Republic of the Philippines

DEPARTMENT OF AGRICULTURE

Regional Field Office No. 6, Iloilo City

**PHILIPPINES RURAL DEVELOPMENT PROJECT**

PROJECT SUPPORT OFFICE – VISAYAS

**Regional Project Coordinating Office No. 6**

Tel. No/s. (033) 337 88 12

**TERMS OF REFERENCE (TOR)**

**FOR**

**ENTERPRISE DEVELOPMENT AND MARKETING SPECIALIST**

**OBJECTIVE AND SCOPE OF THE SERVICE TO BE PROVIDED**

The Business Development Officer (BDO) shall report directly to the I-REAP Component Unit Head and shall work in close consideration with the Business Development Specialist in providing business technical assistance more specifically on the preparation of the business plan, counselling, coaching with the business development partners, as well as finalization/packaging of business plan.

**JOB DESCRIPTION / DUTIES AND RESPONSIBILITIES**

1. Assists in the conduct of Business Planning Workshop in order to develop and prepare the required enterprise for I-REAP funding and support;

2. Assist in the enterprise prioritization, preparation of enterprise business model, selection and validation of proponent groups

3. Assists in the preparation and finalization of the business plans of participating provinces.

4. Identify together with the LGU and PG the required investment for the proposed enterprise

5. Assist the PPMIU in clustering of enterprises to ensure vertical linkages among key players in the segments of the value chain;

6. Contribute to the identification of existing and emerging business opportunities for priority commodities by analysing market trends and industry situations

7. Assess market potentials for the priority commodities

8. Assist in market promotion and dissemination of relevant market information in support to the identified enterprises

9. 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

10. Assist the PPMIU and Proponent Groups in finalizing and packaging business plans for submission to RPCO’s appraisal and eventual RPAB’s approval

11. Participate in the enterprise identification and prioritization process and PCIP development

12. Provide technical advice on enterprise operations and management to the NPCO and/or RPCO I-REAP team and the enterprises established under I-REAP

13. Set-up the enterprise financial management system and cascade this to the LGUs and the PGs

14. Participates in the strategic planning, site validation, monitoring and evaluation of RPCO 6, I-REAP activities

15. Performs other tasks that may be required by the Program Director or higher authorities

**REQUIRED QUALIFICATION**

**A. Education**

At least a Masteral Degree in Agricultural Economics, Agribusiness, Marketing, Economics and related fields

**B. Job Experience/Skills and Knowledge**

1. At least five (5) years of experience in agribusiness, agri-based SME development and similar fields;

2. Actual experiences in preparing marketing strategies and marketing plans

3. Demonstrated experiences in SME’s marketing and market development of agricultural and fishery-based products

4. Has strong network or linkages with private sector groups or marketing groups; and preferably has experience working with PLGUs, producer groups and SMEs;

5. Knowledgeable on at least two agriculture-industry subsectors / commodities

6. Strong analytical and operational knowledge in agribusiness, marketing and enterprise development;

7. Proven leadership and strong interpersonal skills;

8. Ability to communicate effectively in oral and in writing, work independently and as part of the team with minimum supervision and work effectively with co-workers, partner agencies and the private sector;

9. Advance proficiency in MS word, excel and powerpoint

Recommending Approval:

**RTD MANUEL O. OLANDAY**

Project Director

APPROVED:

**Engr. ROY M. ABAYA**

OIC-RED / Project Director

PRDP Visayas Cluster