissemination of information and visual supervision;
- Organize and implement Action's outreach events, surveys and other activities and related events;
- Conduct, analyze surveys, studies, assessments and other feedback tools to monitor and revise Action's communication and visibility plan;
- Creation and support of communication network of the public finance management institution of Ukraine;
- Establish, take part and maintain relevant networks and effective contacts with target groups as well as Partner institutions and core teams of national long term experts;
- Cooperate with NGOs, academia, business communities and other target groups in conducting joint events, opinion surveys and other communication activities;
- Build up, manage and improve media relations e.g. interacting with journalists, preparing suitable messages, press releases, info packages, briefings, articles and background papers, organizing press events, evaluating impact, etc.;
- Coordinate and assist to the Project Team in implementing various communication and visibility tasks (including communication campaigns and other communication and visibility activities implemented by the Partner institutions) under the scope of the Action;
- Gather information and data, produce and distribute messages through appropriate channels (electronic, print, audiovisual, etc.);
- Support planning and development of relevant information and communication products (dissemination materials, leaflets, brochures, etc.) and support dissemination of knowledge products (technical reports, studies);
- Draft and edit messages, articles and texts for external audiences, including traditional and social media;
- Seek texts' approval from the relevant program manager and communication officer at the EUD;
- Monitor national, regional and international media on Action's issues and provide media updates;
- Together with CPMA representative in charge manage external service providers' contracts to provide communication services (e.g. printing companies, design companies) and products (e.g. online tools, audiovisual productions, publications or visuals), monitor the delivery and use of results and evaluate external services;
- Provide EU4PFM expert team with communications expertise and support on both visual and editorial aspects, developing and harnessing their external communication skills;
- Handle any necessary tasks having to do with communication identified during the Project.

THE COMMUNICATION OFFICER SHOULD HAVE THE FOLLOWING PROFILE:

- University degree (BA or MA or equivalent) in Journalism, Communications Science, Social media or marketing, Public Relations (PR), Political Sciences and International relations, or related issues;
- 5 years of work experience in PR and Communication (preferably for governmental projects and reforms);



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- 2 years of experience of communication campaigns for reform initiatives (for the Ministries, state owned enterprises or NGOs);
- 2 years of experience of implementing interinstitutional PR and communication activities;
- Good understanding of the environment in which Action operates (economical, cultural, social, political);
- Working experience in technical assistance projects is an asset;
- Fluent in spoken and written English and Ukrainian;
- Good communication and reporting skills;
- Strong networking skills;
- Ability to plan and execute;
- The ability to manage a variety of tasks, prioritize a heavy workload and meet deadlines;
- Demonstrable experience of current communication tools, in particular social media;
- Very good copywriting and editing skills, including web editing;
- Full knowledge of the MS Office suite of tools (Word, Excel, PowerPoint, Outlook, and Explorer), Acrobat and Photoshop.

DIVERSITY AND EQUAL OPPORTUNITIES: CPMA embraces diversity and respects human rights in all areas of its work. Discrimination of any kind including based on gender, religion, sexual orientation, ethnicity or culture is not accepted. Personnel shall respect equal rights of individuals and strive to create an atmosphere where people's differences are accepted and valued.

DATA PROTECTION: responding to this Expression of interest you give consent to process your personal data. Please note your data will be stored on the central server at CPMA. Please find more information by visiting the following website: <https://www.cpva.lt/en/protection-of-personal-data/558>. All information received will be stored on our secure servers, which are not accessible from the public website for third parties. The purpose of processing of the data you submit is to manage each expressed interest in view of a possible pre-selection at CPMA. The lawfulness of the processing is based on Regulation (EU) 2018/1725 of the European Parliament and of the Council of 23 October 2018 on the protection of natural persons with regard to the processing of personal data by the Union institutions, bodies, offices and agencies and on the free movement of such data.