**Strategic Communication Adviser to Specialized Anti-Corruption Prosecutor’s Office (SAPO)**

**Terms of Reference**

1. **Background**

The European Union Anti-Corruption Initiative in Ukraine (EUACI) is the European Union (EU) program in the area of anti-corruption in Ukraine, co-funded and implemented by the Ministry of Foreign Affairs of Denmark on behalf of the EU. Based on the significant results of the EUACI Phase II in 2020-2024, Denmark and the EU decided to continue a third phase of the program aimed at supporting Ukraine in its efforts to reduce corruption at the national and local level through the empowerment of citizens, civil society and state institutions.

The EUACI Phase III strategic objectives are that corruption in Ukraine is reduced; Ukraine advances with anti-corruption reform; and reconstruction in war-affected areas of Ukraine is implemented within a framework that incorporates transparency, accountability and integrity.

The EUACI has four intervention areas, namely:

1. Support to independent state institutions fighting and preventing corruption;
2. Transparency and accountability of the reconstruction process;
3. Support cities in war-affected areas in enhancing integrity in the reconstruction process;
4. Civil society and media in preventing and fighting corruption.

In December 2023 Parliament of Ukraine adopted amendments to the Criminal Procedural Code of Ukraine and other legislative acts of Ukraine, which strengthened the independence of the Specialized Anti-Corruption Prosecutor's Office (SAPO). SAPO gained more organizational autonomy from the Office of General Prosecutor and became separated prosecutor’s legal entity.

The external communication of SAPO was provided through the Office of General Prosecutor. The pivotal change necessitates the establishment of clear and distinct communication strategies that reflect SAPO's newfound independence. In order to ensure a clear and independent communication of SAPO, to enhance SAPO's external communication, strengthen its institutional profile, to foster a deeper understanding of its mission among relevant stakeholders and the public, to increase the its recognition for external audience there is a need to strengthen the communication of the institution and assist in communication services.

1. **Objective**

The main objective of technical support to be provided to SAPO within the framework of this engagement is to develop strategic approach to the effective communication of the the Specialized Anti-Corruption Prosecutor's Office. The assignment will contribute towards this end to ensure a clear and independent communication of SAPO, to enhance SAPO's external communication, strengthen its institutional profile, to foster a deeper understanding of its mission among relevant stakeholders and the public, to increase the its recognition for external audience. EUACI intends to make this contribution by signing a contract with a relevant professional service provider.

1. **Scope of work**
* Provide consultations on comprehensive communication policy that articulates SAPO’s mission, objectives, and organizational structure, enhancing recognition among key audiences, including government entities, NGOs, media, and the general public.
* Create a strategic communication framework that includes crisis communication protocols, stakeholder engagement strategies, and proactive media relations to support SAPO's goals.
* Provide training and support for current SAPO staff to enhance their communication skills, thereby ensuring the internal capability for effective external engagement.
* Design and implement public awareness campaigns to inform citizens about SAPO’s role and achievements in combating corruption, enhancing transparency, and upholding the rule of law.
* Provide communication support in the organizing briefings, press conferences, statements, public events and off-rec meetings and on behalf of SAPO;
* Support in communicating the status of anti-corruption reforms and activities of the SAPO, as well as (if needed) assisting SAPO in media advocacy of anti-corruption reform;
* Carrying out a situation analysis and assessing the detailed needs of the SAPO related to external communications required for delivering planned communication activities.
* Promoting closer cooperation between communication advisors and departments of other anti-corruption bodies in order to streamline messages and coordinate activities.
1. **Deliverables**
* Document outlining a strategic communication framework (communication policy) that includes crisis communication protocols, key communication messages addressed at stakeholder engagement strategies, and proactive media relations to support SAPO's goals as well as recommendations to the organizational structure within SAPO to effectively implement communication strategy.
* At least 10 oral or written consultations to the SAPO leadership and communication staff.
* At least two concept of the event developed.
* At least two concept of communications campaign.
* Other documents proofing delivery of the services indicated in the scope of work.
1. **Timeline**

The intended commencement date is the date of signature of the contract with the consultant is early September 2024, and the period of implementation of the contract will be up to 6 months, with a maximum of 80 working days.

1. **Professional Requirements**

Education and Experience:

* A university degree in journalism or other related disciplines.
* 5 years of relevant professional experience as a communication expert or communication adviser, preferably 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 to public institutions in Ukraine.
* Knowledge of the media landscape of Ukraine is obligatory.
* Proven experience of being a spokesperson.
* 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.
1. **Monitoring and evaluation**

Definition of indicators

The performance of the contractor will be assessed upon reaching the purpose of this contract as well as obtaining its results, as indicated in the sections "Objective" and "Expected Deliverables" herein, respectively. Moreover, the performance of the contractors will be judged upon the successful implementation of all the specific activities indicated above.

Special requirements

By signing the contract, the contractor agrees to hold in trust and confidence any information or documents ("confidential information") disclosed to the contractors or discovered by the contractors or prepared by the contractors in the course of or as a result of the implementation of the contract, and agrees that it shall be used only for the contract implementation and shall not be disclosed to any third party.

The contractor reports to the EUACI. The contractor shall be briefed prior to starting the assignment. The contractor shall de-brief the EUACI prior to finalizing the assignment.

The contractor shall immediately inform the EUACI after 50% and again after 75% use of the overall foreseen working days under this contract.

**HOW TO APPLY**

The deadline for submitting the proposals is **4 September 2024**, at 14:00 Kyiv time.

The qualifying candidates should submit the following information:

1) Expert’s CV

2) Expert’s daily rate

3) Motivation letter (one page).

The aforementioned information should be sent no later than the deadline indicated above to the following email: yanryz@um.dk, pointing in the subject line: **Strategic Communication Adviser for SAPO.**

Bidding language: English.