

## **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 creating content for online materials and maintaining the website as well as the social media accounts of the Ninoy Aquino Parks and Wildlife Center.

<b>Service Description</b>	:	Creative Specialist
<b>Project Duration</b>	:	18 April 2022 – 30 June 2022
<b>Approved Budget for Contract</b>	:	PHP 1,070.00 per day (PHP 23,540.00 per month; inclusive of taxes; entry level position)

### **Requirements:**

The candidate must have:

- A degree in Multimedia Arts, Marketing, Communications, and other related fields;
- At least one (1) year of experience and skills in creative lay-out, graphic design, photography, writing of communications, education and public awareness materials;
- Extensive knowledge on the use of Adobe Creative Cloud Suit Software (Premier Pro, Photoshop, Illustrator, InDesign, and the like), as well as maintaining webpages through WordPress (provide creative portfolio or sample works);
- Preferably with working experience with the government, academe, non-government organizations involved in the biodiversity, environment and natural resources sector.

### **Major Responsibilities:**

1. Develop and maintain an online visitor management platform, the NAPWC webpage, and social media accounts;
2. Assist in handling various queries made by netizens through social media and email;
3. Design and develop a wide-range of communication products such as posters, write-ups, infographics, Audiovisual (AV) presentations, social media content and other collaterals;

4. Document NAPWC events, improvements, and related activities through photo and video;
5. Prepare and facilitate the logistical and other procurement requirements of activities, events, consultation and meetings related to projects, programs and development at the Ninoy Aquino Parks and Wildlife Center;
6. Create and maintain a database and tools of creative and visual materials for the NAPWC;
7. Undertake due diligence research on the validity of data and information used in communication materials; and
8. Perform other tasks as may be assigned from time to time by immediate supervisor.

**Deliverables:**

- Semi-monthly monitoring and progress report of NAPWC social media accounts;
- Monthly content calendar for the NAPWC social media accounts;
- CEPA products and materials (posters, banners, write-up, infographics, social media content, photos, videos and other collaterals);
- Fully-functional and updated social media accounts and webpage;
- Request for quotations and other procurement requirements for CEPA products and activities.

**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, relevant accomplishments and three (3) references)
- Samples of previous work

Deadline for submission of application is on **06 April 2022**.

Application should be addressed to:

**The OIC Director**  
Biodiversity Management Bureau  
Ninoy Aquino Parks and Wildlife Center, Quezon Avenue, Diliman Quezon City  
Telephone No. 8924 6031  
Email address: [bmb@bmb.gov.ph](mailto:bmb@bmb.gov.ph) CC: [napwc@bmb.gov.ph](mailto:napwc@bmb.gov.ph)

Approved:

  
**AMELITA D. ORTIZ**  
Assistant Director