

POSITION DESCRIPTION

Name:	Position Title : Communications Production Staff
Department: Communications	Reports To: and
Direct Reports: Communications Specialist (Focal Person for the Communications Department of the NSD Project)	Location: National Head Quarters
Purpose Statement	
<p>The Communications Production Staff, under the management of the Communications Department, is responsible for all production, logistical, operational and administrative functions in the delegation, ensuring overall compliance to Federation's procedures and policies to ensure smooth running of the aforementioned functions of the office.</p> <p>This position will demonstrate practical and creative abilities in digital media production, such as digital sound, digital radio, web-casting/streaming, interactive software design, digital video, video production techniques and multimedia project creation. He/she should possess an understanding of the concept, design and development of digital media projects, including extensive knowledge of variety of design, development, and production software and technology.</p>	
Key Result Area:	Duties and Responsibilities:
<p>KRAs based on the expected tasks (%)</p> <p>Hardware and Software Management (____%)</p> <p>He/she shall ensure that all communication equipment either hardware and software are maintained and periodically evaluated to ensure its maximum service and production delivery.</p> <p>Design, Development and Management of Digital Media Projects (____%)</p> <p>He/she shall work closely with the Senior Staff, Communications Manager, NSD Project Team for all projects duly approved for execution and conduct periodic monitoring and evaluation with inputs from the aforementioned members of the project team.</p> <p>Operational and Logistical Management of the Studio (____%)</p> <p>He/she shall ensure that all assigned communications and production equipment are secured, safely maintained and available for the use of the other members of the</p>	<ul style="list-style-type: none"> Establishing and running the digital studio from creative/artistic & operational perspectives. Co-developing & maintaining the visual identity and style of PRC's digital output across all platforms. Developing and delivering thought leadership and creative solutions that strengthen PRC's presence in the digital content spheres. Promoting continual creative improvement and actively contribute to a culture of innovation, excellence and accountability. Creating various templates for various content types, as well as the visual elements libraries for all the brands of PRC digital. Determining the overall style or tone desired for each brand, channel, platform or story. Building and maintaining world-class visual storytelling identity for PRC. Supervising digital designs & ensure optimum workflow with the editorial staff. Directing the filming of original stories, segments & mini documentaries. Developing detailed budgets and timelines



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communications department.	<p>for original content & external assignments.</p> <ul style="list-style-type: none"> • Overseeing the execution of all creative efforts on projects to ensure they are on strategy, on brand, on budget and on schedule. • Leading other members of staff who develop visuals & layouts. • Oversee the production of digital media including videos, website development, online advertising, and email marketing. • Take briefs from clients and foster long-lasting relationships with them. • Ensure all clients are updated on the delivery of digital campaigns. • Coordinate with project team to guarantee the workflow, documentation, and design standards are being upheld. • Prepare accurate status reports. • Identify any issues and resolve them in a timely manner. • Direct a team of developers, designers, and strategists to ensure that the final product is consistent with the project's and stakeholders' vision. • Provide cost estimates and quotations, and monitor budgets, when needed. • Manage the production schedule for several platforms across different formats (including TV, online, radio and print), to fulfil production targets and ensure all production information is recorded and tracked in a systematic way. • Support the Department in information collection and reporting, including drafting a monthly production update. • Deliver remote/online media training and capacity-building to project partners, as required. • Liaise with the team's Focal Person to ensure the impact of media content is effectively measured and captured.
Qualifications/Minimum Education: Bachelor's Degree Graduate	
Personal Qualities: <ul style="list-style-type: none"> • Passion for creative works and agency servicing to multi-industry levels • A collaborative and problem-solving mindset • An eye and attention for visual details such as color, typography, and copy proofing • The ability to multitask and problem-solve 	Work Experience & Skills: <ul style="list-style-type: none"> • Bachelor's degree in Communications Technology, Development Communication, Video Production, Film, Multimedia Production, Digital Communications, Marketing, or related field, or equivalent work experience required

<p>multiple projects at once</p> <ul style="list-style-type: none"> • Strong organizational skills with a self-sufficient mentality • Interest in automation systems and developing new workflows are a plus • Team player with the confidence and integrity to earn internal team confidence quickly. 	<ul style="list-style-type: none"> • Experience with Final Cut Pro or AVID editing software preferred • Proficient with Adobe Creative Suite, graphic software, and audio editing software preferred • 3 to 5 years of experience in digital art direction, preferably in creative and news organizations or media company. • Good awareness of news and ways of its dissemination. • Strong passion for and profound knowledge of digital art and visual storytelling. • Demonstrated familiarity with the digital tools & trends. • A proven record of accomplishment of proposition, service and team building in digital consulting (agency or consultancy). • Skill in developing visuals of excellent quality. • Excellent verbal and written English and in any local dialect communication skills. • Ability to adapt to technical aspects, manage multiple tasks, and set and implement goals. • Ability to translate complex ideas & data into infographics & other creative executions • Ability to manage key relationships with internal and external stakeholders. • Strong knowledge of computer software that is related to web design, video editing, and graphic design. • Excellent attention to detail with the ability to work well under pressure. • Outstanding communication and interpersonal skills. • Experience with lighting for photography and video • Experience with DSLR and prosumer camera equipment • Knowledge of post-production process from script to screen • Able to plan, organize and budget • Strong work ethic with ability to work a flexible schedule with some nights and weekend hours • Able to operate all video equipment such as cameras, microphones, teleprompter, audio/sound and editing equipment • Can troubleshoot and correct audio or visual problems to ensure proper quality is
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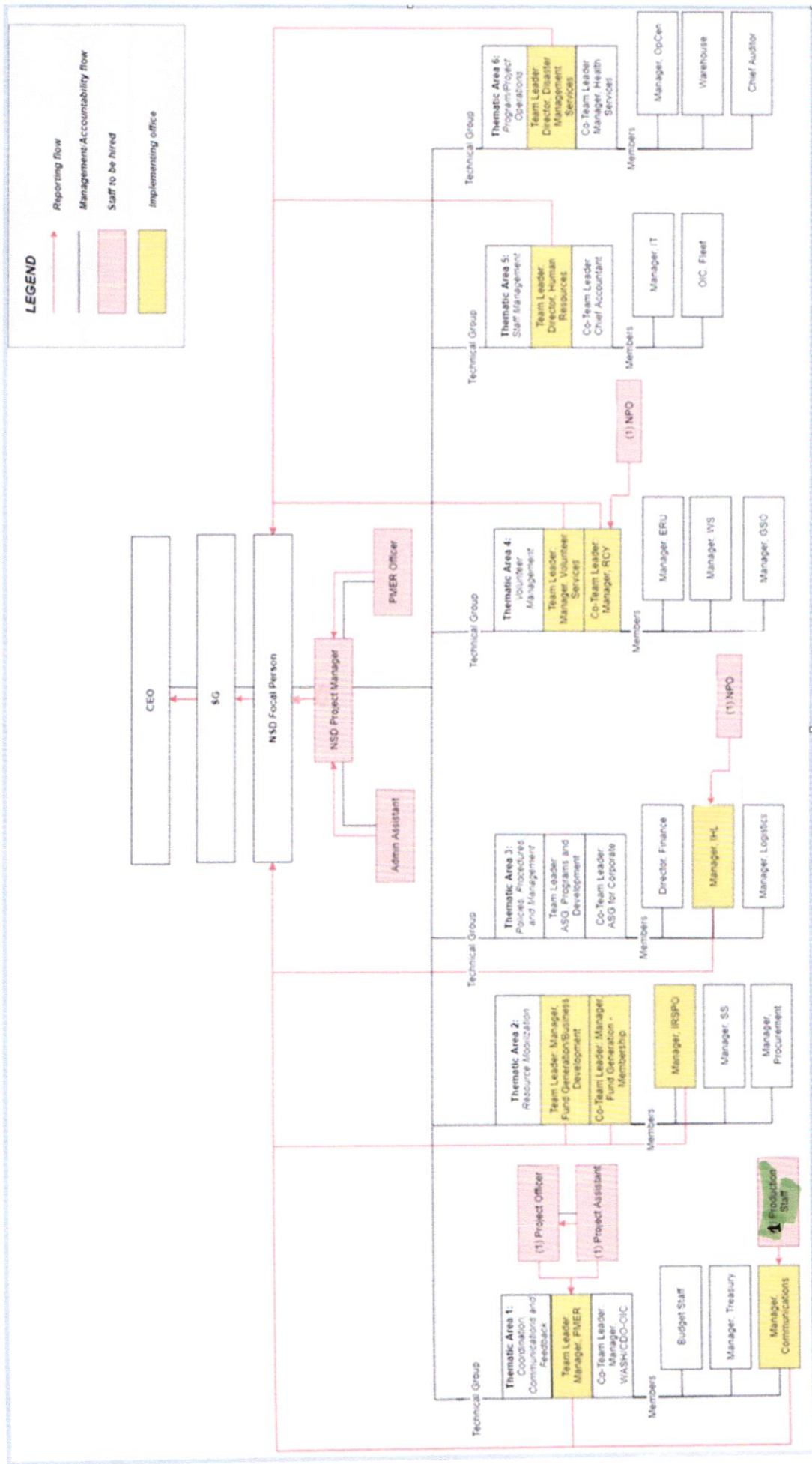
	achieved
Equipment Used: Computer/laptop, scanner, printer, copier, telephone and fax machine and video/digital camera and other communications production equipment.	Working Environment: Office and Field Based.
Key Contacts:	
Core Values: Fast, Flexible, Focused, Forward Looking and Friendly	
All staff shall agree to abide by the philosophy and principles of the Philippines Red Cross, in particular the 7 fundamental principles: Humanity, Impartiality, Neutrality, Independence, Voluntary Service, Unity, and Universality.	

Candidate/Position Holder

Immediate Supervisors Name

Print Name, Signature & Date

Print Name, Signature & Date



Activity 1.1.1.2	Outsource a consultant to collect and analyze existing Admin Memo related to flow of communication within and outside PRC	IHL/ OASG/ COMMS						80,000
	Hiring of Consultant		1 pax		2 mos		40,000.00	80,000

CC.4	Hiring of Personnel							5,434,000
	Project Based/Funded Staff							5,434,000
	NSD Project Manager	PMER	1 pax					1,300,000
	Project Officer - Technical	PMER	1 pax					598,000
	Project Officer - Knowledge Management	PMER	1 pax					598,000
	Project Admin Assistant	PMER	1 pax					481,000
	National Project Officer for RCY	RCY	1 pax					598,000

	Treasury Assistant	Finance	1 pax					481,000
	IHL Officer	IHL/ OASG/ COMMS	1 pax					780,000
	Communications Production Staff No. 1	Comms	1 pax					299,000
	Communications Production Staff No. 2	Comms	1 pax					299,000



10 July 2020

FOR THE SECRETARY GENERAL

Unif 7/29/20

subject to revision included
during the period to
chain

Thru : The Director, Finance - Brenda 7/13/2020
The Director, DMS
The OIC, Fund Generation 7/13/2020
The OIC, HRD 7/13/2020
The OIC, Communications Office 7/13/2020
The Manager, IHL 7/13/2020
The Manager, IRSPO 7/13/2020
The Manager, RCY 7/13/2020
The OIC, VS 7-10-2020

From : The Manager, PMER

Subject : National Society Development (NSD), A Request for Approval to Implement

The "National Society Development (NSD) thorough Systems Enhancement and Capacity Building" is a project proposed and approved to be supported by the American Red Cross. It serves to provide support in the attainment of PRC Strategy 2017-2020. It leans towards enhancing the capacities of support offices to greatly contribute to the National Society vision with strong emphasis on PRC Goal 2, to "Ensure a well-functioning national society, able to optimize resources through high quality and efficient service delivery, that is transparent and accountable at all levels."

As an overview the project covers the following:

Focus area: Organizational Development

Timeline : 24 months (July 2020- June 2022)

Cost of the project: USD 1,031,368 (Php 51,568,385)

Implementing Offices (9): Communications, DMS, Fund Generation, HRD, IHL, IRSPO, RCY, VS and PMER

Project Objectives:

- 1: Strengthened PRC internal and external coordination for improved response
- 2: Human resource (staff & volunteer) management better able to scale up and withstand large-scale emergencies
- 3: Strengthened quality and accountability systems

Project direct beneficiaries: 1,700 people

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OSG to 0720 4323 (OSG)

7/15/2020
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strategy
2017-2020



Planning, Monitoring, Evaluation and Reporting - PMERQ Office

Attached is the Project Proposal and Budget.

For your necessary approval.

CATHERINE J. LARRACAS, RMT, RN, MAN

DocuSigned by:

DS

Noted by: **SHIR SHAR AYOB**

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American Red Cross, Country Representative

*Attachment: Annex 1: Project Proposal
Annex 2: Budget*