Special Order
No. _02_
Series of 2023

**SUBJECT : CREATION OF DA-BAFE INFORMATION AND COMMUNICATIONS TECHNOLOGY SUPPORT TEAM (ICTST)**

In interest of the service, the DA-BAFE Information and Communications Technology Support Team (ICTST) is hereby created in support and assistance to the Information and Communication Section of the Bureau. The following personnel are hereby designated to form part of the ICTST:

| | |
|---|---|
| Team Leader: | Mr. Marshall Louie Asis (permanent) |
| | Mr. Ralph Angelo Ongka (alternate) |
| Website Manager: | Mr. Julius Abe Peralta (permanent) |
| | Mr. Ronnie Chy (alternate) |
| Social Media Manager: | Mr. Marshall Louie Asis (permanent) |
| | Mr. Ralph Angelo Ongka (alternate) |
| Social Media Administrator for Procurement: | Mr. Keith Audwin Q. Aquino |
| Designer/Artist: | Mr. Ralph Angelo Ongka |
| | Mr. Almario Patungan |

Division Information Officer

| | |
|---|---|
| AFD | Ms. Rodhelene Manalac (permanent) |
| | Ms. Michaela Angela Rellosa (alternate) |
| EPDSD | Engr. Dexter Fulgar (permanent) |
| | Engr. Alexander Nicole Tan (alternate) |
| PKMDD | Engr. Jennifer Salayon (permanent) |
| | Mr. Kevin Remorosa (alternate) |
| PPMD | Engr. Benjamin Baradi II (permanent) |
| | Engr. Eunice Mejos (alternate) |
| SEPPD | Engr. Christian Manalang (permanent) |
| | Arch. Edrianne Maine Apilado (alternate) |
| SRED | Engr. Melanie Lorenzo (permanent) |
| | Engr. Trishia Flores (alternate) |

## I. Definition of Terms

For the purpose of this order the following are defined and abbreviated as follows:

**Clients** – refers to the division, section, or unit of DA-BAFE that is requesting for visual information and communication products from the ICTST

**BAFE Visual Identity Standards (VIS)** – is the distinct and standard visual style of the Bureau for print and media. This is composed of principles of effective writing, grammar, forms of format and style, citation, documentation, standardized templates, etc.

## II. Functions

The BAFE ICTST under the supervision of the DA-BAFE Top Management shall plan, implement, and monitor visual information and communications related to the programs, projects, and activities of the Bureau. As such, the ICTST shall collaborate with the clients in providing media support and visual information services and manage the BAFE information and communication platforms.

The Information Officer, in collaboration with the clients, is in-charge of content development, editing, proofreading, and copywriting.

The aforementioned designated personnel in concurrent capacity of their respective positions, shall perform the following functions:

### Team Leader

- Lead the development, implementation, and monitoring of the BAFE's visual information and communication plans, standards, and guidelines;
- Prepare budget plan for the operation of the group;
- Ensure the timely preparation and submission of required documents for requests for supplies, materials, and other needs for the conduct of activities of ICTST
- Develop a system and standards for documenting, storing and processing of information generated;
- Develop a BAFE Visual Identity Standards and Guidelines; and
- Create strategies for continual development of visual information and communication program of the Bureau.

Website Management
- Lead in the conceptualization, production, and posting of visual information for the website and social media releases;
- Plan, monitor, and enhance the BAFE website;
- Oversee the compliance of BAFE website and social media platforms to pertinent laws and guidelines such as but not limited to the Data Privacy Act, DICT Website Guidelines, etc.;
- Ensure that the website aligns with BAFE Visual Identity Standards;
- Oversee the timely response to public queries and other requests for BAFE information services received through BAFE's official website and social media accounts via routing to the concerned Division

Design Management
- Prepare lay-out/design of frequently asked questions (FAQs) and other appropriate forms of IEC materials concerning DA-BAFE services, programs, projects, and activities;
- Oversee and identify appropriate platforms such as prints, multimedia, etc.

- Check and review the final layout and make suggestions to improve layouts submitted by the designers for finalization;
- Check captions and copyedit layout content;

## Website Manager
- Implement, manage, and enhance the BAFE website;
- Respond to and troubleshoot BAFE website issues;
- Identify and respond to all website security breaches;
- Ensure that the website is protected by applying the appropriate security measures;
- Update contents and ensure the veracity of the uploaded information regularly;
- Conduct content audits with clients to eliminate redundant and/or duplicate information;
- Ensure website quality and efficiency by conducting regular test plans;
- Improve the user experience/interface of the website regularly;
- Ensure full compliance of the website and substance with all pertinent laws, regulations, and guidelines; and
- Provide adoptable observed best practices in website management

## Designers
- Consult with clients to determine project requirements;
- Develop creative and innovative design concepts;
- Design sample layouts through the application of information related to layout principles, procedures, and DA-BAFE branding style and standard;
- Select the appropriate font and style for the material to be illustrated;
- Conceptualize/create graphics and layout for DA-BAFE programs, projects, and activities;
- Maintain an archive of multimedia resources (images, videos) that can be used for DA-BAFE's website and social media channels;
- Prepare charts, illustrations, graphs, and related figures;
- Implement changes on proposed layouts based on client input to finalize layout;
- Assess visual aspects (i.e. color, typeface, position, and formatting) to ensure test and image compliance;
- Assist in the creation of templates to be used for DA-BAFE Visual Identity Standards

## Social Media Manager
- Monitor relevant news trends in mainstream and social media;
- Recommend mainstream and social media strategies that BAFE can implement to maximize these for public information dissemination;
- Inform BAFE Top Management on critical and priority issues obtained from media monitoring;
- Develop, implement and maintain BAFE's social media strategy;
- Determine social media engagement through established KPIs;
- Produce and regulate content for BAFE's social media platforms;
- Collaborate with division information officers and designers to ensure social media content is informative and appealing;
- Establish social media network with other DA Bureaus and attached agencies

**Social Media Administrator for Procurement**

- Maintain the use of the official social media platform as the secondary source of critical procurement;
- Ensure the security and integrity of the following information and shall upload it in an orderly way:
    - All the advertising and post-award information of all Procurement Projects, as well as the transparency requirements
    - under Section 94 of RA No. 11465 (Transparency Seal).
    - For infrastructure projects, the following information pursuant to Section 93 of RA No. 11465:
        - i. Project title, location, and detailed description; ABC; and winning contractor and the detailed estimates of the bid as awarded, within thirty (30) calendar days from entering into the contract;
        - ii. Start of construction, the target date of completion, completion rate, project status, and the reason/s in case of delay;
        - iii. Source of fund, implementing office, responsible official, contact number and electronic mail address; and
        - iv. Detailed actual cost of the project, variations issued, if any, within thirty (30) calendar days from the issuance of a certificate of completion
- Respond to public/prospective bidders' queries on BAFE procurement activities via chat/comment;
- Update contents and ensure the veracity of the uploaded documents/information regarding BAFE procurement activities regularly;

**Division Information Officer**

- Spearhead the production of content aligned with the Division's activities, programs, and projects;
- Gather and generate relevant statistics and reports on agriculture and fisheries machinery and infrastructure projects for IEC materials;
- Respond to public queries and other request for BAFE related information received through official communication (e.g. letters and memoranda) via routing to concerned individuals;
- Lead research work to guarantee accuracy of the gathered and provided information;
- Audits content to avoid redundant and unnecessary information.

**Clients**

- Furnish media files like photos and videos of the activities conducted;
- Responsible in providing content of each job request;
- Provide budgetary requirement for the printing and publishing of the requested job;
- Process the procurement of the printing and publication works;
- Coordinate with the ICST on the process development of the requested job;
- Collaborate and provide input in the development of the requested job; and

- Provide resources in the processing of the requested job.

## III. Procedures and Guidelines

1. The clients shall fill out the Job Request Form (JRF) through the ICTS to record and queue the job request in the editorial calendar.
2. ICST should perform the assigned function as additional tasks together with their regular functions. The ICTS shall ensure that the additional task will not hinder the performance of their usual tasks; hence appropriate planning and scheduling of activities/deliverables must be accomplished.
3. Upon filing the JRF, the clients shall furnish the ICTS with the contents while ensuring the accuracy and relevance of the content's form and substance. The ICTS is responsible solely for the visual design and production of the digital copy.
4. The team leader shall monitor the submitted job request and shall assign such request to its members. It would usually take 2-10 working days to complete the job request depending on the nature of request and workload of the responsible ICTS members.
5. The ICTS member shall consult with the clients for details pertaining to the specified job request like FAQs, design, layouts, among others.
6. The clients shall review and approve the final draft of the requested job prior to printing and publication.
7. Printing, publishing and reproduction of materials is the responsibility of the client. The ICTS is in-charge of the posting to the website and social media platforms.
8. The clients shall audit the content after production and posting.
9. The ICTS shall issue a separate order on the adoption of DA-BAFE Visual Identity Standards.

## IV. DA-BAFE Visual Identity Standards (VIS)

Upon approval of this Order, the ICTS shall facilitate the development, adoption, and approval of the BAFE Visual Identity Standards. This will serve as the definitive reference concerning DA-BAFE's visual identity, representations, typeface, and branding.

## V. Effectivity

This Order shall take effect upon the approval of the Director and shall remain effective unless revoked.

**ENGR. ARIODEAR C. RICO**
Director IV