



Department of Agriculture
PHILIPPINE RURAL DEVELOPMENT PROJECT
National Project Coordination Office
4th Floor, DA Building, Elliptical Road, Diliman
Quezon City 1100, Philippines

February 27, 2018

REQUEST FOR EXPRESSION OF INTEREST (REOI)

Hiring of Consultancy Services (Individual Consultant)

Solicitation No. SIC-005-2018

Estimated Project Cost: Php 660,000.00

1. The Government of the Philippines has received a loan (Loan no. 8421-PH) from the World Bank towards the cost of the Philippine Rural Development Project (PRDP) and it intends to apply part of the proceeds of this loan to payments for the cost of Hiring of Consultancy Services (Individual Consultant) / Technical Assistance (TA).
2. The Department of Agriculture hereinafter referred to as the "End-User" now requests you to submit Expression of Interest for the **HIRING OF INDIVIDUAL CONSULTANT** namely:

Item no.	Description	Required number & duration	Total cost
1	Information Specialist	1 person; March – December 2018	Php 660,000.00
Grand Total			Php 660,000.00

3. A set of Terms of Reference (TOR) is provided in Attachment 1.
4. Bidding procedures will be conducted in accordance with the provisions of the World Bank Guidelines and taking into consideration the related provisions in the Project Loan Agreement and Guidelines in the Procurement under IBRD loans and IDA credits. The individual consultants will be selected in accordance with the procedure set out in the **World Bank's Guidelines: Selection and Employment of Consultants by World Bank Borrowers, January 2011.**
5. Interested proponents shall submit their Letter of Expression of Interest and one (1) copy of Curriculum Vitae and supporting documents, if necessary, and shall be placed in a sealed envelope marked:

HIRING OF CONSULTANCY SERVICES (INDIVIDUAL CONSULTANT)

Solicitation No.: SIC-005-2018


PRAS No.: 2018-041

Position: Information Specialist

6. Expressions of Interest (EOI) must be delivered at the address below not later than **12:00 NN of 13 March, 2018:**

Philippine Rural Development Project (PRDP)
National Project Coordination Office (NPCO)
Special Bids and Awards Committee (SBAC) Secretariat
4th Floor, New DA Building, Department of Agriculture
Elliptical Road, Diliman, Quezon City

7. The Department of Agriculture reserves the right to accept or reject any bid, and to annul the Selection of Individual Consultants (SIC) process or reject all EOIs at any time prior to contract award, without thereby incurring any liability to the affected bidder/bidders.


DIR. CARLOS L. MAGNAYE

Vice-Chairperson, Special Bids and Awards Committee

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)

I. 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 and Advocacy 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:

III. Position and Responsibilities

As the Information and Advocacy 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;
- 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 and conduct of information and advocacy materials and activities;
- Write or edit correspondences for the Office of the National Project Director and 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.

IV. Required Outputs and Deliverables

The Information and Advocacy Specialist, working under the supervision of the National Project Director and 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 Project Director and National Deputy Project Director and other offices if necessary;

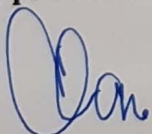
V. Qualifications

- Bachelor's degree in journalism, communications, media/public relations, development communication, information management, marketing, laws and other related fields with substantial experience and outstanding skills in journalism, communications, media/public relations, development communication, information management, marketing and other related fields
- At least four 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 fieldwork in the sub-project sites around the country

Approved:



CIRILO N. NAMOC

National Deputy Project Director