

## TERMS OF REFERENCE

The Biodiversity Management Bureau of the Department of Environment and Natural Resources (BMB - DENR) intends to engage the services of a Creative Specialist for the design and development of digital materials intended for the promotion and conduct of the Caves and Karst Digital Forum Webinar Series.

Service Description	:	Creative Specialist
Duration	:	One (1) month
Approved Budget for Contract	:	Php 49,000

### Requirements:

The candidate must have:

- a degree related in communications preferably Bachelor in Development Communication, Fine Arts or Graphic Design;
- at least five (5) years of experience and skills in creative layout, copywriting, graphic design, illustration of Communication, Education and Public Awareness (CEPA) materials;
- extensive background and proven capacity on the use of Adobe products (Photoshop, Illustrator, InDesign and Premiere Pro);
- capacity to work under pressure; and
- must have experience working with government, academe, non-government organizations or professional organizations involved in the biodiversity, environment and natural resources sector.

### Major Responsibilities:

1. Design and develop a wide-range of knowledge products for social media marketing such as infographics, social media cards, PPT designs and other collaterals;
2. Undertake due diligence research on the validity of data and information used in CEPA materials;
3. Come up with two (2) prototypes for each CEPA material and present to CAWED for review with maximum of two (2) rounds of revisions until final approval;
4. Closely coordinate work progress with CAWED and execute deliverables within agreed timeline;
5. Prepare printing specifications in consultation with CAWED; and
6. Work with CAWED to resolve technical and/or design issues.

### Deliverables:

1. Landing page design/layout (online registration) and signature line;
2. Twelve (12) social media cards;

3. Six (6) Zoom backgrounds;
4. PPT, e-certificate and evaluation form design templates;

**Schedule of Payment:**

- 15% of total contract amount to be released upon signing of contract;
- 70% of total contract amount to be released upon submission of landing page design, signature line, pre-webinar social media cards, zoom backgrounds and PPT design template;
- 15% of total contract amount to be released upon submission of post-webinar social media cards, e-certificate and evaluation form templates, including raw files and printing specifications.

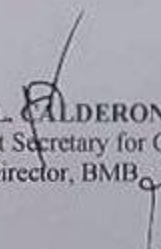
**Applications must include:**

- A letter of intent
- A curriculum vitae (basic personal information, including current email address, telephone, or fax number, educational background, work experience, and relevant accomplishments, 3 references)
- Samples of previous work, list of projects completed

Please send applications not later than 12 AUG 2020.

The Director  
Biodiversity Management Bureau  
Ninoy Aquino Parks and Wildlife Center, North Avenue, Diliman, Quezon City  
Telephone No. 9258951; Fax No. 9246031 local 229  
Email address: bmb@bmb.gov.ph; Cc:  
juvy.ladisla@yahoo.com.ph; cepa@bmb.gov.ph

Approved:

  
**RICARDO L. CALDERON, CESO III**  
OIC Assistant Secretary for Climate Change and  
Concurrent Director, BMB