



## TERMS OF REFERENCE (TOR)

### ENTERPRISE DEVELOPMENT AND MARKETING SPECIALIST (EDMS)

#### 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(-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. Specially, I-REAP is designed to: (i) increase productivity and marketability of agriculture and fishery products through increase access to information and support services; and (ii) increase farms 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

Through I-REAP, PRDP will engage broad sections of the sector in the production of marketable surplus through investments in strategic segments of priority commodity value chains prioritized under the Regional Agricultural Fisheries and Modernization Plans (RAFMP) and the Provincial Commodity Investment Plans (PCIPs). The PLGUs will be supported in building their capacities to identify and invest in enterprises and support services needed to develop priority value chains and a more market-oriented agriculture and fishery sector in their areas. Complementing this, community entrepreneurial activities would be supported to help producer groups raise incomes through better linkages and access to markets. I-REAP component will contribute in increasing farmers' income and marketable surplus in the agri-fishery sector is to strengthen and develop viable agri-fishery based enterprises through efficient value chains of key agricultural and fishery products in targeted program areas.

The main task of the Enterprise Development and Marketing Specialist (EDMS) is to assist the Component Head in providing technical assistance to the Proponent Groups (PG) in collaboration with the Provincial/City/Municipal Project Management Implementing Unit (P/C/MPMIU) to ensure that PRDP I-REAP supported subprojects/enterprises are operating viably and sustainably.

#### DUTIES AND RESPONSIBILITIES

The Enterprise Development and Marketing Specialist (EDMS) shall report directly to the I-REAP Component Head. Specifically, the EDMS shall:

1. Assist the EDMS at the Project Support Office (PSO) in the assessment of enterprise or PG operations and shall prepare a Technical Action Plan which will serve as the basis in the provision of technical assistance to the PGs and the farmers/fishers recipients of the subproject.
2. Facilitate the preparation and approval of the Enterprise Operations Manual of each approved subproject/enterprises.





3. Regularly monitor operation of the ongoing and completed subprojects/ enterprises identifying issues and concerns/ bottlenecks and providing recommendations and actions taken.
4. Facilitate or conduct provision of technical assistance and capability building to the PGs.
5. Provide coaching and mentoring of PGs especially on marketing and technical aspects.
6. Work closely with the Agribusiness and Marketing Assistance Division (AMAD) of the Do Regional Field office (DA-RFO) in monitoring operation of enterprises and in the provision of technical assistance.
7. Participate in the conduct of the Rapid Appraisal of Emerging Benefits (RAEB) to be conducted by the Monitoring and Evaluation Unit.
8. Perform other duties that may be required from time to time.

#### **REQUIRED EDUCATION AND QUALIFICATION**

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

- Bachelor's degree in Agriculture, Agribusiness, Accountancy, Business Administration/Management and other business-related courses with appropriate license or eligibility
- Preferably licensed CPA/Master's degree holder in Business Administration/Licensed Agriculturist
- More than two (2) years of relevant experience in developing enterprises, handling livelihood projects, community organizing, organizational management, marketing, financial management, organizational management, strategic planning, business planning, and project proposal preparation and evaluation
- With experience in working with foreign-assisted and special projects implemented by government and non-government agencies

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

- With knowledge in business enterprise, accounting and bookkeeping, marketing of agri-fishery commodities and business plan preparation
- With knowledge in the operations of agri-fishery based enterprises
- With knowledge in the procedure in business financing, human resources, IT, operations and sales and marketing financing options for business start-ups and business expansions
- Strong interpersonal skills, monitoring and evaluation and financial analysis
- Ability to communicate effectively in oral and in technical writing
- Ability to multi-task and deliver results in an efficient and effective way
- Can work independently and as part of the team, and work effectively with co-workers, partner agencies and the private sector
- Proficient in MS word, Excel and Power point
- Proven skills (Event Organizing, Report Preparations, Leadership and Management, Awards and Citations)

**MONTHLY RATE: Php56,000.00**



Republic of the Philippines  
Department of Agriculture  
**PHILIPPINE RURAL DEVELOPMENT PROJECT**  
**National Project Coordination Office**  
4th Floor, DA Building, Elliptical Road, Diliman  
Quezon City 1101, Philippines


PREPARED BY:

  
**LARRY E. PARALUMAN**  
EDMS/ I-REAP Alternate Head

RECOMMENDING APPROVAL:

  
**CARMELITA T. BAJARLA, MBA**  
Director III  
Regional Technical Director, IREAP Head

APPROVED:

  
**CARLENE C. COLLADO, CPA**  
Regional Executive Director  
RPCO 10 Project Director

*A food-secure Philippines*  
*with prosperous farmers and fisherfolk*

