

As of August 27, 2018

## JOB POSTING

<b>Title</b>	Public Education Specialist (Copywriter) to Prepare a Series of Articles, Success Stories, Case Studies, Best Practices for PLEDDG Project
<b>Program:</b>	Partnership for Local Economic Development and Democratic Governance Project
<b>Purpose of Assignment</b>	PLEDDG Project requires the assistance of a Public Education Specialist (Copywriter) to support the development of articles, case studies, best practices, and success stories that describe the work of the PLEDDG Project and its local government partners
<b>Location:</b>	Kyiv, Ukraine
<b>Duration:</b>	September 25, 2018 – March 31, 2019
<b>Type of Employment</b>	Consulting services; up to 60 days including preparation and reporting time

### Background

The Ukraine Partnership for Local Economic Development and Democratic Governance Program (PLEDDG) is a development program funded by the Government of Canada through Global Affairs Canada (GAC) – that Federation of Canadian Municipalities implements from 2015 till 2020. The FCM is the national voice for Canadian municipal government. FCM is dedicated to improving the quality of life in all communities by promoting strong, effective and accountable municipal governments.

The PLEDDG Program aims to strengthen Ukraine's municipal sector by increasing capacities in 16 cities to advance local democracy and economic development, by creating a more enabling local environment for small and medium enterprise development, and by facilitating decentralization of authorities and integrated development planning at the local, regional and national level. More about PLEDDG at <http://pleddg.org.ua/ua/>

### 2. Assignment Overview

To ensure the sustainability and the maximum impact of PLEDDG activities, it is essential to ensure the broadest possible awareness of the innovative approaches in local economic development (LED), democratic governance (DG) and SME development within PLEDDG

programmatic activities. This requires systematic documentation of PLEDDG supported initiatives with project partners that will be shared with a wider audience through the preparation of a series of case studies, best practices, success stories and other articles. A core library of PLEDDG good practices will allow replication of these innovations by other municipalities and building public support by the dissemination of stories of these initiatives in the media. For these purposes, PLEDDG will procure the services of an experienced Public Education Specialist (Copywriter).

### **3. Scope of Work and Deliverables**

Under the general direction of PLEDDG Project Director and in cooperation with the PLEDDG Knowledge Management & Communication Manager and other designated PLEDDG staff this Specialist will:

- Support PLEDDG staff in the design and implementation of case studies, best practices, and success stories. This will include:
  - Participation in meetings of PLEDDG staff on the design and implementation of case studies, best practices, and success stories;
  - Conducting meetings / interviewing counterpart municipalities to gather information necessary for the preparation of these documents – as requested by PLEDDG staff;
  - Preparing drafts – in English and in Ukrainian – of case studies, best practices, and success stories;
  - Preparing final versions – in English and in Ukrainian – of case studies, best practices, and success stories in collaboration with the assigned staff.
- Assume responsibility for preparing and finalizing Ukrainian drafts of these documents as requested by PLEDDG staff;
- Coordinate, as necessary, with PLEDDG's local partners in the preparation of case studies, best practices, and success stories;
- As requested, the specialist may develop stories, articles for PLEDDG web-site and materials suitable for the preparation of videos documenting PLEDDG activities;
- The work will be completed by March 31, 2019.

### **4. Qualifications and Experience**

The Specialist for this assignment will be selected based on the following criteria that he thoroughly meets:

- A higher educational background in journalism, communication, PR and/or extensive practical experience in storytelling, preparing promotional reports and documents including those suitable for use by the media and for public dissemination;
- Knowledge of and expertise in donor projects and in reporting on project activities;
- Experience in supporting public education initiatives;
- Ability to work and cooperate effectively in a multidisciplinary team of LED and DG specialists; and
- Strong presentation and communication skills.