



Department of Agriculture  
**PHILIPPINE RURAL DEVELOPMENT PROJECT**  
National Project Coordination Office

**TERMS OF REFERENCE**  
**Knowledge Management Specialist**

**BACKGROUND**

The Philippine Rural Development Project (PRDP) is a World Bank (WB) assisted Project being implemented by the Department of Agriculture (DA) in 16 regions of the country. The development objective of the Project is to increase rural incomes and enhance farm and fishery productivity in targeted areas. It is envisaged to promote more inclusive rural development by supporting smallholders and fisherfolk to increase their marketable surpluses, and by improving access to markets. The PRDP also supports changes 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 is originally to be implemented over a period of six years (2014 to 2020). The Government of the Philippines recently granted the PRDP with a two-year extension of both the original loan and the first additional financing (AF-1) and was concurred by the World Bank (per letter dated April 16, 2020), hence extending the loan closing dates of the two loans from May 31, 2021 to May 31, 2023.

Aimed at achieving the Project development objective, the Project is implemented with four components enumerated and briefly described as follows:

**Component 1: Local and National Levels Planning.** This will support 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 will be 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.** A network of strategic rural infrastructure will be 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 will 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.** 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.** This aims to introduce innovations and reforms towards more effective and efficient administrative support system in Project implementation, mainly working through the existing DA bureaucracy. The management and implementation support mechanisms in PRDP will build on systems and practices that have proven effective under the MRDP2. To leverage its experience in implementing rural infrastructure projects with Mindanao LGUs, MRDP 2 will form the core of PRDP's Mindanao Project Support Office (PSO). To support implementation on a national scope, PSOs will be established to support Luzon and Visayas projects. A Regional Project Coordination Office (RPCO) will be formed in each Regional Office of the DA to focus on the implementation of the Project in region. A National Project Coordination Office (NPCO) will be established at the DA Central Office to steer the overall implementation of the Project.

## **RATIONALE OF THE ASSIGNMENT**

The DA-PRDP has accumulated a wealth of experience that remains insufficiently untapped and could be processed for developing communication on good project achievements and of strengthening project performance by learning from experience. The good practice documentation is based on a more in-depth analysis than success stories built on the lessons learned from the successes and failures in project implementation and drawing on the quantitative and qualitative assessment of PRDP achievements. The Project, through the NPCO, will develop a comprehensive PRDP guidance and strategy with priority areas for documenting and sharing Good Practice Notes that are considered relevant and of interest to the decision makers in LGUs and the regions.

## **DUTIES AND RESPONSIBILITIES**

The Project will engage a full-time Knowledge Management (KM) Specialist that will take charge in coming up with the KM framework/plan in coordination with the DA-PRDP KM Core Team. Under the direct supervision of the M&E Unit Head, the KM Specialist will have the following key tasks:

1. Formulate the Knowledge Management Strategy and Guidelines for the DA-PRDP;
2. Lead in the establishment and implementation of the KM System/strategy of the PRDP, including the establishment of a KM Portal and Database;
3. Create timelines of KM implementation and lead the TWG in the execution;
4. Manage and ensure that the KM Portal and Database is sustained;
5. Identify new areas and analyze existing KM materials and products;
6. Lead and provide guidance in the production of KM products;
7. Design/organize and implement knowledge-sharing activities;
8. Link the KM and communication strategy to the development strategy for mainstreaming of PRDP innovations for wider application across DA to establish the overall knowledge management system of the Project;
9. Lead in the mainstreaming of KM into the DA's other special projects; and
10. Perform other tasks that may be assigned by the immediate superior.

## **EXPECTED OUTPUT**

In performing the above tasks, the NPCO Knowledge Management Specialist is expected to produce the following:

- Knowledge Management Framework / Strategy / Plan for the effective implementation (publications, media communication, etc.) of the PRDP good practices and experiences;
- Good Practice Notes on innovations, experiences and best practices of PRDP
- Knowledge Management Portal;
- Report on the assessment of the PSOs and RPCOs for the mainstreaming and institutionalization;

## **REQUIRED EDUCATION AND QUALIFICATION**

### **A. Education and Relevant Experiences**

- i. Bachelor's Degree in Development Communication, Public Administration or any equivalent in development related area;
- ii. Minimum of five (5) years relevant experience in knowledge management and communication;
- iii. Must have at least five (5) years experience in working with NGAs, LGUs, stakeholders and communities; and
- iv. Must have substantial and relevant knowledge and experience working in the agriculture and fishery sector at least five (5) years.

### **B. Knowledge, Competencies and Skills**

- i. Strong written and oral communication skills;
- ii. Demonstrate capacity to promote knowledge sharing and knowledge products and systems;
- iii. Thorough understanding of knowledge management;
- iv. Strong analytical and research skills;
- v. Must be a team player but can work independently.