



**Terms of Reference (ToR)**

**for the**

**Establishment of the Multimedia Digital Studio of the Philippine Red Cross**

**Philippine Red Cross**

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**Supported by**



**American  
Red Cross**



## 1. Background

The PRC, as the largest humanitarian organization in the Philippines, has a strategic role to play in assisting the Government of the Philippines with developing the Philippines community into one that is both prepared and responsive to disasters. PRC's presence in all provinces of the Philippines through its 104 Chapters is an organizational force designed to bring to fruition the organization's vision that is to be the foremost humanitarian organization ready to meet the challenges and capable of rapid delivery of humanitarian services in order to prevent and alleviate human suffering and uplift the dignity of the most vulnerable. This can be achieved by means of the mission statement as denoted within PRC's Strategic Plan for 2017 - 2020, "The Philippines Red Cross will provide a sustained and effective humanitarian service committed to build resilient communities, run by well-trained and dedicated staff and volunteers imbued with integrity, equipped with the necessary logistics and the maximum usage of information technology. We will continue to expand our volunteer network in every part of the country to ensure swift delivery of our services".

To accomplish this completely, PRC needs to have strong capacity to reach the maximum potential of PRC in order to ensure effective operations and management and to continually strive for optimized service delivery. However, PRC has not accomplished its objectives to full extent due to lack of, inconsistent, and/or absence of resources and policy, procedures, and systems. Particularly, PRC needs to build its capacity to tackle the growing demands for an appropriate, suitable and technology-based intervention to address the communications needs through establishment of the multimedia digital studio.

## 2. Objectives of the Consultancy Engagement

The objectives of the consultancy engagement are:

1. Provide appropriate concept and timely feedback on the appropriate software and hardware technology for the multimedia needs of the organization in order to maximize target market, client experience and marketing needs of the organization
2. Guide the organization in crafting the comprehensive digital technology framework or concept that can empower the organization's advocacy and communications workforce to lead in the virtualized world
3. Provide technical assistance in developing, crafting, establishing the digital technology requirements that will support its multimedia digital needs
4. Monitor the progress of the digital studio production and management of administrative and logistical requirements
5. Assist in crafting policies towards administrative, logistical, governance, risk and compliance to protect its brand, reputation, clients and stakeholders from regulatory and security breach

## 3. Expected Outputs

Three major outputs are expected at the end of this scoping study.

1. Established the organization's digital studio
2. Monitored progress of the digital studio in the early stages of its production
3. Crafted policies for its administrative and logistical requirements for its management, monitoring and reporting needs



### Payment Scheme/Schedule

The consultant will be offered a lump sum fee inclusive of travel costs. The payments will be made in installments based upon outputs/deliverables specified in the TOR (under payment schedule) and upon certification of satisfactory work as per work plan.

Deliverables	Payment Allocation
Upon signing the contract and submission of inception report	20%
Upon submission and acceptance of interim report (Conceptualization and execution for both hardware and software based equipments)	50%
Upon submission and acceptance of final report and completion of Multimedia Digital Studio	30%

### 4. Beneficiary

The Philippine Red Cross, in general, is the main beneficiary of the engagement, however, it is primarily intended for National Headquarters' Communications Department Staff. The partner national societies, including American Red Cross and potential partners in the country may also use the digital studio to support PRC in the increased effectivity and efficacy of the communication's advocacy reach and scope of the Project.

### 5. Implementation

#### 5.1 Consultant

PRC shall secure the services a **CONSULTANT** who will ensure that the objectives of the engagement are accomplished.

The consultant is expected to be based in National Capital Region. This arrangement is proposed so interviews, focus group discussions, hardware and software assessment, procurement and running of the said equipment are better facilitated. If the consultant from NCR may not be able to visit the NHQ and conduct face-to-face meetings because of the current travel restrictions due to COVID-19, he/she may opt to have these meetings and consultation remotely or via available internet-based platforms.

PRC will engage with the consultant and it will be his/her responsibility to submit a project proposal. PRC will approve the consultants.

The consultants should meet the following criteria:

- relevant qualification and experience
- experience in working with RCRC Movement
- experience in setting up of a multimedia digital studio

The consultant will work closely with the Communications Department Head, NSD Communications Department Focal Person, Planning, Monitoring, Evaluation and Reporting (PMER) Manager and in technical consultation with the PRC NSD Project Management Team.