

Republic of the Philippines
Department of Agriculture
Philippine Rural Development Project (PRDP)
Regional Program Coordinating Office-13 (RPCO-13)
Information, Advocacy, Communications and Education Unit (InfoACE)

Terms of Reference (TOR)
REQUEST FOR THE EXPRESSION OF INTEREST HIRING OF ONE(1) WRITER

I. Background

Philippine Rural Development Project (PRDP) is a six-year project (2013-2019) designed to establish the government platform for a modern, climate-smart and market-oriented agri-fishery sector. Externally, it will focus on expanding market access and improving competitiveness. Internally, it will introduce reforms in operating the Department of Agriculture (DA) bureaucracy.

II. Objective and Scope of the Services to be provided

The PRDP would like to invite the services of an individual for the position of **Writer**. The individual to be hired will be engaged to provide services, inputs and support to the Project's implementation and capacity-strengthening activities for the PRDP. The following are the works to be accomplished and the qualifications of the individual to be hired for the Project:

A. Position & Responsibilities:

As a Writer, the person is mainly tasked to serve as described hereunder:

- Write/prepare press release, feature stories for various media platforms, scripts for radio and AVPs, correspondences and other IEC materials;
- Cover various activities of the Project and its key officials for publication in the national dailies, tabloids, and newsletter, broadcast in the TV/Radio programs, and post in the social media accounts of PRDP;
- Assist in the crafting of communication plan in support to PRDP implementation in the region.
- Gather materials and researches information for feature articles and other stories to be written and published for PRDP.
- Assist in the conduct of info-related activities for PRDP.

B. Required Outputs and Deliverables

- The writer will prepare IEC materials such as press releases, speeches, brochures, briefs, fact sheets, AVP/radio scripts, etc.;
- Draft work and financial plan for InfoACE yearly operation.
- He/she will cover various activities of the Project provide timely releases.
- He/she will gather materials and research information needed for news and feature articles, briefers, leaflets, and more; and
- He/she will be directly under the supervision of the InfoACE Unit Head.

C. Required Qualifications

- Bachelor's Degree on Development Communication, Journalism, Mass Communications, and other related courses.
- At least three years progressive experience in media communications, public relations, and journalism.
- Excellent and creative skills on lay outing of various IEC materials;
- Computer literate with advance knowledge in Adobe Softwares such as InDesign, Photoshop, and other related softwares.
- Excellent communications skills, oral and written;

In addition, the applicant should have:

- Strong interpersonal and teamwork skills;
- Strong inter-organizational management skills in working with various media organizations, NGOs, Pos Government, LGUs, private sectors, etc.; and
- Willingness to conduct field travels and cover different activities of the Project.

Only applications received on or before February 6, 2015 at 05:00pm will be considered. Shortlisted applicants will be contacted for the schedule of written examination and interview.

Please submit Application Letter with 2x2 picture, Comprehensive CV and Certificate of Previous Employment, Certified True Copy of School Transcript of Records, Certificate of Trainings Attended, Other Credentials to the address below or email to prdp.proc13@gmail.com.

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