



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

## Terms of Reference (TOR)

### Information Specialist Information, Advocacy, Communication and Education (InfoACE)

#### 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 THE ASSIGNMENT

The PRDP would like to invite the services of an individual for the position of **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 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 the Information Specialist, the person is mainly tasked to serve as described hereunder:

- Craft and develop communication plan and guidelines in disseminating information and outlining procedures in a crisis;
- Assist in the development and execution of communication campaigns, issues advocacy strategies, and programs of the PRDP-NPCO;



- Edit IEC materials such as press releases, speeches, scripts, brochures, briefs, fact sheets, etc., to ensure consistent messages and accurate information about the PRDP;
- Manage the official PRDP facebook and attend to the queries of the stakeholders and the general public;
- Establish and maintain linkages with the media and other stakeholders of the Project;
- Coordinate with counterparts in Project Support Offices (PSO), Regional Project Coordination Offices (RPCO), and Provincial Project Management Implementing Units (PPMIU);
- Coordinate with other components/units within PRDP in crafting IEC materials; and
- Attend meetings, fora, workshops, and other PRDP-related events.

#### **REQUIRED EXPERTISE & QUALIFICATIONS**

- Willingness to conduct field travels and cover different activities of the Project.
- Strong interpersonal and teamwork skills;
- Excellent communications skills, oral and written; and
- Computer literate.

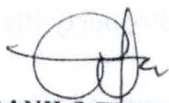
#### **A) Education & Relevant Experience**

- Bachelor's Degree on Journalism, Communications, and other related courses.
- Master's Degree is a plus, but not required; and
- At least four years progressive experience in media communications, public relations, journalism, marketing and/or nonprofit management roles.

#### **B) Competencies & Skills**

- Knowledge in crafting effective communication plans;
- Excellent writing and editing skills on IEC materials such as news, features, leaflets, etc;
- Excellent skills in writing speeches, scripts for videos/AVPs/TV, messages, talk points, etc.;
- Knowledge and experience in organizing events, media briefings, etc.;
- Strong inter-organizational management skills in working with various organizations, NGOs, POs Government, LGUs, private sectors, etc.;

APPROVED BY:



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