



Republic of the Philippines
COUNCIL FOR THE WELFARE OF CHILDREN

**PUBLIC AFFAIRS AND INFORMATION OFFICE (PAIO)
TERMS OF REFERENCE**

Position	Information Officer II (Digital Media Officer/ Media Engagement and Production Section)
Salary Grade	15
Monthly Salary	Php 36,619.00 + 12% premium: Php 4,394.28
Fund Source	CWC
Status	Cost of Service (COS)
Office Assignment	Council for the Welfare of Children – Public Affairs and Information Office (PAIO)
Section/Unit	Media Engagement and Production Section
Position Title of Immediate Supervisor	Information Officer IV
Position Title of Next Higher Supervisor	Information Officer III

QUALIFICATION GUIDE

A	CSC Prescribed Qualification Standards	
	Education	Bachelor's degree relevant to the job
	Training	At least 4 hours of training
	Experience	1 year relevant experience
	Eligibility	None Required
B	Preferred Qualifications (Competency-Based)	
	Education	Bachelor's degree relevant to the job
	Training	At least 4 hours of training
	Experience	1 year relevant experience
	Eligibility	None Required
	Additional Competency: 1. Knowledgeable in developing visual materials and other publication materials 2. Excellent public speaking skills and interpersonal communication 3. Equipped in managing social media accounts and in-person events	



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JOB DESCRIPTION

Job Summary (Brief Description of the General Function of the Position)

Under general supervision of Information Officer IV and Information Officer III and with the exercise of independent judgment, performs complete, efficient, and quality professional work requiring intermediate knowledge, skills, and attitude on monitoring and evaluation.

Functions and Responsibilities

1. Develop, design, and produce Information, Education, and Communication (IEC) materials, including graphics, videos, social media cards, infographics, motion graphics, and other digital advocacy materials aligned with agency communication objectives and branding standards.
2. Prepare knowledge products such as primers, guides, advocacy toolkits, presentation decks, scripts, and other communication support materials for agency programs, projects, and activities.
3. Provide technical specifications, production recommendations, and creative inputs for communication and multimedia materials for review and endorsement of the PAIO Head.
4. Manage and maintain the agency's official digital communication platforms, including social media accounts, websites, and other online channels, ensuring timely dissemination of approved materials and official information.
5. Develop and implement content calendars, posting schedules, and digital dissemination strategies, and monitor platform analytics and audience engagement to support communication planning and decision-making.
6. Assist in the development and implementation of communication plans, advocacy campaigns, and promotional strategies for agency programs, projects, special events, and observances.
7. Conduct photo and video documentation, activity coverage, content gathering, and preparation of post-activity reports, highlights, and communication materials for advocacy initiatives and official events.
8. Represent the office in authorized internal and external meetings, inter-agency committees, technical working groups, and related engagements, and prepare corresponding minutes, reports, and documentation.
9. Provide administrative, technical, and operational support in the implementation of communication-related activities, projects, and events, including coordination with internal offices, partners, service providers, and stakeholders.
10. Prepare and submit accomplishment reports, maintain organized records and digital archives, and perform other related duties and responsibilities as may be assigned by the Unit Head or authorized officials.

Job Output

1. Information and Advocacy Materials
 - a. Approved and published IEC materials (graphics, videos, social media cards, infographics, motion graphics, etc.)
 - b. Developed knowledge products (e.g., primers, guides, advocacy toolkits, presentation decks)
 - c. Technical specifications and production recommendations endorsed to the PAIO Head
2. Content Dissemination and Platform Management



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- a. IEC materials posted and disseminated across all official agency platforms
 - b. Documentation of posting schedules and digital analytics/engagement summaries
 3. Advocacy Campaign Support
 - a. Communication plans and advocacy materials for campaigns and special events
 - b. Documentation (photo/video coverage, highlights, post-activity reports) of advocacy activities
 - c. Representation reports or minutes of meetings from internal/external engagements and inter-agency committees
 4. Administrative and Operational Support
 - a. Activity implementation support documents
 - b. Weekly/monthly accomplishment reports
 - c. Other outputs as may be required by the Unit Head