

## TERMS OF REFERENCE

<b>Contract:</b>			
<b>Project:</b>	Kyrgyz Republic: School Education Reform Sector Development Project (Loan No.4217 – KGZ (COL)/Grant No.0851 – KGZ) (SERSDP).		
<b>Expertise:</b>	<b>Communication (PR) Specialist</b>		
<b>Source:</b>	National	<b>Category:</b>	Independent
<p><b>Brief information</b></p> <p>The Ministry of Education and Science (MOES) of the Kyrgyz Republic is implementing the School Education Reform Sector Development Project, financed by the Asian Development Bank (ADB). The project aims to improve the ability of the school education system to prepare graduates with subject knowledge and competencies. The project supports implementing the National Education Development Program in the Kyrgyz Republic for 2021–2040</p> <p><b>Scope of Work</b></p> <p>Support the implementation of the School Education Reform Sector Development Program by raising awareness about project activities and ensuring effective engagement with stakeholders. This will include the development and execution of a communication strategy to foster collaboration with educational institutions, the civil sector, and government bodies. Communication activities must be inclusive, considering gender equality and the needs of people with disabilities. Manage the project’s social media platforms;</p> <p><b>Tasks and Responsibilities</b></p> <p>Communication (PR) Specialist will undertake the following tasks and responsibilities:</p> <ul style="list-style-type: none"> <li>• Create a detailed annual work plan for communication activities;</li> <li>• Engage parents, teachers, and the general public in understanding school education reforms;</li> <li>• Foster collaboration between secondary education institutions and higher education organizations that train schoolteachers;</li> <li>• Develop social media posts and provide quality content showcasing program achievements and ensure updated weekly platforms;</li> <li>• Maintain the program’s up-to-date information on the project and MOES websites;</li> <li>• Draft and follow up on the production of the communication and advocacy instruments and materials, including briefing materials, videos, posters, brochures, announcements, press releases, and media reviews;</li> <li>• Provide support to educational institutions in developing information campaigns and working with social media effectively;</li> <li>• Coordinate the preparation of project activities such as roundtables, press tours, and presentations to promote program activities;</li> <li>• Track program indicators such as outreach and engagement and provide data to the Monitoring and Evaluation Specialist. Submit timely and accurate reports following the project schedule;</li> <li>• Undertake any other related tasks as directed by the Project Manager.</li> </ul> <p><b>Results/Reporting Requirements</b></p>			

The Communication (PR) Specialist will submit monthly reports to the Monitoring and Evaluation Specialist. Reports must be provided both and electronically in Russian. The final report shall be submitted two weeks before the end of the contract.

All reports are subject to approval by the Project Manager.

The reports shall be prepared based on the following results:

- Develop and implement a communication strategy to engage stakeholders and the public through media and events;
- Ensure coverage of program activities related to educational reforms;
- Strengthen the capacity of PIU, MOES, and educational institutions in public relations (PR) and social media marketing (SMM).

**Reports to:**

Project Manager.

**Qualification requirements and evaluation criteria:**

- University degree in journalism, education, social sciences, or a related field;
- At least 3 years of experience working with the media, including proven expertise in social media marketing and conducting related training;
- Experience in donor-funded projects and education sector projects is an advantage;
- Fluency in Kyrgyz and Russian. Knowledge of English is an advantage. Proficiency in MS Office and the Internet.

<b>Place of execution:</b>	<b>Duration:</b>	<b>Dates:</b>
Duty station: PIU Office, Manas Ave. 22A, Bishkek, Kyrgyz Republic.	12 months, with the possibility of extension.  Probation period – 3 months.	Contract commences on _____, subject to ADB approval. The Contract is valid until _____.
Contract period:	-----	-----