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REPUBLIC OF THE PHILIPPINES  
**BICOL UNIVERSITY**

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*Office of the President*

2 June 2023

**ADMINISTRATIVE ORDER**

No. 393, series 2023

**TO :** PROF. EVANGELINE D. HONRADO  
Assistant Professor I, BU CBEM

**THRU :** DR. DIMSON M. RIVERO  
Dean, BU CBEM

**SUBJECT:** DESIGNATION AS TECHNICAL STAFF TO FUNCTION  
AS COORDINATOR FOR INTERNATIONAL  
COMMUNICATIONS AND MARKETING AT THE  
INTERNATIONAL RELATIONS OFFICE

Under the supervision of the Director of the International Relations Office (IRO), you are hereby designated as **Technical Staff** to function as **Coordinator for International Communications and Marketing** for School Year 2023 - 2024 effective **June 7, 2023** or until revoked by a subsequent issuance from this Office and to ensure responsive, efficient, and effective delivery of services along the internationalization of the university. As such, your specific assignments are:

- (1) Demonstrate excellent writing and communication ability – both written and verbal;
- (2) Demonstrate ability to work with multiple assignments under deadlines;
- (3) Ability to work efficiently, effectively, and independently;
- (4) Experience in social network advertising and content marketing;
- (5) Familiar with all international related resources on campus, including international communications and marketing, international admissions, international students; and scholar services; and
- (6) Technical skills on developing and maintaining websites, preferred but not required.
- (7) Assist the Director in implementing the BU-SCIP to capture niche of international students;
- (8) Assist in the policy and process development in conjunction with other coordinators of the IRO;
- (9) Develop exchange opportunities for scholars by creating short-term courses and dual/double degree programs in coordination with the Office of the Vice-President for Academic Affairs and other colleges or units of the University;
- (10) Conceptualize and publish collaterals and paraphernalia such as banners, posters, primers, video clip, and the like for marketing and promotion purposes;
- (11) Market programs and courses of the University to offshore students;
- (12) Recruit potential international students;
- (13) Build image of the University in international arena;
- (14) Ensure that the university programs are effectively marketed;
- (15) Scout for scholarships, grants, and funding schemes so that a diverse range of students can access global mobility opportunities;
- (16) Maintain, update, and publicize IRO activities via the University Official Website in coordination with concerned colleges/units of the University;
- (17) Organize an International Marketing and Promotions Team (Ambassadors of Goodwill) composed of student and faculty volunteers;
- (18) Receive and guide guests in coordination with the Director and other IRO Coordinators;
- (19) Monitor information outflow of the Office;
- (20) Document the IRO activities and initiatives both internal and external;

- (21) Design and produce partnership mementos and souvenir items as marketing premiums;
- (22) Design and create Strategic Marketing Plan which includes international internship and the like for the University related to international affairs;
- (23) Create and maintain an International Communications and Marketing Manual;
- (24) Create and maintain a Global Internship Manual;
- (25) Review and improve procedures in the Manuals to manage communications and marketing;
- (26) Create and maintain IRO Forms for international communications and marketing;
- (27) Assist the Director in internal and external functions, if deemed necessary;
- (28) Prepare and provide the Director with regular performance reports on international communications and marketing; and
- (29) Perform related work assigned by the Director and the University President.

This designation entitles you to nine (9) units Workload Equivalent Credit (WEC), and you shall be on accrued leave status for the duration of your designation, subject to regular assessment of your performance. Further, you shall coordinate with the Department Chair in your mother college (College of Business Economics and Management) for the workload you shall handle for the 1<sup>st</sup> and 2<sup>nd</sup> semesters, SY 2023 – 2024 in order to complete your 18-unit workload as Assistant Professor I.

Please be guided accordingly.



**BABY BOY BENJAMIN D. NEBRES III**  
SUC President IV

I concur:



**EVANGELINE D. HONRADO**

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All Vice Presidents, Deans and Directors, HRMDO, COA, File