

Communications Lead

WM4U - Strengthening of Municipal Waste Management in Ukraine, 2024-2027

Location: Kyiv

Conditions: full-time

SALAR International, in partnership with Avfall Sverige, has launched a major reform programme to support Ukraine's transition toward modern, EU-aligned and sustainable municipal waste management. The initiative is rooted in Sweden's commitment to Ukraine's green transition, local democracy, and long-term recovery. The programme strengthens national policy frameworks, improves multi-level governance, and builds the technical and operational capacity of municipalities and regional clusters to implement efficient waste collection, recycling, and treatment systems.

To support this work, we are seeking a Communication Lead for a project-based position in Ukraine. The role is responsible for planning and driving the programme's external communication, managing the programme's digital channels, coordinating visibility with national and international partners, initiating and producing content, and ensuring consistent, high-quality communication across all activities. The ideal candidate has solid experience in strategic communication, public sector or development cooperation contexts, strong coordination skills, and the ability to work effectively with government bodies, municipalities and international organisations.

Avfall Sverige (the Swedish Association of Waste Management and Recycling) is the main national stakeholder and association in the field of waste management and recycling in Sweden. With 400 members, representing all municipalities, municipal companies and the private waste management sector, Avfall Sverige is the main national voice for its members and is monitoring and safeguarding the members' interests in all areas of waste management. Avfall Sverige is also a main national knowledge broker in the field of waste management and acts to promote the exchange of best practices, innovation and ideas. Avfall Sverige also has long term commitments internationally in support to municipal waste management reforms.

SALAR International is the extended operational arm of SALAR, the Swedish Association of Local Authorities and Regions, in international development cooperation. As an integral part of SALAR, SALAR International seeks to promote sustainable systems of local self-government worldwide, whether it concerns support to nation-wide decentralization reforms, local democracy, municipal services, EU approximation or development of local government associations. SALAR International has a long history of cooperation with Ukraine, especially since 2014 in its support to the country's comprehensive decentralization reforms and administrative services at the local levels.

Background

Responding to the Ukrainian government's appeal for assistance in the wake of the devastating Russian invasion, the program is designed to support Ukraine's ambitious reforms of municipal waste management. It is rooted in a strategic partnership between Avfall Sverige and SALAR, leveraging

Swedish expertise for efficient, innovative, and sustainable waste management with a strong commitment to local democracy. The initiative aligns with both the Strategy for Sweden's Recovery and Reform Cooperation with Ukraine 2023–27 and the EU integration process, with particular emphasis on the green transition and sustainable development. The program also targets added value through close strategic cooperation with the Swedish Environment Protection Agency (SwEPA) and Nefco, the Nordic Green Bank.

The program's rationale stems from a comprehensive situational analysis revealing critical challenges in Ukraine's waste management sector, including over-reliance on landfills, inadequate recycling, and the absence of coherent national waste management strategies and planning guidelines. The aim is to catalyze a systemic multi-level reform that introduces more efficient waste collection, recycling, and sustainable waste treatment practices across Ukrainian municipalities. In doing so, the program seeks to enhance Ukraine's environmental sustainability, align with EU waste management standards, and foster a culture of responsible waste management among citizens. The program's implementation strategy revolves around two pillars:

Strengthening Multi-Level Governance in Waste Management: enhancing policy frameworks, financing mechanisms, and intergovernmental coordination to support effective national and local implementation of waste management reforms.

Capacity Building at Local and Regional Levels: empowering municipalities, in particular clusters of municipalities, through targeted technical assistance, knowledge exchange, and infrastructural support to implement sustainable waste management practices.

Role description

The Communication Lead will have the role of managing the work with the programme communication in Ukraine in close collaboration with the communication experts in Sweden and in dialogue with the management units.

The Communication Lead will have an important role support and maintaining of the programme visibility and communication strategy in Ukraine.

Main responsibilities

- Contribute to and implement the program's communication strategy, work closely with communication experts in Avfall Sverige, SALAR International, Sweden;
- Drive and manage the overall external programme communication in Ukraine;
- Work closely with all actors on communication matters: Avfall Sverige, SALAR International, Ukrainian Ministries, Local Governments, Oblast Administrations, other national and international actors to reach common visibility standards and recognition of the programme;
- Oversee the continuous development of the webpage and manage the operations webpage and social media of the programme; Develop a unified visual communication style for the Programme.
- Draft and manage content development (e.g. press releases, articles, newsletters, visual and video materials, etc.); Basic photo, graphic and AI skills are an advantage;

- Plan and organise communication events together with Ukrainian team and under the leadership of Team Leader in Ukraine (e.g. press conferences, briefings, etc., both off- and on-line formats, or through contractual service providers);
- Find vendors for various communication activities and manage them (design and print houses, BTL agencies, MB agencies, production houses, etc.);
- Contribute to analysing media reach out to various target groups and reporting upon request;
- Work closely with the administrative and logistics unit to ensure high quality production of visibility materials;
- Ensuring gender-balanced external and visible communication;
- Contribute to the annual and final reports to Sida;

Qualifications

- Bachelor's degree in journalism, communications, PR or any other relevant field (Master degree is a strong asset);
- At least 5 years of relevant professional experience of performing tasks similar to the responsibilities described for this position;
- Experience in developing a high-quality project communication profile;
- Ability to translate complex reforms (e.g. waste legislation, governance, EU alignment) into clear communication.
- Experience in liaising and co-operating with vendors, media journalists, government officials, NGOs and the private sector;
- Good understanding of how communication works in public administration, preferably with experience in decentralization, multi-level governance or municipal capacity development.
- Proven ability to use creative and effective communication tools;
- Excellent computer literacy (MS Office; Windows, social media platforms);
- Experienced in Wordpress. Basic design skills are an advantage.
- Excellent written and verbal communication skills, as well as report writing and analytical skills;
- Experience of working with international cooperation;
- Ability to identify and manage communication risks, including disinformation
- Fluency in Ukrainian and English.
- Proactive and result oriented approach to work

Merits

- Knowledge of and interest in local self-governance and national reform processes in Ukraine;

- Interest in environment and climate issues.

Diversity and equal opportunities

The program embraces diversity and respects human rights in all areas of its work. The program strives to create a gender-equal and diverse working environment. Team members shall respect equal rights of individuals and strive to create an atmosphere where people's differences are accepted and valued. The program supports working arrangements that enable personnel to combine work with family commitments.

Conditions

A consultancy contract will be signed between SALAR International on behalf of the program and the expert which will outline the conditions for the position in detail. Please note this position is not an employment position, meaning that applicants must be established as consultants and will be liable to pay all relevant taxes and insurances in Ukraine.

A competitive consultancy fee will be offered to the successful candidate. Life and travel insurance is provided to those travelling within Ukraine.

Duration: 12 months with possibility of extension.

Location: Kyiv. Physical presence in the project office is highly encouraged.

Application: Send your application with max 3-page CV and max 1 page cover letter to opportunity@salarinternational.se.

Please note "WM4U Communication Lead" in the subject line. The interviews will be conducted on an ongoing basis. Only shortlisted applicants will receive a response by email when the recruitment has been finalised.

For any questions or clarifications, please contact: pontus.forberg@skr.se

Personal information provided by the applicant in the recruitment process will be handled by SALAR International.

Deadline for applications: 5th of January 2026