



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

Terms of Reference (TOR)

Media Production Officer Information, Advocacy, Communication and Education (InfoACE) Unit

BACKGROUND

The Government of the Philippines (GOP) has received a loan from the International Bank for Reconstruction and Development (IBRD or the "Bank"), specifically under Loan Agreement for IBRD Loan No. 8421-PH dated September 8, 2014 in an amount equivalent to FIVE HUNDRED ONE MILLION TWO HUNDRED FIFTY THOUSAND UNITED STATES DOLLARS (US\$501,250,000) for the purpose of part-financing the Philippine Rural Development Project (PRDP), and another loan from the same Bank in the amount of ONE HUNDRED AND SEVENTY MILLION UNITED STATES DOLLARS (\$170,000,000), under Loan Agreement for IBRD Loan No. 8816-PH dated March 2, 2018, for the purpose of providing additional financing to scale up the original Project.

The development objective of the Project is to increase rural incomes and enhance farm and fishery productivity in targeted areas in all the 16 regions of the country. It is envisaged to promote more inclusive rural development by supporting smallholders and fisher-folk to increase their marketable surpluses, and by improving access to markets. The PRDP would also support reforms in the planning, resource programming and implementation practices of the DA. It will facilitate the integration and financing of priority local investments derived from the DA's agricultural and fisheries modernization plans which have been developed using a value chain approach, and through a consultative process with local stakeholders. The Project will be implemented over a period of six years (2014 to 2020).

Specific investments and interventions are implemented under four (4) central components of the Project enumerated and briefly described as follows:

Component 1: Local and National Levels Planning (I-PLAN). This component supports the implementation and mainstreaming of the DA's AFMP planning framework, thereby providing an operational platform for integrated technical support service delivery at the local and national levels. At the regional and local levels, regional AFMPs are being developed taking into account spatial and value chain analysis and using tools for vulnerability and suitability assessment, participatory resource analysis. The local AFMPs shall build on the success of local governments in the implementation of their own development plans.

Component 2: Infrastructure Development (I-BUILD). A network of strategic rural infrastructure is being established, linking priority value chains in targeted Project areas that are identified through the regional AFMPs. By the end of the Project, the component will be able to establish an improved access to strategic and climate-resilient rural infrastructure and facilities that primarily benefit target beneficiaries. These rural infrastructures include farm-to-market roads (FMRs), bridges, communal irrigation systems (CIS), potable water systems (PWS), production and post-production facilities and other infrastructure such as fish landings, fish sanctuary/Protected Area guardhouses, among others.

Component 3: Enterprise Development (I-REAP). This aims to strengthen and develop viable rural agro- industries through investments in the appropriate segments of efficient value chains of key agricultural and fishery products in targeted Project areas. Specifically, I-REAP is designed to: (i) increase productivity and marketability of agriculture and fishery products through increased access to information and support services; and (ii) increase farm and fishery household incomes through engagement in value-adding activities.

Component 4: Project Implementation Support (I-SUPPORT). Providing overall operational support to the implementation is the I-SUPPORT component that ensures efficient and effective delivery of the Project transactions in terms of financial management, procurement, monitoring & evaluation, geotagging, social and environmental safeguards and grievance redress mechanism. It leads in the introduction of innovations and reforms towards more effective and efficient administrative support system in Project implementation, mainly working through the existing DA bureaucracy. At the national level, the National Project Coordination Office (NPCO) is established at the DA Central Office to steer the overall implementation of the Project. Four (4) Project Support Offices (PSOs) have been established to support the implementation in the main islands of the country (2 in Luzon, 1 in Visayas

and 1 in Mindanao). A Regional Project Coordination Office (RPCO) is formed and functioning in each Regional Office of the DA to focus on the implementation of the Project in the region.

SCOPE OF ASSIGNMENT

The PRDP would like to invite the services of an individual for the position of **Media Production Officer**. The individual to be hired will be engaged to provide services, inputs and support to the Project's implementation and capacity-strengthening activities for the PRDP. The following are the works to be accomplished and the qualifications of the individual to be hired for the Project.

DUTIES & RESPONSIBILITIES:

As a Media Production Officer, the person is mainly tasked to serve as described hereunder:

- Conceptualize and develop information materials for PRDP through artistic representations.
- Develop visual creative work plan on the over-all communication plan of PRDP;
- Draft and finalize layouts of news ads/advertorials, brochures, pamphlets, newsletters, tarpaulins and other info advocacy materials;
- Create various graphics, maps, infographics, and charts for use in the information and advocacy materials of PRDP;
- Design and install photo and product exhibits, backdrops, billboards, streamers;
- Document PRDP activities through still and video camera (e.g. events, meetings, trainings, success stories, and other similar activities) and organize photo and video files for release to the TV stations, social media and requesting offices;
- Create slide shows for events or presentations needed by the Project; and
- Maintain and troubleshoot cameras and other AV equipment assigned to him/her.
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REQUIRED EDUCATION AND QUALIFICATION

A. Education Expertise & Qualification

- Bachelor's degree on Fine Arts, Advertising, Multimedia Arts, or equivalent;
- At least three years experience in graphics design, layouting and photo and video editing.

B. Competencies & Skills

- Proficient in Adobe Illustrator, Photoshop, Corel Draw, After Effects, InDesign, Adobe Premiere, photo and video editing;
- Must be able to translate directions and instructions into design;
- Proficient in handling DSLR/video cameras and other similar equipment;
- Able to work independently, demonstrate initiative, take direction and collaborate well with others;
- Able to work under pressure;
- Hardworking and flexible; and
- Good communication (oral and written), interpersonal, organizational, and presentation skills.

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