

## ANNEX A. NEEDS ASSESSMENT

Proposed assessment of needs and gaps in the resources to launch and deliver the Strategic communication support office provided by the Government of Ukraine.

Applicants should be comfortable carrying out competitive recruitment processes in conflict and fragile environments, managing political buy-in concurrently.

<b>Group 1 - Leadership</b>				
	<b>Role</b>	<b>Type</b>	<b>Timeline</b>	<b>Details</b>
1	Head of Government Communications	Staff member, full time.	Full project duration	Competitive recruitment process.
2	Communications Grid (planning) manager	Staff member, full time.	Full project duration	Competitive recruitment process.
3	One Voice manager	Staff member, full time.	Full project duration	Competitive recruitment process.

<b>Group 2 – Media distribution team</b>				
	<b>Role</b>	<b>Type</b>	<b>Timeline</b>	<b>Details</b>
4	Head of Digital	Staff member, full time.	Full project duration	Competitive recruitment process.
5	Senior Press Officer	Staff member, full time.	Full project duration	Competitive recruitment process.
6	Press Officer	Staff member, full time.	Full project duration	Competitive recruitment process.
7	Social Media Coordinator	Staff member, full time.	Full project duration	Competitive recruitment process.
8	Photographer	Staff member, full time.	Full project duration	Competitive recruitment process.
9	Regional distribution coordinator (regional administrations and local news outlets)	Staff member, full time.	Full project duration	Competitive recruitment process.
10	Influencers and experts coordinator	Staff member, full time.	Full project duration	Competitive recruitment process.

<b>Group 3 – Liaisons for ministries</b>				
	<b>Role</b>	<b>Type</b>	<b>Timeline</b>	<b>Details</b>
11	Account manager	Staff member, full time.	Full project duration	Competitive recruitment process.
12	Communication Coordinator (CMU)	Staff member, full time.	Full project duration	Competitive recruitment process.
13	Communication Coordinator (CMU)	Staff member, full time.	Full project duration	Competitive recruitment process.

14	Communication Coordinator (CMU)	Staff member, full time.	Full project duration	Competitive recruitment process.
----	---------------------------------	--------------------------	-----------------------	----------------------------------

**Group 4 – Research and monitoring**

	Role	Type	Timeline	Details
15	Research and monitoring Lead	Staff member, full time.	Full project duration	Competitive recruitment process.
16	Research and monitoring Officer	Staff member, full time.	Full project duration	Competitive recruitment process.
17	Research and monitoring Officer	Staff member, full time.	Full project duration	Competitive recruitment process.

**Operations**

	Item	Details	Unit	No. of Units
1	Communication campaigns on demand (e.g. 35th anniversary of Independence Day; Veteran policies campaigns, energy decentralization campaign)	Framework contract agreement with creative agencies	Per campaign	At least 5 campaigns over project duration.
2	Media monitoring software	Professional software, Professional plan, 25 monitoring topics (24/7 access)	Per month	Full project duration.
3	Monthly polling (regular and snap-polling)	Audience Insight/ Polling services	Per month	Full project duration.
4	Team management software	e.g. Slack team subscription	Per person per month	Full project duration.
5	Cloud storage capacities	Up to 5tb storage	Per month	Full project duration.
6	Online Design platform team subscription	Online design tool, e.g., Adobe/Canva	Per month/per employee	Full project duration.
7	Travel expenses	TBD	Per month	Full project duration.
8	Communication events (briefings, press events, press tours)	TBD	Per event	At least 10 during project duration.