

# JOB REQUEST

Entity Name: NATIONAL BOOK DEVELOPMENT BOARD

Fund Cluster : 01

Office/Section : OED	JR No. : <b>2021 044</b> Responsibility Center Code : _____	Date: <b>04 June 2021</b>
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Stock/ Property No.	Unit	Item Description	Quantity	Unit Cost	Total Cost
	<b>Lot</b>	<b>NBDB Brand and Communication Strategy</b>	<b>1</b>		
		<b>SCOPE OF WORK:</b>			
		The NBDB will need qualified and competent team of communication specialist/s who shall undertake the following tasks and responsibilities:			
		<b>Communications Plan Development &amp; Oversight</b>			
		- Design of communications plan			
		- Oversight of execution over 6 months			
		- Oversight, editorial & creative input on collaterals, releases			
		<b>Community and Media Representation &amp; Monitoring</b>			
		- Media & Community representation			
		- Media monitoring			
		<b>Mode of payment:</b> The communications specialist/s will receive a Professional fee (PF) amounting to NINE HUNDRED NINETY THOUSAND PESOS [PHP990,000] subject to applicable government taxes, charges and bank fees in three tranches			
		<b>Approved Budget: PhP990,000.00</b>			

Purpose: For the hiring of Communications specialist/s for the NBDB Brand and Communications Strategy

Requested by:

Approved by:

Signature :



Printed Name :

**RYAN A. ESTEBAN**

Designation :

OIC Deputy Executive Director



**CHARISSE AQUINO-TUGADE**

Executive Director III