

Services of a Communications Adviser and Content Writer

Terms of Reference

1. BACKGROUND OF THE PROJECT

Communication has been an integral factor for the Tourism Promotions Board (TPB) as the marketing arm of the Department of Tourism (DOT). Effective communication plays a key role in TPB's planning and execution of its marketing strategies in promoting the Philippines as a top destination for travel. It also plays a significant role in building rapport and interacting with stakeholders and keeping them abreast with relevant information, especially in this time of the pandemic.

Thus, the services of a dedicated communications adviser and content writer is needed to ensure that the communication requirements of the agency with its stakeholders and clients/markets are crafted and conveyed in an efficient and timely manner.

2. OBJECTIVE

To contract the services of a Communication Adviser and Content Writer needed to provide original communication materials for the officials of TPB to support the agency's marketing and corporate activities as well as positively highlight TPB as the marketing arm of the Department of Tourism (DOT) and the Philippines as a travel destination.

3. SCOPE OF WORK/DELIVERABLES

Under the general supervision of the Chief Operating Officer (COO), or those assigned by the Chief Operating Officer to supervise and/or coordinate, but not necessarily limited to, the following assigned duties:

- a. Serves as the writer of speeches, remarks, talking points, articles, opinion editorials, and other public or internal commentaries by the Corporation;
- b. Work closely with the Office of the Chief Operating Officer (OCOO), the Corporate Planning and Business Development (CPBD) and Marketing Communications (MarCom) Departments as applies, in crafting statements, speeches, briefings, and press releases;
- c. Assists in the editing/revising of TPB Annual Reports and Quarterly Narrative Accomplishment Reports;
- d. Maintains records of research and back-up materials that verify prepared speeches, articles, opinion editorials and other public or internal comments;
- e. Works with media and creative staff as required, ensuring that important content messaging and materials are repurposed across digital platforms and channels;
- f. Proofread and/or edit documents in English and Filipino languages; and
- g. Undertake any other assignments related and/or incidental to the foregoing functions.

4. TERMS AND CONDITIONS

- a. All outputs of the service provider include, but are not limited to, messages, speeches, feature stories, news articles, photos, videos, shall become and remain the property of TPB;
- b. All outputs of the service provider, including other forms of publicity, are subject to the approval of TPB (MARCOM project officer) prior to their release. Specific to the Annual Report, it is subject to the approval of the CPBD, MarCom and OCOO TPB offices;

- c. Some deliverables, related either to Q4 2021 and/or end-of-year/full year reports may require submission beyond 31 December 2021. The Technical Consultant is to complete all deliverables before or by **30 June 2022** as relates to this contract;
- d. The service provider shall not, at any time, directly or indirectly, use or disclose any of TPB's confidential information except as authorized and within the scope of employment. The TPB has the right to request sight of, and copies of any and all records kept, on the proviso that the Technical Consultant is given reasonable notice of such a request;
- e. A Non-Disclosure Agreement shall be executed by the Technical Consultant with TPB, which shall form as integral part of the engagement;
- f. The Technical Consultant shall directly report to the Office of Chief Operating Officer (OCOO) and when applicable, coordinate with other offices or departments on assigned work; and
- g. The Technical Consultant must submit a Detailed Weekly or Monthly Accomplishment Report as needed during the period and timelines indicated within this contract. This report shall be submitted to the Chief Operating Officer for approval, which shall be the basis in processing the monthly payment to the technical consultant.

5. PERIOD OF ENGAGEMENT

The engagement shall commence upon issuance of the Notice to Proceed until **30 June 2022** with final payment withheld until clearance for all deliverables is obtained from the OCOO and a Certificate of Complete and Satisfactory Service Delivery is issued by TPB.

6. QUALIFICATIONS

- a. Bachelor's Degree with relevant experience;
- b. With experience in writing feature articles, news/magazine articles; corporate communication, and speeches; and
- c. Flexible approach to work, with a keenness to adapt to meet changing work requirements.

7. PROPOSAL

The Technical consultant shall submit the technical and financial proposals on the date, time and manner prescribed in the Request for Proposal, which include:

- Professional License/Curriculum Vitae
- A brief profile and description demonstrating meeting the client's needs;
- List and evidence of relevant work experience for at least five (5) years;
- His/her Curriculum Vitae; and
- Tax Identification Number

8. APPROVED BUDGET FOR THE CONTRACT (ABC)

The approved budget for this contract is **One Hundred Twenty Thousand Pesos (Php120,000.00)** inclusive of all applicable taxes.

9. FINANCIAL REQUIREMENTS / TERMS OF PAYMENT

The Technical Consultant shall be paid on a monthly basis inclusive of all applicable taxes, computed based on contract price. Payment shall be made based on actual services delivered, which shall not exceed the contract price.

Milestone Deliverables to be captured in:	Period Covered
Weekly/Monthly Detailed Accomplishment Report on the services' delivered work by the set deadline of the OCOO subject to COO's approval.	Weekly or Monthly as needed during the period and timelines indicated within this contract

The supplier must have a Landbank account as payment to the aforementioned will be made through LBP bank deposit. In case the supplier does not have a Landbank account, bank charges will be shouldered by the supplier.

10. ELIGIBILITY REQUIREMENTS

1. Mayor's /Business Permit
2. PhilGEPS Registration Number
3. Income/Business Tax Return
4. Omnibus Sworn Statement

11. ADDITIONAL REQUIREMENTS

1. Certification of relevant training attended

For particulars please contact:

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***** Nothing Follows *****