***Expertise to develop a communication strategy for the Greek State***

*Duty station: Athens (Greece)*

*Contract type: service contract*

*Duration: 40 days maximum, dispersed in the period between September 2025 and March 2026*

*Department: Governance*

*Unit: Transparency, Management and Public Accountability*

*Deadline for application is: August 24, 2025*

**Context of the project**

Greece is currently undergoing a significant reform in its financial accounting practices, transitioning to a new accrual-based framework aligned with International Public Sector Accounting Standards (IPSAS). This initiative, mandated by a Presidential Decree in 2018, involves the introduction of a Unified Chart of Accounts and new classification structures for all General Government entities.

The reform is a national priority and is integral to Greece’s commitment to the Recovery and Resilience Plan (RPP) with key milestones set for Q4 2025. The aim is to achieve full compliance with accounting standards by 2025, including the issuance of the first consolidated financial statement for the Hellenic Republic.

To facilitate this transition, the General Government Accounting Framework (GGAF) must be established by the end of the 2025, requiring the integration of accounting and reporting requirements into the GovERP system.

The current governance of the reform is led by the General Accounting Office (GAO) of the Greek Ministry of Finance, with key stakeholders including the Ministry of Finance and various public entities. Training programs targeting officers in Central Administration will be implemented to support the reform and address change management challenges.

While challenges persist, including data collection for consolidated financial statements and aligning with Public Sector Accounting Standards, the project aims to achieve essential outcomes to support Greece’s accounting reform.

This project is funded by Reform and Investment Task Force (SG REFORM) from the European Commission, supporting the design and implementation of growth-enhancing reforms and investments.

Expertise France is in charge of the implementation of the project, as a public agency that designs and implements international technical cooperation projects and as a member of the French Development Agency Group.

**Description of activity**

**Develop an internal communication strategy** to support the accounting reform across General Government and create awareness as a means to addressing change management challenges linked to the accounting and PFM reforms. The target population comprises key stakeholders of the reforms and staff of the reporting entities of General Government dealing with the reforms and impacted by their outcomes.

The contractor/expert will be supported by and cooperate directly with the management and staff of GAO’s General Government Accounting Directorate and the strategic advisor on the PFM and accounting reforms of Expertise France.

**Objective**

The objective is to build a more effective public communication function – one that acts as a key instrument for policy and furthers the open government principles of transparency, integrity, accountability and participation.

For this purpose, the contractor/expert will:

* conduct a comprehensive review of accounting reform questions, messages and objectives
* identify and group target audiences,
* develop a multi-channel communication approach, including AI platform(s)
* coordinate with relevant departments to ensure consistency
* establish a timeline for communication that incorporates key reform-related milestones and events

in order to:

* **develop a communication strategy,**
* **supply tailored communication materials, including**
  + **brochures, presentations, visuals, and**
  + **an appropriately trained AI system to be based with GAO for dealing with accounting reform questions, in particular the national budgetary and financial reporting concepts definitions and practices, as per GGAF and its accounting policies,**
* **pilot workshops for informing target audiences on the accounting reform.**

**Outputs**

* regular progress, and,
* where necessary, ad-hoc reports on emerging issues,
* Contribution to the progress report for the EU (donor)
* the deliverables specified as above, and
* a final report addressed to the Greek authorities on
  + the activity and its deliverables as well as
  + outstanding issues, including recommendations on how those could be addressed in the subsequent phases of the reform.

**Desired profile**

The Short-Term Expert for this assignment should have:

* Master Degree in communication or political science;
* 5 + year of professional experience in the field of communication with a focus on development program and ability to develop a needs analysis of beneficiaries' capacities;
* Experience of working in Greek context;
* Proficiency with social medias and innovative communication tools;
* Skills to set up communication and dissemination events;
* Knowledge in accounting reforms is an asset
* Fluent in English and in Greek.