Republic of the Philippines

Department of Agriculture

**Philippine Rural Development Project (PRDP)**

**National Project Coordination Office (NPCO)**

**Office of the National Deputy Project Director**

**Terms of Reference (TOR)**

**Background**

The **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 an **Information Specialist.** The individual to be hired will be engaged to provide services, inputs and support to the Project’s implementation and capacity-strengthening activities. The following are responsibilities and the qualifications of the individual to be hired for the Project:

**Position and Responsibilities**

As the Information Specialist, the person is mainly tasked to serve as described hereunder:

* Develop and execute system on the storage, processing and retrieval of Project information materials for internal and public communications;
* Develop and execute strategies on providing stakeholders with accurate, timely and reliable Project data and information
* Develop and execute advocacy campaign strategies of the PRDP-NPCO in coordination with the InfoACE Unit;
* Respond to requests for information from the media or other stakeholders, or designate appropriate sources for specific types of information;
* Liaise with and provide inputs and assistance to the InfoACE Unit on the crafting and conduct of information and advocacy materials and activities;
* Write or edit correspondences for the Office of the National Deputy Project Director and other offices if necessary;
* Perform other relevant tasks as the need arises and upon the instruction of her/his immediate supervisor.

**Required Outputs and Deliverables**

The Information Specialist, working under the supervision of the National Deputy Project Director, is expected to:

* Produce information management plan for the PRDP-NPCO;
* Produce advocacy campaign plan for the PRDP-NPCO;
* Document queries and information requests from stakeholders and consolidate these as inputs to the InfoACE Unit’s publications;
* Co-produce information and advocacy materials and activities with the InfoACE Unit;
* Write letters, memoranda and other related documents for the Office of the National Deputy Project Director and other offices if necessary;

**Qualifications**

* Master’s degree in journalism, communications, media/public relations, development communication, information management, marketing and other related fields or Master’s/bachelor’s degree in other field but with *substantial experience and outstanding skills* in journalism, communications, media/public relations, development communication, information management, marketing and other related fields
* At least five years of progressive experience in journalism, communications, media/public relations, development communication, information management, marketing and other related fields;
* Excellent knowledge and skills in crafting and execution of information management plans and advocacy communication plans;
* Advanced technical, journalistic and creative writing, editing and proofreading, and public speaking skills;
* Extensive experience in organizing information and advocacy campaign activities;

In addition, the applicant should have:

* Strong interpersonal and teamwork skills;
* Ability to effectively work with various organizations especially in the grassroots such as NGOs, POs, LGUs, cooperatives, private sector, academe, etc.; and
* Willingness to conduct fieldworkin the sub-project sites around the country