

TERMS OF REFERENCE:

**HIRING OF CONSULTANT FOR PUBLIC AFFAIRS
and MARKETING DEPARTMENT (PAMD)**

I. BACKGROUND

The National Home Mortgage Finance Corporation (NHMFC) was created in December 21, 1977 by Presidential Decree No. 1267. It was mandated to increase the availability of affordable housing loans to finance the Filipino homebuyer's acquisition of housing units through the development and operation of a secondary market for home mortgages. As the major government home mortgage institution, the NHMFC was mandated to operate a viable home mortgage market by purchasing mortgages originated by both private and public institutions that are within government-approved guidelines.

In the performance of its mandate, NHMFC has been implementing various corporate programs to enhance the services it renders and to provide more avenues for client-borrowers/prospective buyers to avail of NHMFC services.

Hence, the need for the employment of a Consultant who will work in close coordination with the Public Affairs and Marketing Department (PAMD) to ensure the effective and efficient marketing of the Corporation, its programs and services, to the public and that knowledge transfer is effected by the end of the Consultancy Agreement.

II. SCOPE OF WORK

The Consultancy Agreement covers the hiring of a Consultant through Small Value Procurement as specified in Republic Act No. 9184, its implementing rules and regulations, and pertinent jurisprudence on the subject matter. The Consultant to be hired must possess the capacity to perform the following tasks for NHMFC:

- a. Draft content preparation and concept development proposal for the Corporation's print, mobile and social media marketing campaigns, in both English and Filipino, to create user-friendly promotional tools such as creation of an over-all theme for the corporation/promotional video introducing NHMFC and its role in the housing segment;
- b. Take charge of the editorial content of NHMFC's various Corporate Reports such as but not limited to: Annual Reports, Newsletters/Paper/Magazine issuances, and Advertising Ads and other promotional materials;
- c. Train PAMD staff on how to pitch viral/trending write-ups, choose topics, create news angles for publication, spiels for interviews, client-interactions, and audio/video advertisements of the Corporation's various services and programs;

NATIONAL HOME MORTGAGE FINANCE CORPORATION

- d. Train PAMD staff in the documentation of information gathered from different media platform, presenting it in a manner that is complete, concise and conducive for data analysis, for purposes of research and marketing policy formulation;
- e. Whenever necessary, conduct ocular inspections for photo shoots, filming of audio-visual presentations, client-interactions, radio and TV appearances, etc.;
- f. Provide adequate consultation and training to ensure technology and knowledge transfer, especially in terms of which promotional material/advertisement should the Corporation invest on, how to manage client reviews, how to encourage client-interactions online, etc.; and,
- g. Assist the Corporation in creating a Communication Plan and Marketing Plan;
- h. Assist/suggest marketing strategy/strategies on how to "rebrand" the Corporation, to make NHMFC distinguishable in the market;
- i. Attend meetings with PAMD staff and/or the Management on Marketing and news related concerns;
- j. Perform such other related marketing services which may be assigned by the Head, PAMD and/or by the Executive Committee.

The performance of these tasks involves all media platforms to be utilized by NHMFC, including its official website, as well as print, mobile, social media, audio and video releases by the NHMFC for the period of the Consultancy Agreement.

The services to be rendered by the Consultant may be done within office premises or through a work-from-home set-up wherein work is to be submitted online, depending on the given assignment.

III. QUALIFICATIONS

The following are the required skills and competencies of the Consultant:

- a. Must possess a degree in Broadcast Communication or other relevant degree;
- b. At least 1-year work experience as Senior Writer for stories or news.
- c. Must have at least 3 years relevant work experience in creative writing/concept development (print, radio or TV);
- d. Must have at least 3 years relevant work experience in multi-media platform handling and concept preparation for promotional materials (print, digital, audio-visual).

IV. TERMS OF AGREEMENT

The agreement shall be effective for a term of six (6) months. The term shall commence on the date of the signing of the agreement by the parties.

V. RELATIONSHIP OF PARTIES

- a. No employer-employee or principal-agent relationship is created between the Consultant and NHMFC.
- b. Other than the fees due to the PAMD Consultant at the time of the pre-termination, the Consultant shall hold the Corporation free and harmless from any and all liabilities arising from or by reason of the Consultancy Agreement.

VI. REPORTING REQUIREMENTS

The Head, PAMD shall set a deadline per assigned task and the compliance shall be recorded through a monthly accomplishment report to be submitted by the PAMD CONSULTANT on or before the 5th day of each month. The accomplishment report to be submitted may take the form of hard copies or upon approval of the Head, PAMD, through softcopies submitted online, with the soft-copy bearing the electronic signature of the PAMD Consultant, with the printout bearing an attestation from the Head, PAMD that the same has been submitted online within the deadline.

VII. DOCUMENTS FOR SUBMISSION

Interested bidders shall submit the following documents:

- 1. Mayor's/Business Permit;
- 2. Curriculum Vitae;
- 3. PhilGEPS Registration Number;
- 4. Income Tax Return; and
- 5. Omnibus Sworn Statement.

VIII. TERMINATION

The contract may be terminated by the CORPORATION at any time even prior to the expiration of the period stated herein, in the event that the Corporation determines that it no longer needs the services of the PAMD Consultant, or for any other reason, following the procedures and guidelines set forth in the procurement law (Republic Act No. 9184), its implementing rules and regulations, and pertinent jurisprudence on the matter.

IX. CONFIDENTIALITY

The PAMD Consultant will not, except as authorized or required by the PAMD Consultant's duties herein stated, reveal or divulge to any person or entity any information concerning the organization, business, finances, transactions or other affairs of the Corporation which may come to the PAMD Consultant's knowledge during the term of this Agreement and the PAMD Consultant will keep in complete secrecy all confidential information entrusted to him/her and will not use or attempt to use any such information in any manner which may injure or cause loss either directly or indirectly to the Corporation's interests.

X. BUDGET

The approved budget of the contract is **one hundred fifty thousand pesos (₱150,000.00) for six (6) months, inclusive of all taxes and fees.**

NATIONAL HOME MORTGAGE FINANCE CORPORATION

Criteria for Selection:

CRITERIA	PERCENTAGE		
Technical Criteria		70%	
		Weight	Score
1. Must have a degree in Broadcast Communication.	100%	20%	
If other degree	80%		
2. Work experience as Senior Writer For stories or news:		10%	
a. at least 1 year	100%		
b. less than 1 year	80%		
3. Relevant work experience in creative writing/concept development (for print, radio or TV).		20%	
a. at least 3 years	100%		
b. less than 3 years	80%		
4. Relevant work in multi-media platform handling and concept preparation for promotional materials (print, digital, audio-visual).		20%	
a. at least 3 years	100%		
b. less than 3 years	80%		
Financial Proposal		30%	
Lowest Bid	100%		
2nd lowest Bid	85%		
3rd lowest bid	70%		
4th lowest bid	55%		
Total Score		100%	
Technical Criteria			
Financial Criteria			