



Republic of the Philippines  
**DEPARTMENT OF AGRICULTURE**  
**Philippine Rural Development Project**  
Project Support Office (PSO) Visayas Cluster  
3<sup>rd</sup> Flr. Evangeline Bldg., R. Colina St., Ibabao-Estancia  
Mandaue City, Cebu 6014  
Tel Nos (032) 349-2824/2826  
Email: [psovisayas@gmail.com](mailto:psovisayas@gmail.com)

## **TERMS OF REFERENCE (TOR)**

**For**

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### **ENTERPRISE DEVELOPMENT AND MARKETING SPECIALIST**

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#### **OVERALL SCOPE OF WORK:**

The main tasks of the Enterprise Development and Marketing Specialist (EDMS) is to provide capacity building interventions on enterprise development and management of I-REAP subprojects, provide technical assistance developing and monitoring quality implementation of I-REAP subprojects and identify and mobilize partners to provide technical assistance and services for I-REAP subprojects and PGs.

#### **TASKS AND RESPONSIBILITIES**

1. Identifies enterprise development and management capacity building needs of PGs;
2. Designs and conducts enterprise capacity building activities for PGs;
3. Conducts field monitoring on the status of enterprise implementation and operations and provide necessary recommendations;
4. Assists in market promotion and dissemination of relevant market information in support to the approved enterprises;
5. Participates in the joint quality review of approved I-REAP subprojects within PSO threshold;
6. Assists in the review of I-REAP subprojects within PSO threshold and provide recommendations;
7. Links with other agencies, NGOs, and private sector to mobilize technical assistance and services to I-REAP enterprises/PGs;
8. Participates during joint and/or cluster-wide activities to support delivery of results;
9. Documents and facilitate sharing of best practices within and among RPCOs; and
10. Performs other functions as may be assigned by the PRDP I-REAP Component Head.

## **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 enterprise development and business management;
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

### **APPROVED:**

**REMELYN R. RECOTER, MNSA. CESO III**

Regional Executive Director, DA-RFO VI/

Project Director