

Terms of reference for the appointment of short-term experts

ToRs Nr.:	C2-025	Date of filing:	15-04-18
Activity:	SME Development Office establishment	Activity number:	C2, A2.8
Type:	Short-term expertise	Log frame reference:	Result 2.8
Job title:	Advisor Promotion and Access to Information		
Category:	Junior Nat. NKE	Start date:	tbd
Man-days (total):	190	Location:	Kyiv / Ukraine

1 Background

The SME Development Office (SMEDO) is an advisory body within the Ministry of Economic Development and Trade of Ukraine (MEDT) that provides technical assistance to the ministry and its 'Department for Entrepreneurship Development and Regulatory Policy' in implementation of Ukraine's SME Development Strategy 2020 and the associated SME Support Action Plan. The Action Plan's activities will focus on:

- Creating favourable environment for SME development;
- Improving SME access to finance;
- Simplify SME tax administration;
- Promoting entrepreneurial culture and develop entrepreneurial skills;
- Improving competitiveness and SME innovation potential.

During its initial phase, SMEDO will have 10 staff members in total, allocated to two units: one for 'SME and Entrepreneurship Promotion' and another for 'SME Policy Implementation'.

The SMEDO establishment is funded by the EU until March 2019 through its EU4Business project FORBIZ that supports the ministry with conceptual contributions, staffing and coaching.☐

2 Scope of Work

1) Promotion of Entrepreneurship and raising awareness:

- i) Development of PR and awareness campaigns;
- ii) Preparation, organisation and realisation of public appearances and promotional activities of the SMEDO and SME sector in the country and abroad;
- iii) Preparation and publishment of different promotional and educational materials for SMEs;
- iv) Organisation of public events – SME conferences, fairs, B2B, G2B, programme presentations, promotions, press conferences, etc.

2) Access to information:

- i) Provision of tailored business information to SMEs according to their needs;
- ii) Preparation of info package for startups and SMEs;
- iii) Cooperation with relevant institution on national, regional and local levels in dissemination of information;
- iv) Development and maintaining of SME Info Portal content;
- v) Creation of info packages for specific target groups, e.g. youth, women, IDPs, veterans, social entrepreneurship etc.;
- vi) Update of web site and social networks (LinkedIn, Facebook, twitter, etc.);
- vii) Identification, preparation and organisation of direct communication with SMEs and entrepreneurs in related business areas, sectors and regions.

3 Logistics

3.1 Travel costs

Travel costs outside base of operations ('location') are subject of separate arrangements.

3.2 Facilities to be provided

Office space and the necessary technical equipment is provided.

4 Expert profile

Qualifications and skills:

- University degree (Master degree in public administration, economics, business management, IT, journalism, or a related field) or equivalent;
- Excellent command of Ukrainian and good command of English and Russian; Excellent computer skills (MS Office: Excel, Word, Power Point, Outlook).

General professional experience:

- At least 3 years of proven professional experience as an expert in donor projects and/or government and/or international NGOs;
- At least 3 years of experience in promotion of private sector development projects.

Specific professional experience:

- Private sector experience in promoting entrepreneurship, WEB and social media communication, PR & awareness campaigns;
- Experience in donor SME communication, promotion or awareness campaigns, familiar with SME webs and portals.

5 Expert selection procedure

The selection of experts is performed following professional and transparent standards. An evaluation committee established by FORBIZ evaluates all applications against the required profile and performs interviews with pre-selected candidates under the supervision of the Delegation of the EU to Ukraine.