

ADMINISTRATIVE ORDER

No. 08
Series of 2023

SUBJECT: AMENDMENT TO ADMINISTRATIVE ORDER (AO) NO. 1, SERIES OF 2019 OR THE MANAGEMENT REORGANIZATION OF THE DSWD CENTRAL OFFICE

In the interest of the service and to provide more comprehensive, targeted, strategic, and centralized messaging and communications for the Department of Social Welfare and Development (DSWD), **Annex B, page 9** of AO No. 1, s. 2019 or the **Structure of the Office of the Secretary Group (OSG)** is hereby amended as follows:

1. **Creation of the STRATEGIC COMMUNICATIONS (SC) under the Office of the Secretary Group.**

The SC shall be responsible in formulating and implementing the primary messaging of the Secretary on various issues that concern DSWD, including the major programs of the Department. The SC shall also be in-charge in providing immediate and effective responses and resolution of complaints, issues, concerns, and inquiries received from internal and external stakeholders and the general public using an online monitoring system. Further, they shall promote efficient and effective public relations between the Department and other external media networks, programs, and personalities; and

2. **Rebrand** the following Offices, Bureaus, Services, and Units (OBSUs) under the **Office of the Secretary Group** and **lodge** the same under the **Strategic Communications** in order to provide a more comprehensive, targeted, strategic, and centralized messaging and communications for the Department of Social Welfare and Development (DSWD):

From	To
REBRANDED OBSU	
Social Marketing Service (SMS)	Digital Media Service (DMS)
Agency Operations Center (AOC)	Agency Operations Service (AOS)

The New Structure, Composition, General Description, and Specific Functions of the **Strategic Communications** marked as "**Annex A**" of this Order, thereof **shall be immediately implemented and take effect upon the approval of the undersigned**. The SC is required within thirty (30) days from the effectivity of this issuance to submit to the Office of the Secretary the Key Results Areas of offices/divisions and other organizational sub-units under their cluster for approval.

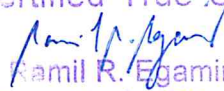
All offices are directed to provide assistance to ensure the smooth implementation of these directives. The Financial Management Service (FMS), Administrative Service (AS), and Human Resources Management and Development Service (HRMDS) are further directed to provide technical assistance in budget management, office space rationalization, and personnel augmentation necessary to implement the mandate of the Strategic Communications.

All other Orders inconsistent herewith are hereby amended and/or revoked accordingly.

Let copies of this Order be issued to all OBSUs in the Central Office and Field Offices for information and guidance.

Issued at the DSWD Central Office in Quezon City, Manila.


REX GATCHALIAN
Secretary
Date: 16 AUG 2023

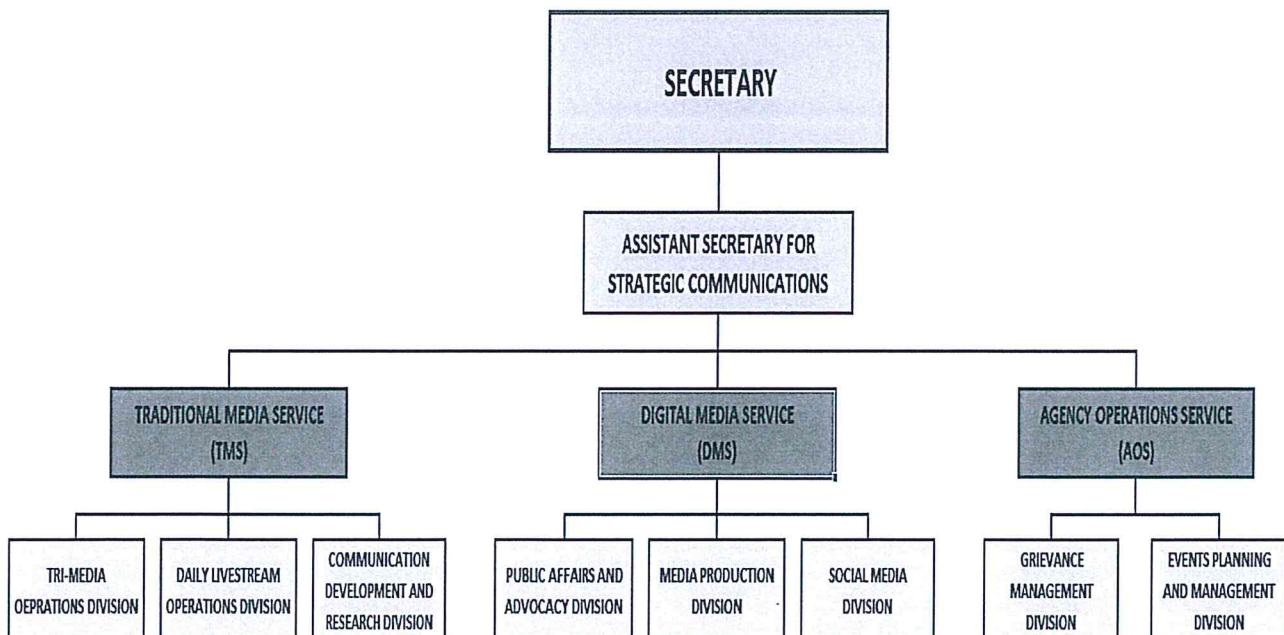
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Ramil R. Egamino
Administrative Officer V
Records and Archives Mgt. Division
16 AUG 2023

STRATEGIC COMMUNICATIONS (SC)

The SC shall be responsible in formulating and implementing the primary messaging of the Secretary on various issues that concern DSWD, including the major programs of the Department. The SCG shall also be in-charge in providing immediate and effective responses and resolution of complaints, issues, concerns, and inquiries received from internal and external stakeholders and the general public using an online monitoring system. Further, the group shall promote efficient and effective public relations between the Department and other external media networks, programs, and personalities.

In order to fulfill the mandate of the Strategic Communications (SC), it shall be headed by an Assistant Secretary, to be assisted by the Directors of the following services: (1) Traditional Media Service (TMS), (2) Digital Media Service (DMS), and (3) Agency Operations Service (AOS), and shall report directly to the Secretary.

- Organizational Chart of the Strategic Communications (SC)



- **Composition of SC**

Office of the Assistant Secretary for Strategic Communication (OASSC)

<p>Description</p>	<p>The Assistant Secretary for Strategic Communications (ASSC) shall ensure a unified, effective, and comprehensive messaging of the Secretary and the DSWD services and programs. And shall be responsible in providing overall support and assistance to the Secretary in overseeing the smooth day-to-day operations, efficiency, and effectiveness of the SC.</p> <p>The ASSC shall be responsible for vetting, checking, and engaging with the local media and shall likewise directly supervise the OBSUs under its administrative and operational oversight.</p>
<p>Specific Functions</p>	<ol style="list-style-type: none"> 1. Formulate and implement the primary messaging of the Secretary on various issues that concern DSWD, including the major programs of the Department. 2. Ensure effectiveness and efficiency of the entire DSWD Strategic Communications Group through periodic coordination and consultation meetings, operational conferences, upskilling, and capacity building. 3. Supervise and monitor the performance of TMS, DMS, AND AOS to ensure the delivery of strategic outputs, including timely, efficient, and effective discharge of the respective functions of these services. 4. Assist the Secretary in the discharge of its powers and functions, especially in managing Field Offices. 5. Perform other functions that may be required by the Secretary.

Traditional Media Service (TMS)

Description	<p>The Traditional Media Service (TMS) shall be headed by a Director and shall operate the following divisions: Tri-media Operations Division (TOD), Daily Livestream Operations Division (DLOD), and Communication Development and Research Division (CDRD).</p> <p>The TMS shall develop communication plans and policies for the Department's projects and campaigns, including facilitating the Department's Daily Livestreaming Operations which will feature the flagship programs of the Department to promote transparency and efficiency through reporting the Department's goals and accomplishments.</p>
Specific Functions	<ol style="list-style-type: none"> 1. Ensure that the Department's objectives are met daily through its operations. 2. Daily Monitoring of news and broadcast reports from various traditional media sources, including, but not limited to print, online, radio, and television. 3. Provide insights into how the Department's issues are perceived by the general public. 4. Feature stories of beneficiaries assisted by the programs and services of the Department, as well as a weekly summary of events highlighting the accomplishments and activities of the Department. 5. Ensure effective dissemination of the programs and services of the Department through feedback mechanisms and Knowledge, Attitudes, and Practices (KAP) surveys 6. Responsible for conducting research on the programs and services of the Department and developing strategic communication and advocacy plans. 7. Recommend and develop policies to strengthen DSWD communication strategies. 8. Perform other functions that may be required by the Secretary and/or Assistant Secretary.

Digital Media Service (DMS)

Description	<p>The Digital Media Service (DMS) shall be headed by a Director and shall operate the following divisions: Public Affairs and Advocacy Division (PAAD), Media Production Division (MPD), and Social Media Division (SMD).</p> <p>The DMS shall provide strategic and unified communications through digital means and shall be responsible for the creation of materials to publicize the Department’s initiatives, programs, and services. These include, but are not limited to press releases, video and graphic visuals, as well as social media handling and management of the Department’s website.</p>
Specific Functions	<ol style="list-style-type: none"> 1. Provide technical expertise on the branding of each program and service of the Department. 2. Facilitate the overall public relations initiatives of the Department through the formulation of a publicity plan as necessary 3. Serve as the production arm to exhibit Information, Education, and Communication (IEC) materials through photograph and video visualization. 4. Collaborate with TMS for the recording and online streaming of Daily Livestream Operations. 5. Design and produce innovative and creative digital media such as communication content and campaigns for the promotion of the programs and services of the Department. 6. Monitoring and evaluation of the DSWD website, DSWD Programs’ web pages, and social media accounts of OBSUs and FOs 7. Perform other functions that may be required by the Secretary and/or Assistant Secretary.

Agency Operations Service (AOS)

Description	<p>The Agency Operations Service (AOS) shall be headed by a Director and shall operate the following divisions: Grievance Management Division (GMD) and Events Planning and Management Division (EPMD).</p> <p>The AOS shall ensure the strategic dissemination of information about the projects, programs and services of the Department through operating effective and responsive grievance mechanisms to address complaints, issues, concerns, and inquiries received by the Department through various channels and platforms. Further, the AOS shall likewise ensure that the objectives of the events of the Department are achieved through the planning and execution of the same.</p>
Specific Functions	<ol style="list-style-type: none">1. Provide immediate and effective responses and resolutions to complaints, issues, concerns, and inquiries received from internal and external stakeholders and the general public using an Integrated Grievance Redress Management System (IGRMS).2. Coordinate with the concerned OBSUs regarding inquiries and grievances lodged in the IGRMS concerning the implementation of the Department's programs, projects, and services.3. Streamline and standardize all events of the Department by planning, managing, and executing Departmental events in collaboration with DMS and concerned OBSUs, as well as generate the yearly DSWD calendar of events.4. Perform other functions that may be required by the Secretary and/or Assistant Secretary.