



Republic of Philippines
DEPARTMENT OF EDUCATION

DepEd Complex, Meralco Avenue, Pasig City
https://www.deped.gov.ph/



PROJECT: Hiring of Highly Technical Consultant
CONTRACT NO.: 2024c-PAS3(006)-BIV-NPHTC073-C319

CONTRACT

27 DEC 2024

THIS CONTRACT made and entered into this _____ day of _____ 2024 by and between the **DEPARTMENT OF EDUCATION**, located at DepEd Complex, Meralco Avenue, Pasig City, represented herein by its Supervising Administrative Officer, Office-in-Charge for Public Affairs Service - Office of the Director, **JASON V. MERCENE** as per DepEd Order No. 17, s. 2024, dated 4 December 2024 (hereinafter referred to as "**DEPED**"); and **CHRISTER JOHN V. SALIRE**, of legal age, Filipino, and with address at 1292 San Jose Patag 3022 Santa Maria, Bulacan (hereinafter referred to as the "**CONSULTANT**").

DEPED and the **CONSULTANT** are collectively called **PARTIES**.

WHEREAS, under Section 53.7 of Republic Act (RA) No. 9184 and its 2016 Revised Implementing Rules and Regulations (RIRR), negotiated procurement for Highly Technical Consultants (HTCs) may be resorted to in the case of individual consultants hired or engaged to do work that is highly technical or proprietary, or primarily confidential or policy determining;

WHEREAS, DEPED, through the Public Affairs Service – Publications Division, pursuant to the approved Resolution to Engage Consultant No. 2024c-PAS3(006)-BIV-NPHTC-073 dated 6 December 2024, on the hiring of a Highly Technical Consultant who shall perform work that cannot be performed by regular personnel of **DEPED**, engages the services of the **CONSULTANT** for the aforementioned purpose.

NOW, THEREFORE, PREMISES CONSIDERED, the **PARTIES** hereby agree as follows:

1. CONTRACT DOCUMENTS

The following documents shall be deemed to form and be read and construed as part of this Contract, viz:

- a. Resolution to Engage Consultant No. 2024c-PAS3(006)-BIV-NPHTC-073 dated 6 December 2024 and all its attachments;
- b. Notice of Award; and
- c. Terms of Reference.

2. DURATION OF ENGAGEMENT

The **CONSULTANT** shall perform the required services for a period of TWO (2) MONTHS upon his or her receipt of the Notice to Proceed (NTP). Extension of the period may be allowed on justifiable grounds as determined by and subject to the approval of **DEPED**, provided that it shall be at no additional expense to **DEPED**, other than what is stipulated in this Contract.

M. JENNIFER M. ENDOZA
Consultant's Witness

CHRISTER JOHN V. SALIRE
Consultant

CLETTE UBONO CO
DEPED's Witness

JASON V. MERCENE
DEPED

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3. TERMS OF REFERENCE

The **CONSULTANT** shall perform the following:

1. Social Media Strategy Templates and Content Calendar

- a. Develop a standardized content calendar template that PAS can use for future planning and scheduling across multiple platforms.
- b. Create sample content themes (e.g., educational campaigns, event announcements, engagement prompts) that align with the Department's key priorities.
- c. Draft a guidance document for content planning, including suggested posting frequencies, types of posts, and guidelines for balancing informative, engaging, and responsive content.

2. Content Creation Templates

- a. Provide guidance in designing templates for common post types (announcements, infographics, educational posts, and press releases) in formats adaptable for different social media platforms.
- b. Provide assistance in developing visual style guidelines for creating branded graphics, including guidance on fonts, colors, and visual elements that align with the Department's branding.

3. Quality Assurance and Compliance Guidelines

- a. Draft a quality control checklist to be used for reviewing posts, ensuring accuracy, consistency, and compliance with existing guidelines of the Department (i.e. data privacy, learner rights and protection, etc.)
- b. Develop a compliance and approval workflow template to help PAS streamline the content review and approval process across internal teams.

4. Training and Reference Materials

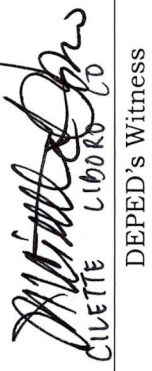
- a. Conduct engagement sessions for PAS staff, covering best practices for social media engagement, use of templates, and strategic posting.
- b. Develop a social media playbook that includes templates, posting guidelines, and engagement tips, tailored specifically for the Department's audience and objectives.
- c. Provide reference guides on platform-specifics tips (e.g., Facebook, Twitter, Instagram), addressing audience targeting, engagement techniques, and content optimization.

5. Performance Monitoring and Analytics Template

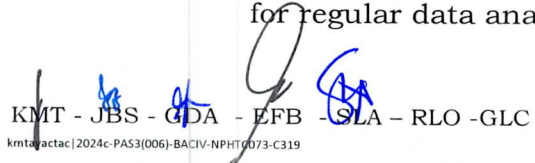
- a. Design a basic reporting template for tracking key performance metrics (e.g., reach, engagement, follower growth), with suggestions for regular data analysis.


MA. DOMENICA MENDOZA
Consultant's Witness


CHRISTER JOHN V. SALIRE
Consultant


CIVETTE LIBORD CO
DEPED's Witness


JASON V. MERCENE
DEPED


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- b. Provide a simple analytics guide for interpreting social media data, including tips on adjusting strategies based on insights from engagement metrics.

4. PAYMENT

DEPED shall, subject to existing disbursement, accounting, and auditing rules and procedures, pay the services of the **CONSULTANT** in the total amount of **PHILIPPINE PESOS ONE HUNDRED FIFTY THOUSAND AND 00/100 (PhP150,000.00) ONLY** inclusive of VAT, detailed as follows:

Position	Contract Duration	Amount (PhP)
Highly Technical Consultant	Two (2) Months	75,000.00 per month
Total (PhP)		150,000.00

Payment shall be made on a monthly basis and subject to submission of accomplishment reports, outputs, and/or deliverables by the **CONSULTANT** to justify payment as provided under the Terms of Reference, which is hereto attached as Annex "A" and made an integral part hereof.

5. INTELLECTUAL PROPERTY RIGHTS

All deliverables, studies, reports, or other materials, prepared by the **CONSULTANT** for **DEPED** under this Contract, including the intellectual property rights thereto, shall belong to and remain the exclusive property of **DEPED** and shall not be used by the **CONSULTANT** for any purpose other than what is stipulated under this Contract. Immediately upon completion or termination of this Contract, the **CONSULTANT** shall return all copies, files, materials, records, notes, other written, printed, tangible or intangible materials (soft and hard copies), and any other property in the **CONSULTANT**'s possession that belong or relate to the interest of **DEPED**.

6. CONFIDENTIALITY

The **CONSULTANT** acknowledges that this Contract is dependent on the trust and confidence reposed on him or her by **DEPED**. The **CONSULTANT** also acknowledges that, in the course of carrying out his or her duties under this Contract, he or she may receive, be furnished with, or become privy to confidential matters concerning the transactions of **DEPED** and/or sensitive discussions with or between any **DEPED** official (the "Confidential Information"). The **CONSULTANT** shall hold and maintain all Confidential Information relative to **DEPED** in the strictest confidence for the sole and exclusive benefit of **DEPED** and the **CONSULTANT** shall carefully restrict access to Confidential Information to third parties without consent from **DEPED** through the Supervising Undersecretary and/or the Secretary. This confidentiality shall survive the term of this Contract.

MA. MONSINA MENDOZA
Consultant's Witness

CHRISTER JOHN V. SALIRE
Consultant

[Signature]
DEPED's Witness

JASON V. MERCENE
DEPED

7. EMPLOYER-EMPLOYEE RELATIONSHIP

It is understood that this Contract does not create an employer-employee relationship between **DEPED** and the **CONSULTANT**; that the services rendered hereunder by the **CONSULTANT** are not considered and will not be credited as government service; and that the **CONSULTANT** is not entitled to benefits enjoyed by regular personnel of **DEPED** unless otherwise provided by law.

8. LIQUIDATED DAMAGES

If the **CONSULTANT** fails to satisfactorily perform his or her services within the period(s) specified in the Contract inclusive of duly granted time extensions, if any, **DEPED** will, without prejudice to other remedies under the Contract and applicable laws, deduct from the Contract Price, as liquidated damages, the applicable rate of one-tenth (1/10) of one (1) percent of the cost of the unperformed portion for every day of delay until the actual performance of services required. Once the liquidated damages amount to ten percent (10%) of the Contract Price, then **DEPED** may rescind or terminate the Contract, without prejudice to other courses of action and remedies open to it.

9. SETTLEMENT OF DISPUTES

The **PARTIES** shall make every effort to resolve amicably and by mutual consultation any and all disputes or differences arising between the **PARTIES** in connection with the implementation of the Contract. Should such dispute not be resolved amicably, it shall be submitted to Early Neutral Evaluation pursuant to RA No. 9285, or the "Alternative Dispute Resolution Act of 2004," and its Implementing Rules and Regulations.

[Signature]
M.A. ROMERA MENDOZA
Consultant's Witness

[Signature]
CHRISTER JOHN V. SALIRE
Consultant


[Signature]
DEPED's Witness

[Signature]
JASON V. MERCENE
DEPED

[Signatures]
KMT - JBS - GDA - EFB - STA - RLO - GLC
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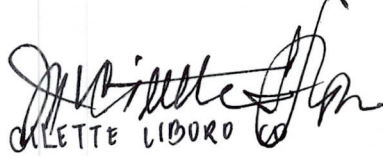
IN WITNESS WHEREOF, the **PARTIES** hereto have caused this Contract to be executed in accordance with governing laws on the day and year first above written.

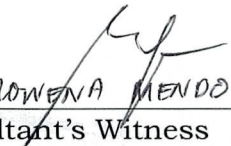
SIGNED, SEALED AND DELIVERED BY:


JASON V. MERCENE
Supervising Administrative Officer, OIC
Public Affairs Service – Office of the Director
Department of Education


CHRISTER JOHN V. SALIRE
Consultant

SIGNED IN THE PRESENCE OF:


MILETTE LIBORO
DepEd's Witness


MA. ROWENA MENDOZA
Consultant's Witness

CERTIFIED FUNDS AVAILABLE: ₱150,000.00


MA. RHUNNAL CATALAN
Chief Accountant

REPUBLIC OF THE PHILIPPINES)

PASIG CITY (METRO MANILA) S.S

ACKNOWLEDGMENT

BEFORE ME, a Notary Public for and in the _____, Philippines, this _____ day of 27 DEC 2024 2024 personally appeared:

NAME

GOVERNMENT ISSUED ID
(Number, Issued On, Issued By)

JASON V. MERCENE

Supervising Administrative Officer, OIC
Public Affairs Service – Office of the Director
DEPED

Known to me and to me known to be the same person who executed the foregoing instrument and acknowledged to me that the same is the free and voluntary act and deed of the entity which he/she respectively represents.

The foregoing instrument is a CONTRACT consisting of seven (7) pages (exclusive of attachments), including this page on which this acknowledgment is written and signed by the party hereto.

WITNESS MY HAND AND SEAL on the date and place first above written.

Doc. No. 256
Page No. 09
Book No. XXV
Series of 2024.

ATTY. NEIL N. BALGOP
NOTARY PUBLIC
Until December 31, 2025
Pasig City and in the Municipality of Pateros, Metro Manila
PTR No. 1357080 /Pasig City/01 -02-2024
IBP No. 325487; 12/06 /2023 (MD for 2024)
Admitted to the Philippine Bar on 04/12/2022
Roll of Attorney No. 76228
TIN No. 242 -007-260-000
G/F Pasig City Hall, Brgy. San Nicolas, Pasig City
Appointment No. 58 (2024-2025)
Cellphone No. 0977 -634-4229

REPUBLIC OF THE PHILIPPINES)
PASIG CITY, METRO MANILA) S.S

ACKNOWLEDGMENT

BEFORE ME, a Notary Public for and in the PASIG CITY,
Philippines, this ____ day of ____ 2024 personally appeared:
27 DEC 2024

NAME

GOVERNMENT ISSUED ID
(Number, Issued On, Issued By)

CHRISTER JOHN V. SALIRE
Consultant

Known to me and to me known to be the same person who executed the foregoing instrument and acknowledged to me that the same is the free and voluntary act and deed of the entity which he/she respectively represents.

The foregoing instrument is a CONTRACT consisting of seven (7) pages (exclusive of attachments), including this page on which this acknowledgment is written and signed by the party hereto.

WITNESS MY HAND AND SEAL on the date and place first above written.

Doc. No. 267;
Page No. 09;
Book No. XV;
Series of 2024.

ATTY. NEIL TANIBAL BOPEP
NOTARY PUBLIC
Until December 31, 2025
Pasig City and in the Municipality of Pateros, Metro Manila
PTR No. 1357680 / Pasig City/01 -02-2024
IBP No. 325487; 12/06 /2023 (MD for 2024)
Admitted to the Philippine Bar on 04/12/2022
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