

Looking for partner Agency or expert to update the communication strategy

House of Europe

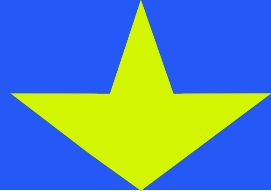
House of Europe is an EU-funded programme fostering professional and creative exchange between Ukrainians and their colleagues in EU*1 countries and the UK.

The programme focuses on different professional fields: culture and creative industries, education and youth work, social entrepreneurship, and media. An additional priority is put on supporting the **national minorities of Ukraine**.

1 This encompasses 20+ separate programme lines enabling to keep working despite the war, to carry out personal projects, or to enrol in courses, conferences, and internships in the EU*. The programme funds cultural cooperation and literature translation between Ukraine and the EU*, along with the revitalisation of cultural infrastructure. House of Europe supports the safeguarding of Ukrainian cultural heritage and the development of creative and educational start-ups. Various learning and matchmaking opportunities such as Digital Labs, workshops, discussions, conferences, and hackathons are offered.

Implementation of House of Europe is led by Goethe-Institut Ukraine.

¹ Here and further in the text whenever marked with *: plus the United Kingdom. The EU countries include Austria, Belgium, Bulgaria, Croatia, Republic of Cyprus, Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden.



Your tasks

- Hold a strategic session, where the communications department of House of Europe will share the issues that the strategy needs to address
- Analyse the target audiences of House of Europe
- Review the current communications and communication strategy of the House of Europe
- Familiarise yourself with the communication requirements of the EU Delegation to Ukraine and Goethe-Institut Ukraine, and take them into account when preparing the strategy
- Update the communication strategy and develop a communication plan for the next year and a half
- Present the strategy to the communications department of House of Europe

Timeline

You will have three months to complete these tasks: from November 2024 to February 2025.

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Language

The communication strategy must be drafted in two languages: Ukrainian and English.

Our ideal partner

- Has a legal entity
- Has experience of developing communication strategies
- Has a portfolio of recent projects
- Experience in developing communication strategies for non-profit organisations or working with EU projects will be a benefit

How to apply

[Apply online before 6 November, 15:00 Kyiv time. You can check the sample form here.](#)

Please register, click the 'Start entry' button, choose the chapter 'Partners and experts', and find an open call 'Communication Strategy Update Tender'. Enter your agency's name or your name and surname in the field 'Entry name'. Please find an example of an application form [here](#).



We will announce the results on 13 November. All candidates will be contacted.

Selection

We will consider the cost of services, budget transparency, experience, previous work, and the company's reputation. At least three other participants will take part in the tender, in addition to your company.

Contract

You will sign the contract with Goethe-Institut Ukraine, part of the German Embassy in Ukraine. The language of the contract is Ukrainian.

Contacts

If you have questions, contact

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