



R0157246

**SOLICITATION NUMBER:** 72011724R10010  
**ISSUANCE DATE:** April 12, 2024  
**CLOSING DATE/TIME:** May 20, 2024 at 11:59 p.m.  
Chisinau Time

**SUBJECT:** Solicitation for a **DOC Media Relations Assistant** Cooperating Country National Personal Service Contractor (CCNPSC - *Local Compensation Plan*)

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers from qualified persons to provide personal services under contract as described in this solicitation.

Offers must be in accordance with **Attachment 1** of this solicitation. Incomplete or unsigned offers will not be considered. Offerors should retain copies of all offer materials for their records.

USAID will evaluate all offerors based on the stated evaluation criteria. USAID encourages all individuals, including those from disadvantaged and under-represented groups, to respond to the solicitation.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offers.

Any questions must be directed in writing to the Point of Contact specified in the Attachment 1.

Sincerely,

Michael Fritz  
**Contracting Officer**

**I. GENERAL INFORMATION**

- 1. SOLICITATION NO.:** 72011724R10010
- 2. ISSUANCE DATE:** April 12, 2024
- 3. CLOSING DATE AND TIME FOR RECEIPT OF OFFERS:** May 20, 2024 at 11:59 p.m. Chisinau Time
- 4. POINT OF CONTACT:** Ana Revencu, e-mail at Chisinauhr@usaid.gov.
- 5. POSITION TITLE:** DOC Media Relations Assistant
- 6. MARKET VALUE:** The market value is equivalent to **FSN-08**, which is between **\$18,264-\$27,381**. In accordance with AIDAR Appendix J and the Local Compensation Plan of USAID/Moldova, the final compensation will be negotiated within the listed market value of the performance level for which the CCNPSC is selected.
- 7. PERIOD OF PERFORMANCE:** Five (5) years estimated to start o/a June 2024.
- 8. PLACE OF PERFORMANCE:** Chisinau, Moldova with possible travel as stated in the Statement of Duties.
- 9. ELIGIBLE OFFERORS:** Cooperating country national (CCN) - an individual who is a cooperating country citizen or a non-cooperating country citizen lawfully admitted for permanent residence in the cooperating country.
- 10. SECURITY LEVEL REQUIRED:** Facility Access or CCN Security Certification issued by the US Embassy Regional Security Office

**11. STATEMENT OF DUTIES****1. General Statement of Purpose of the Contract**

The Development Outreach and Communications Assistant/Media Relations (Assistant) will be a key member of the USAID/Moldova team, assisting with the development and implementation of a public outreach strategy to communicate the objectives and impact of USAID/Moldova activities. The assistant reports to the Senior Development Outreach and Communication Specialist (or Senior DOC). The assistant serves as a primary point of contact and liaison for requests for information from members of the local & international Media. S/he collaborates closely with Mission technical teams, the Development Outreach and Communications team, U.S. Embassy Public Diplomacy Section (PDS), and implementing partners to develop nuanced, consistent messages about the impact of USAID programming in Moldova.

The Mission's Strategic Communication design is complex and requires a significant level of professionalism and skill to develop and disseminate impactful information about

USAID/Moldova programs via media channels, including print, radio, television, and the Internet. The assistant will support the social media strategy of USAID/Moldova, producing content and activity for all USAID social media accounts, including Facebook and Instagram. In addition, the assistant will play a key role in planning public events involving USAID/Moldova, including developing communications strategies for these events.

The assistant, working in collaboration with the respective technical offices, will support the production of USAID/Moldova public information products intended for audiences including the Moldova public, U.S. government agencies, and/or representatives of the Government of Moldova. The assistant, working with designated control officer(s), will play a key role in pre-visit planning for high-level visits to USAID/Moldova. This will include site visits, media briefings and interviews, and other activities, with the goal to ensure that high-level visits accurately portray USAID/Moldova's programs and priorities and advance USG goals in the country.

## **2. Statement of Duties to be Performed**

### **Media Engagement and Analysis (40%)**

Under the supervision of the Senior DOC, the DOC Assistant/Media Relations will serve as a contact for local and international press and media, advise Mission leadership on press and media engagements, and liaise with the U.S. Embassy Moldova Public Diplomacy Section (PDS). Beyond engagement, the assistant will also monitor media and provide expert analysis on political and economic developments.

The assistant advises the Mission Front Office and staff on press outreach priorities and opportunities (and whether coverage is culturally and politically appropriate); produces media materials (including news releases, backgrounders, and fact sheets) designed to inform media representatives of USAID activities and their achievements; and coordinates with various Mission staff and Embassy PDS staff to produce and release timely, accurate, and useful written material for the host-country, international, and U.S. media.

To grow media engagement, the assistant will prepare engaging materials for press interviews, press conferences, briefings, tours of activities, and interaction with host-country, international, and U.S. journalists, as appropriate.

The assistant also advises Mission and PDS staff, defining activities for coverage, participates in field visits to assess newsworthiness, and accompanies the press to interviews and site visit locations, providing expert recommendations regarding photographic and video capture.

### **Public Events and Activities (30%)**

The DOC Assistant/Media Relations will plan, schedule, and execute activities to present USAID/Moldova programs to the public, which may include site visits, field trips, and media events.

The assistant prepares visits for high-level host country and/or U.S. officials to highlight key USAID activities and strategies, providing or supervising advance work for planning, including scheduling, coordination with Mission and implementing partner teams (and other Embassy Sections, as appropriate). The assistant coordinates and consults with Mission staff (and Embassy PDS staff, when appropriate) on milestone events, including finalizing press releases and ensuring logistics are handled.

The assistant may be called upon to support the coordination of signing ceremonies, inaugurations, and or dedications of USAID projects, including coordinating with other USAID or Embassy officials on protocol, logistics, scheduling, seating, and other arrangements.

### **Digital Media Management (20%)**

The DOC Assistant/Media Relations will help facilitate digital communications, including social media outreach, website updates, and digital photo and videography. The assistant serves as a point of contact for developing content for the USAID Moldova social media platforms, updating website content, and providing social media guidance for implementing partners.

### **Written and Oral Translation (10%)**

The DOC Assistant/Media Relations reviews written translation materials as needed in order to ensure accuracy and preservation of original meaning of source material and consults with technical offices and subject matter experts in order to understand specialized concepts and translate them appropriately. The assistant may also be asked to provide condensed written translation versions of documents, as requested by Mission personnel and approved by the Senior DOC.

### **3. Supervisory Relationship**

The DOC Media Relations Assistant reports to the Senior Development Outreach and Communication Specialist (DOC), under the direction of the Program Officer.

### **4. Supervisory Controls -** The supervision of the other staff is not contemplated.

## **12. PHYSICAL DEMANDS**

The work requested does not involve undue physical demands.

## **II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION**

- a. Education:** A Minimum of college/university studies in journalism, public relations, or other related field is required.
- b. Prior Work Experience:** Minimum of three (3) years of progressively responsible experience in related fields is required, with at least work experience in journalism, public relations, and/or international development communications. Previous work experience with international and/or non-government development organizations is required, with specific experience in: Strategic Planning and Communications, Outreach Management, Media Engagement and Analysis, and Management of Public Events and Activities is required.
- c. Post Entry Training:** Maintaining expert-level knowledge and occupational skills in the areas of established USAID procedures, regulations, and policies governing Mission interaction with the media, IPs, other USG agencies, etc. is required. Additional ad hoc training related to media management, social media, website management, etc. will be provided on an as-needed basis.

- d. Language Proficiency:** Level IV English (fluent proficiency), in both written and spoken English, is required; Level IV (fluent proficiency) in written and spoken Romanian and Russian is also required. The assistant is required to be able to prepare a variety of documents containing complex analysis of highly-specialized technical information in concise and thorough manner in English, Romanian, and Russian as well as answer any type of correspondence in a professional and competent manner requiring little or no editorial changes.

#### **BASIS OF RATING**

**English Proficiency**                      **Test PASS/FAIL**

**Application Review:**                      **15 points**

The application will be scored based on information provided outlining the quality of experience supporting the statement of duties and the following evaluation factors:

- e. Job Knowledge:**

Expert-level knowledge of journalism and/or public relations, particularly as related to Moldova and the broader region. Thorough knowledge of the principles, methods, practices, and techniques of communication, and skill in applying such knowledge to develop written information materials for dissemination through a variety of media, in order to determine and effectively use the most appropriate means for transmitting information, and to evaluate the effectiveness of plans developed to communicate with targeted audiences. This includes an understanding of the use of written communication in developing press releases, social media posts, feature stories, background statements, fact sheets, media spots, and scripts that effectively transmit information about complex USAID/Moldova activities and functions, including a nuanced understanding of the media environment in Moldova and the surrounding region. Must possess and maintain expert knowledge of the local/national/regional culture and advise the Mission, including up to the level of the Mission Director, on broad matters as they relate to the operational environment in Moldova. Media and public relations form the basis of this requirement, but the assistant is also called upon to provide advice/guidance on other elements of the operational environment, including knowledge of the private sector, donor community, host governments, etc. Knowledge of project management principles related to international development as well as in-depth knowledge of Moldova's current political, economic, social, and cultural environment is essential.

- f. Skills and Abilities:**

The following skills and abilities are essential for this position:

- Strong interpersonal skills and ability to interact constructively and persuasively with other USAID team members, including the ability to work collaboratively in a multicultural, team-based environment under tight deadlines;
- Demonstrated ability to handle sensitive issues with professionalism, tact and diplomacy, including matters that require resolving disagreements or potentially divisive issues.

- Excellent listening, writing, and verbal communication skills - including presentation and public-speaking skills (in English, Romanian, and Russian);
- Ability to develop and maintain relationships with media and high-level representatives, and exercise sound judgment while representing the United States Government.
- Ability to work independently, manage multiple activities and work under extreme pressure to meet short deadlines.
- Ability to identify, obtain, and put on paper development-related data and to organize/present it in concise written and oral form, and furnish information and advice in assigned areas with detachment and objectivity;
- Strong quantitative and analytical skills including statistics and data analysis for performance monitoring, measurement, and reporting as well as advanced reporting and data visualization skills;
- Innovative thinking, good judgment, personal initiative, and proactivity; strong learning agility and the ability to effectively adapt to new or changing situations;
- Interest in, and willingness to learn, new technologies related to media and communications;
- Familiarity with developing and updating content for Internet websites;
- Familiarity with USAID, other donors or other development assistance programs (e.g. non-government organizations);
- Strong typing and note-taking skills; strong competency with Microsoft Office and Google Suite applications are essential. Knowledge of computer graphics and publishing software.

**Skills Test: 25 points**

The skills test is intended to gauge the applicant’s problem-solving ability, attention to detail, leadership, and customer orientation.

**Interview Performance: 60 points**

Interview questions will be intended to explore the candidate’s experience, job knowledge, and skills regarding the requirements and functional role of the position. There will be at least one question regarding Diversity, Equity, Inclusion, and Accessibility (DEIA) concepts.

**Total Possible Points: 100 points**

**Reference Check PASS/FAIL**

A “FAIL” Reference Check would result from information regarding confirmed illegal or unethical activities or a preponderance of negative feedback from numerous references, e.g., not a single critical comment.

### III. EVALUATION AND SELECTION FACTORS

The Government may award a contract without discussions with offerors in accordance with FAR 52.215-1. The CO reserves the right at any point in the evaluation process to establish a competitive range of offerors with whom negotiations will be conducted pursuant to FAR 15.306(c). In accordance with FAR 52.215-1, if the CO determines that the number of offers that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the CO may limit the number of offerors in the competitive range to the greatest number that will permit an efficient competition among the most highly rated offers. The FAR provisions referenced above are available at <https://www.acquisition.gov/browse/index/far>.

The technical evaluation committee may conduct reference checks, including references from individuals who have not been specifically identified by the offeror, and may do so before or after a candidate is interviewed.

To meet the basic eligibility requirements for this position the offeror must:

- Be a citizen of Moldova, or a non-cooperating country citizen lawfully admitted for permanent residence and work in Moldova;
- Submit a complete application (Offer) as outlined in the Section IV;
- Be able to attain a security certificate for Facility Access;
- Be cleared medically to work in the U.S. Mission to Moldova.

After the closing date for receipt of applications, those that meet the minimum qualification requirements (Education, Experience, and English Language Proficiency) will be referred to a Technical Evaluation Committee (TEC). Applications from candidates who do not meet the minimum requirements will not be considered. The TEC will review and score the applications to create a list of applicants to be further evaluated. Short-listed candidates will be evaluated against the Evaluation Factors listed below based on information presented in the application, skills test (when used), interview, and obtained through reference checks. An applicant's references must be able to provide substantive information about past performance and abilities.

### IV. SUBMITTING AN OFFER

1. Eligible Offerors are required to complete and submit:

- a. **Completed AID 309-2 form** (Offeror Information for Personal Services Contracts with Individuals) which can be retrieved here: <https://www.usaid.gov/forms/aid-309-2>. Offerors must complete the AID 309-2 form in English and are advised to include all of their current and previous work experience related to this position. Offerors may use continuation pages to further explain their relevant work experience, if needed. An Internal Offeror's experience acquired before/after joining U.S. Government should correspond to the information provided in the Official Personnel Folder (OPF). Any discrepancy found between

the current application form (AID 309-2) and the information provided in the OPF related to offeror's qualifications could make the offeror ineligible for the position.

- b. A cover letter** of no more than two (2) pages that demonstrates how the Offeror's qualifications meet the evaluation and selection factors in section III. Excess pages (beyond 2) will not be read or considered.
- c. A CV** or standard résumé of no more than four (4) pages.
- d. Names of three professional references**, including at least one current/former supervisor, that have knowledge of the offeror's ability to perform the duties set forth in the solicitation. This information may be included in the cover letter or résumé/CV.

2. Offers must be received by the closing date and time specified in Section I, item 3, and submitted to the Point of Contact in Section I.

3. Offeror submissions.

## **V. LIST OF REQUIRED FORMS PRIOR TO AWARD**

1. The CO will provide instructions about how to complete and submit the following forms after an offeror is selected for the contract award:

- Questionnaire for Employment Authorization (U.S. Embassy Moldova form)
- Authorization for Release of Information (U.S. Embassy Moldova form)
- Certificate of Criminal Records (obtained from the pertinent authorities)

Failure of the selected offeror to accurately complete and submit required documents in a timely manner may be grounds for the CO to rescind any conditional pre-contract salary offer letter and begin negotiations with the next most qualified/highest ranked offeror.

## **VI. BENEFITS AND ALLOWANCES**

As a matter of policy, and as appropriate, a PSC is normally authorized the following benefits and allowances as outlined below.

The local compensation plan (LCP) is the basis for all compensation payments to locally employed staff/CCNPSCs. The LCP consists of the local salary schedule, which includes salary rates, authorized fringe benefits, and other pertinent facets of compensation such as health and life insurance, and retirement allowance. As a matter of policy, and as appropriate, a PSC is normally authorized the following benefits and allowances.

### **1. BENEFITS:**

Health Insurance coverage, reimbursement of authorized expenses up to \$8,155 per immediate family member; children to age 21. Defined Contribution Fund, 12% of salary is placed in account, paid by employer.

Death Benefit



2. ALLOWANCES (as applicable):

Meal allowance in accordance with the Moldova Local Compensation Plan in amount of \$770  
Childcare Allowance and Childbirth Grant in accordance with the Moldova Local Compensation Plan.

**VII. TAXES**

Local Employed Staff are responsible for paying local income taxes. The U.S. Mission withholds year-end local income tax payments.

**VIII. USAID REGULATIONS, POLICIES AND CONTRACT CLAUSES PERTAINING TO PSCs**

USAID regulations and policies governing CCNPSC awards are available at these sources:

1. **USAID Acquisition Regulation (AIDAR), Appendix J**, “Direct USAID Contracts With a Cooperating Country National,” including **contract clause “General Provisions,”** available at <https://www.usaid.gov/ads/policy/300/aidar>
2. **Contract Cover Page form AID 309-1** available at <https://www.usaid.gov/forms>. Pricing by line item is to be determined upon contract award as described below:

**LINE ITEMS**

| ITEM NO<br>(A) | SUPPLIES/SERVICES (DESCRIPTION)<br>(B)   | QUANTITY<br>(C) | UNIT<br>(D) | UNIT PRICE<br>(E) | AMOUNT<br>(F)   |
|----------------|--|-----------------|-------------|-------------------|---|
| 0001           | <b>Compensation, Fringe Benefits and Other Direct Costs (ODCs)</b><br>- Award Type: Cost<br>- Product Service Code: <i>[e.g., R497]</i><br>- Accounting Info: <i>[insert one or more citation(s) from Phoenix/GLAAS]</i> | 1               | LOT         | \$ _TBD_          | \$ _TBD_ at Award after negotiations with Contractor_ |

3. Acquisition & Assistance Policy Directives/Contract Information Bulletins (**AAPDs/CIBs**) for Personal Services Contracts with Individuals available at <http://www.usaid.gov/work-usaid/aapds-cibs>
4. **Ethical Conduct.** By the acceptance of a USAID personal services contract as an individual, the contractor will be acknowledging receipt of the “**Standards of Ethical Conduct for Employees of the Executive Branch,**” available from the U.S. Office of Government Ethics, in accordance with **General Provision 2 and 5 CFR 2635.** See <https://www.oge.gov/web/oge.nsf/OGE%20Regulations>.

5. **PSC Ombudsman**

The PSC Ombudsman serves as a resource for any Personal Services Contractor who has entered into a contract with the United States Agency for International Development and is available to provide clarity on their specific contract with the Agency. Please visit our page for additional information: <https://www.usaid.gov/work-usaid/personal-service-contracts-ombudsman>.

The PSC Ombudsman may be contacted via: [PSCOmbudsman@usaid.gov](mailto:PSCOmbudsman@usaid.gov).