



Republic of the Philippines  
**Department of Agriculture**  
**PHILIPPINE RURAL DEVELOPMENT PROJECT**  
**National Project Coordination Office**  
4<sup>th</sup> Floor, DA Building, Elliptical Road, Diliman  
Quezon City 1100, Philippines

## **TERMS OF REFERENCE**

### **Enterprise Development and Marketing Specialist (Time-based)**

#### **Scope of the Services to be rendered**

The main task of the Enterprise Development and Marketing Specialist (EDMS) is to provide technical assistance in identifying business development services and service providers needed in the implementation of the enterprise.

#### **Tasks and Responsibilities**

1. Assist the NPCO, PSO and RPCO in clustering of enterprises to ensure vertical and horizontal linkages among key players in the segments of the value chain;
2. Build the capacity of Proponent Groups and the PPMIU to develop and prepare business plans by providing guidance in the preparation of marketing strategies or marketing plans;
3. Assist the BDS in the conduct of the Business Planning Workshop in order to develop and prepare viable business plan for the enterprises for I-REAP funding and support;
4. Provide technical advice on enterprise operations and management to the NPCO and/or PSO-RPCO I-REAP team and the enterprises established under I-REAP;
5. Participate in the strategic planning, monitoring and evaluation of I-REAP;
6. Assist in market promotion and dissemination of relevant market information in support to the identified enterprises;
7. Perform other functions as may be assigned by the PRDP I-REAP Component Head/Alternate.

#### **Qualification Requirements**

##### *Academic Qualification:*

At least a Bachelor's degree in Agribusiness, Agricultural Economics, Marketing, Business Administration, Entrepreneurship, Economics and related fields.

Experience:

1. At least 5 years of experience in agribusiness, agri-based SME development and similar fields;
2. Actual experience in preparing marketing strategies and marketing plans;
3. Demonstrated experience in SME's marketing and market development of agricultural and fishery-based products;
4. Preferably with experience in networking or linking with private sectors groups, producers group, marketing groups and government agencies.

Knowledge, Skills and Abilities:

1. Considerable knowledge of sound business procedures including business financing, human resources, IT, operations and sales and marketing;
2. Understanding of financing options for business start-ups and business expansions;
3. Strong analytical and operational knowledge of agribusiness;
4. Skill in using financial analysis computer programs;
5. Strong interpersonal skills;
6. Ability to communicate effectively in oral and in writing, work independently and as part of the team, and work effectively with co-workers, partner agencies and the private sector;
7. Advanced proficiency in MS word, excel, and power point

Application letter with attached comprehensive CV and 2x2 picture, all in printed copy or email should be sent to ireapnpco@gmail.com and directed to:

**ENGR. ARNEL V. DE MESA**  
National Deputy Project Director  
Department of Agriculture  
Philippine Rural Development Project  
National Project Coordination Office  
4<sup>th</sup> Floor, DA-OSeC Building, Elliptical Road,  
Diliman, Quezon City 1100 Philippines  
Email: ireapnpco@gmail.com