

TERMS OF REFERENCE

PROJECT COMMUNICATIONS CONSULTANT Pro-Digital LOOP Project

I. BACKGROUND

CRC Asia, in partnership with ChildFund Philippines and ChorogUsan for Children (formerly ChildFund Korea), is implementing *Promoting Digital Literacy for Learning and Optimized Online Protection (Pro-Digital LOOP) Project*, which focuses on increasing competencies of children that will allow them to grow safely and thrive in the digital age and strengthening policies on safe digital literacy and digital learning environment. Throughout its implementation starting in November 2023, the project has collaborated with different tech companies, such as TikTok. Based on the recent consultation with children, TikTok realized the need to promote their safety features to Filipino teens as part of their action points.

As a result of CRC Asia's engagement with TikTok under the Pro-Digital LOOP Project, TikTok has committed to provide CRC Asia with USD 30,000 TikTok Ad Credits, which is available for use until December 2026. The TikTok Ad Credits is non-transferrable and will be used to promote its safety features, online safety campaign, and the immediate results of the Pro-Digital LOOP Project. To maximize the TikTok Ad Credits further disseminate the results of the Pro-Digital LOOP Project, CRC Asia seeks to engage a Project Communications Consultant. The Consultant will lead the development of materials that will be used in the TikTok Ad Credits and other platforms of CRC Asia.

II. SCOPE OF WORK

The Project Communications Consultant will lead the development of communication and advocacy materials of CRC Asia, promoting the rights of children in digital environment. The Consultant will utilize evidence-based results from the activities under the Pro-Digital LOOP Project. Specifically, the Consultant is expected to:

- Review documentation reports of activities conducted under the Pro-Digital LOOP Project
- Draft clear and evidence-based content, highlighting the point of view and recommendations of children
- Coordinate with TikTok for the requirements of the Ad Credits
- Coordinate with CRC Asia for validation, revisions, and approval
- Ensure readability, accessibility, and suitability for both digital and print formats of materials developed
- Post and disseminate approved materials on CRC Asia's TikTok account and other existing platforms
- Ensure implementation of CRC Asia's child safeguarding measures and data privacy
- Contribute in the development of other advocacy materials
- Participate in activities and meetings relative to this project and other key advocacy priorities

The consultant is expected to create original or use license-free materials, including open-source/free font styles.

IV. DELIVERABLES AND TIMEFRAME

The Project Communications Consultant is expected to deliver outputs on a monthly basis from August 2026 to October 2026. Specific timeline of deliverables will be developed by the Consultant and CRC Asia.

Deliverables:

- Design concept/mock-up of the materials (sample layout and visual style) with infographics, charts, and visuals based on program data and stories.
- Revised versions of content and layout reflecting CRC Asia's feedback (up to 3 revisions)
- Post/disseminate final/approved material in CRC Asia's TikTok account and other platforms

IV. QUALIFICATIONS

The Consultant should possess:

- A bachelor's degree in Communications, Development Communication, Journalism, Public Relations, International Development, Social Sciences, or a related field.
- At least three (3) years of experience in program communications, advocacy, project coordination, digital communications, or public engagement
- Demonstrated experience managing communications for civil society organizations, regional programs, or development initiatives
- Experience in program coordination, event management, stakeholder engagement, and knowledge management is an advantage.
- Excellent writing, editing, and storytelling skills
- Experience managing websites and social media platforms, including Tiktok, Facebook, Instagram, LinkedIn, and similar digital channels
- Proficiency in Canva, Adobe Creative Suite, or equivalent graphic design and video editing software
- Experience in the field of child rights is required.
- Experience in producing child-friendly communication products is required.
- Strong organizational, project management, and interpersonal skills are required.
- Knowledge and understanding in Asia regional context are required
- Fluency in English – written and verbal – is required.
- Ability to manage multiple projects and deadlines is required.
- Ability to work independently and collaboratively in multicultural environments is required.
- Familiar with ethical communications and CRC Asia's child safeguarding policy and code of conduct

V. PAYMENT

The Project Communications Consultant will be paid One Hundred Seventy Thousand Two Hundred Fourteen Pesos and 89 centavos (P170,214.89) inclusive of taxes and bank charges for the service.

The payment shall be made at the end of the month upon completion of deliverables per month.

Tranche	Amount
August 31, 2026	Php 56,738.30
September 30, 2026	Php 56,738.30
October 31, 2026	Php 56,738.29

VI. APPLICATION PROCEDURE

Interested applicants are requested to submit the following to mescobedo@crcasia.org and amihan.abueva@crcasia.org on or before 7 August 2026:

1. Curriculum vitae of all members of the team
2. Portfolio of sample works
3. Letter of Intent (Addressed to Ms. Amihan Abueva, Regional Executive Director)

Considerations

The position is limited to Filipino nationals based in the Philippines.

Equal Employment Opportunity: CRC Asia follows the Philippine Labor Code and commits to equal employment opportunity. CRC Asia provides equal opportunity for all employees and applicants without regard to race, color, religion, national origin, sex, age, marital status, sexual orientation, disability, political affiliation, personal appearance, family responsibilities, matriculation or any other characteristic protected under national and local laws. Each person shall be evaluated on the basis of personal skill and merit.

Child Safeguarding Policy and Code of Conduct: CRC Asia is a child-safe organization. We shall not knowingly employ anyone who has been convicted or accused of crimes related to violations of human rights or child rights, including, but not limited to, committing sexual exploitation and abuse of children, child labor, child marriage, and other harmful traditional practices. We retain the right to review the criminal records to be submitted by the candidates, and that it will not consider applicants with a criminal history that conflicts with the mission, policies, and work of CRC Asia.