

## TERMS OF REFERENCE (TOR)

### FOR

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#### Business Development Officer on Marketing

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#### OBJECTIVE AND SCOPE OF THE SERVICES TO BE PROVIDED

The PRDP would like to invite the services of individual for the position of **Business Development Officer (Marketing)**. The main role of the Business Development Officer on Marketing is to take the lead in providing technical assistance through coaching and mentoring of the Regional Project Coordination Office (RPCO) in developing the marketing strategies and plans of the enterprise.

#### JOB DESCRIPTION / DUTIES AND RESPONSIBILITIES:

1. Assists in the identification of the competitors and provides assistance in the preparation of the competitors' assessment to include buying and selling practices, pricing and promotions strategies;
2. Provides assistance in the conduct of target buyers profiling to include information on total demand and potential demand for the enterprise;
3. Provides assistance in the preparation of the enterprise marketing plan using the different marketing mix (product, price, place, promotion) and identify corresponding budget;
4. Provides analysis of the market linkage of the enterprise with potential or target buyers;
5. Assists in the review of purchase agreement with farmer suppliers and marketing agreement with the buyers;
6. Assists in the compliance by the LGU and the PG of the comments and recommendations of the business plan reviewers;
7. Assists the Component Head in the validation of proponent groups and enterprise business model; and
8. Performs other duties that may be required from time to time as may be directed by the Component Head and Project/Deputy Project Director.

#### REQUIRED QUALIFICATIONS

##### A. Education


At least a Bachelor's degree in Agribusiness, Agricultural Economics, Business Administration major in Marketing, Agriculture, and other related fields

##### B. Job Experience Skills and Knowledge

1. At least two (2) years' experience in any or combination of the following: market development, product development, preparation of marketing plan, business plan preparation, project proposal writing and project development;
2. With considerable knowledge in marketing agri-fishery based commodities;
3. With good analytical and operational knowledge of agribusiness;

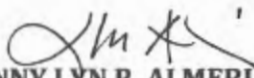
4. with good understanding of business procedures including business financing, human resources, IT, operations and sales and marketing financing options for business start-ups and business expansions;
4. with strong interpersonal skills;
5. has the ability to communicate effectively, both orally and written, can work independently and as part of the team with minimum supervision, and work effectively with co-workers, partner agencies and the private sector;
7. with advance proficiency in MS word, excel and PowerPoint.

Prepared by:



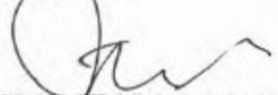
**LARRY U. SULTAN**  
I-REAP Component Head

Recommending Approval:



**JENNY LYN R. ALMERIA, PhD**  
RPCO 8, Deputy Project Director

Approved:



**U-NICHOLS A. MANALO**  
OIC-Regional Executive Director /  
PRDP RPCO 8, Project Director