



# USAID | BANGLADESH

**SOLICITATION NUMBER: 72038823R00006**

**ISSUANCE DATE: April 16, 2023**

**CLOSING DATE/TIME: Open until Filled**

**SUBJECT: Solicitation for Resident Hire U.S. Personal Service Contractor (USPSC) – Strategic Communications Advisor, GS-12**

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 obligate USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offer.

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

Sincerely,

**Mark Gray**

Digitally signed by Mark  
Gray  
Date: 2023.04.11  
13:43:35 +06'00'

Mark Gray  
Contracting Officer

## ATTACHMENT 1

### I. GENERAL INFORMATION

**1. SOLICITATION NO.:** 72038823R00006

**2. ISSUANCE DATE:** April 16, 2023

**3. CLOSING DATE AND TIME FOR RECEIPT OF OFFERS:** Open until Filled

**4. POINT OF CONTACT:** KMA Zubin Faisal, e-mail at [zfaisal@usaid.gov](mailto:zfaisal@usaid.gov). Please DO NOT send applications to this email address. For mailbox to send application, see section IV of this solicitation.

**5. POSITION TITLE:** Strategic Communications Advisor

**6. NUMBER OF VACANCIES:** One (1)

**7. MARKET VALUE:** \$ 71,099 - \$ 92,429 per annum; equivalent to GS-12.

Final compensation will be negotiated within the listed market value based on the successful candidate's salary history, work experience and educational background. Salaries over and above the top of the pay range will not be entertained or negotiated.

**8. PLACE OF PERFORMANCE:** Dhaka, Bangladesh with possible travel as stated in the Statement of Work. Overseas USPSCs may be authorized to telework or remote work only from a location within the country of performance, in accordance with Mission Policy. Telework or remote work from outside the country of performance may only be authorized in certain situation in accordance with the terms and conditions of the contract.

**9. PERIOD OF PERFORMANCE:** This is a one year contract with the possibility of four, one year extensions based on need of the USG and availability of funds. The contract and extensions cannot exceed 5 years.

**10. ELIGIBLE OFFERORS:** This is a resident hire USPSC position. Only US citizens or US Resident Aliens residing in Bangladesh and who possess proper documentation (Bangladeshi visa or work permit) are eligible to apply.

**Resident Hire USPSC:** Resident Hire U.S. Personal Services Contractor (USPSC) means a U.S. citizen or resident alien who, at the time of contract award, – (i) resides in the cooperating country for reasons other than U.S. Government or non-U.S. government employment, or under any contract or other arrangement, that provides for repatriation to the U.S.; or (ii) is a spouse or dependent of a U.S. citizen or resident alien who resides or will reside, in the cooperating country for the purpose of U.S. government or non-U.S. government employment, or under any contract or other arrangement that provides repatriation to the U.S.

**11. SECURITY LEVEL REQUIRED:** The successful candidate will be required to obtain a Facility Access clearance.

## 12. STATEMENT OF DUTIES

### OVERVIEW AND BASIC FUNCTION:

USAID/Bangladesh is among the Agency's leading Missions in achieving results on USAID's global health priorities, including addressing health challenges by raising the quality, availability, and use of essential health services. Continuing sustainable progress requires investment in strengthening health systems and their core functions such as human resources, information, governance, finance, medical commodities, and service delivery. USAID/Bangladesh's Office of Population, Health and Nutrition (OPHN) seeks a Strategic Communications Advisor to support capturing the story of USAID's investments to advance health outcomes in Bangladesh. The position will require a strong background in external communications, including press and social media, as well as some knowledge of public health.

The primary purpose of USAID/Bangladesh's OPHN Strategic Communications Advisor is to provide of high quality internal and external communications in support of the OPHN programs and priorities. OPHN is USAID/Bangladesh's largest technical office and generates a large volume of data from its projects, including research. OPHN manages a large number of public events related to the COVID response, and other aspects of health. The Strategic Communications Advisor will provide cross-cutting support to the office and engage with the USAID Front Office, Program Office (Development Outreach and Communications Team), and various Implementing Partners (IPs) to advance public communications and reporting. This position has specific responsibilities in the areas of internal and external communications, partner engagement and agency reporting. The Advisor will develop communication products that meet the internal and external information needs of Mission and post management. They will also develop and support strategic outreach approaches and plans. The Advisor will contribute to internal communications efforts such as portfolio reviews. They may support efforts to plan and execute for recurring Implementing Partners meetings.

### MAJOR DUTIES AND RESPONSIBILITIES

The incumbent serves as the Strategic Communications Advisor to provide cross-cutting support to OPHN. The incumbent's specific responsibilities include the following, but are not limited to:

1. The incumbent will develop and organize a systematic approach to curating, producing, and disseminating the array of OPHN--produced informational publications, documents, and other materials that target various internal and external audiences.
2. Liaise with the mission Program Office's Communications specialists (DOCs) in the USAID/Bangladesh mission and the various OPHNE teams to ensure all communication aligns with USG foreign policy guidelines and objectives. This includes following guidance and Mission Order processes on communications and event planning. Manage public events and press, in conjunction with DOC, related to the US government COVID response and other public health programming.
3. The incumbent will be expected serve as a gatekeeper for producing and storing informational materials, using existing digital storage systems that might include the Mission intranet, Google Drive, or other new systems as deemed appropriate. This may also include cataloging

credible research, standardizing data and reported results to be used for Agency report writing and dissemination purposes.

4. Support and work with OPHN Agreement Officer's Representatives, Contracting Officer's Representatives, and Activity Managers staff to identify and develop success stories, identifying best practices and high impact interventions with the Implementing Partners for dissemination, including on social media.
5. Respond to taskers and briefers from Washington and the Front Office, and support OPHN staff to develop, write, and edit all other OPHN reports and communications as needed. This will include rapidly synthesizing a variety of source information and distilling information critical for each particular request. Assist in planning and preparing for program portfolio reviews, including analyzing submissions by program managers for accuracy and consistency across the entire portfolio.
6. Assist with Stakeholder meetings such as recurring OPHNE Implementing Partners' Meetings and preparations as needed.
7. The incumbent will ensure that documents for senior management review are well organized, follow appropriate formats, contain the required information, and are written in clear and easily understood language while maintaining accuracy in terms of technical content. This includes various products, ranging from speeches, and public outreach materials to complex technical reports describing public health research and policy implications in Bangladesh.
8. S/he will be expected to employ a range of writing styles, including expository, documentary, and creative story-telling to accommodate the full range of USAID's different audiences.
9. S/he must use simple, clear language—particularly in communications materials intended for non-USAID audiences. Writing documents may entail soliciting and editing materials from a large number of non-native English writers whose technical inputs are critical to the production of the final product. The incumbent must ensure the accuracy, appropriateness of style and tone, as well as adherence to format and content requirements of all documents managed by USAID/Bangladesh.
10. The incumbent is expected to understand and apply USAID guidance, as well as style guidelines for producing various documents. S/he will transfer knowledge to other OPHN staff to improve the quality of written products.

### SUPERVISORY RELATIONSHIP

The incumbent reports to the Office of Population, Health, and Nutrition Deputy Director or his/her Designee.

### SUPERVISORY CONTROLS

Formal supervision of other Mission staff is not contemplated.

### **13. PHYSICAL DEMANDS:**

The work requested does not involve undue physical demands. The work requested is generally sedentary and poses few physical demands.

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

To be considered for the position, a candidate must meet the Minimum Qualifications listed below.

**Education:** Bachelor's degree in communication, public relations, international development, public health, public administration, journalism, or relevant field. Candidates with a Master's degree in English, International Relations, Public Policy or field relevant for English-writing and/or international development are encouraged to apply.

**Prior work Experience:** At least 3-5 cumulative years of progressively responsible work experience for which knowledge and information management, communications and outreach, English-writing and staff-development is required. Specific experience in editing, reviewing, researching and working closely with technical specialists in preparing briefing papers, manuals, handbooks, and/or other policy directives is advantageous. Work experience in writing and editing for a government agency, international non-government organization (NGO) or foreign donor agency is advantageous. Demonstrated ability to develop and conduct training courses, including one-on-one, as well as in a classroom environment, is advantageous.

**Job Knowledge:** Must have expertise in knowledge management and ability to gather and synthesize information from multiple sources under tight deadlines. Must have the ability to document research, write policy briefs, narratives, memos, case studies, abstracts, weekly updates, fact sheets, create slide decks, and develop all other communication materials that advance USAID development objectives. The candidate must possess a thorough knowledge of the principles, methods, practices, and techniques of communication and good storytelling, and be able to apply such knowledge in the development and dissemination of content through a variety of media. S/he must have experience in the analysis and interpretation of data and the presentation of findings in written or oral form and know how 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. The successful candidate must have a solid understanding of both digital and traditional communications outlets and strong familiarity with English grammar and American word usage and spelling.

**Skills and Abilities:** Must have exceptional writing, reporting and synthesis skills and be able to work in a fast-paced environment. Must be able to communicate effectively both orally and in writing. S/he must demonstrate the ability to clearly organize and prepare concise and well-written documents that are geared toward a variety of audiences and at different level of technical complexity. S/he must also demonstrate skills in analytical writing and presenting both quantitative data and qualitative information in a clear and concise fashion that is easily understood by various audiences. Must be able to prepare documents in English. Must be able to provide input on taskers, briefers and all other needed documentation and/or reports from Washington and the Front Office. Knowledge of public health, and/or development assistance is preferred, in order to produce pertinent documentation. The incumbent must have an exceptional ability to communicate and give written and oral feedback to colleagues and superiors regarding their collaboration and quality of work. Demonstrated good judgment and organizational skills are essential, as well as a good instinct for knowing when to consult. The incumbent must be able to perform effectively as a member of a team, and be capable of working independently. The applicant must be highly

proficient in the use of Microsoft Word, PowerPoint, and Excel. S/he must also have skills and ability to format various types of documents in Microsoft Word for a professionally produced look and feel. S/he must have a strong understanding of social media use and appropriate audience segmentation. Experience with Adobe InDesign, Adobe Illustrator, or other desktop publishing software is desired, but not a requirement.

### **III. EVALUATION & 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.

Applicants who meet the Education/Experience requirements and Selection Factors will be further evaluated. Applications that do not meet the required minimum qualifications will not be scored. Candidates meeting the above required qualifications for the position will be evaluated based on information presented in the application.

After meeting the minimum qualifications, consideration and selection will be based on a panel evaluation of the Evaluation Criteria. Additionally, USAID reserves the right to conduct written exams and an interview with the top-scoring candidates. Top-scoring candidates will also be asked to provide three professional references. Please note that not all applicants will be interviewed or contacted. USAID will not pay for any expenses associated with the interviews unless the expenses are pre-authorized. Reference checks may be conducted on candidates selected for an interview.

Candidates will be evaluated and ranked based on the following selection criteria:

- **Prior Work Experience: (30 Points):** The Strategic Communications Advisor must have minimum of two to five years of progressively responsible experience in areas related to communication, journalism, public relations, international development, or public health. Knowledge or previous experience working with the Bangladeshi government, USG agencies, or USG implementing partners is required.
- **Job Knowledge: (35 Points):** Knowledge of public health programming in a development setting and USAID/U.S. Government development initiatives strongly preferred. Prior experience with USAID preferred, but not necessary. Applicant must be proficient in computer desktop publishing and able to execute all computer applications (spreadsheets, graphics, charts, tables, etc.) needed to complete the final documents.

- **Skills and Abilities: (35 Points):** The Strategic Communications Advisor should have the ability to establish and maintain contacts with a wide-range of government officials, Embassy staff, press/media, and implementing partners. S/he must possess the ability to gain consensus and collaboration across multiple business units. The incumbent should also be able to obtain information gathered through broad and balanced input and then rapidly analyze information, evaluate data, and prepare technical documents for a variety of audiences, often explaining complex technical concepts in simple terms. S/he must be able to communicate effectively in writing and verbally in English to participate in discussions and meetings effectively. The selected candidate must be capable of producing high-quality work, often under time pressure and in complex situations. S/he should have the ability to work independently, manage competing deliverables and self-motivate while also employ strong organizational skills to work collaboratively with a multi-disciplinary team. S/he should require minimal supervision in carrying out routine responsibilities and only general guidance for most tasks. The scope and flexibility of the duties will demand a great deal of initiative to identify and test innovative approaches and solutions in complex situations and requires the ability to work independently. The incumbent must be proficient in computer desktop publishing and able to execute all computer applications (spreadsheets, graphics, charts, tables, etc.) needed to complete the final documents.

#### **IV. SUBMITTING AN OFFER**

1. Eligible offerors are required to complete and submit the offer form **AID 309-2**, "Offeror Information for Personal Services Contracts," available [HERE](#). Applicants are required to complete sections A through I. **This form MUST be physically signed and scanned. Electronic signatures will NOT be accepted.**
2. A cover letter of no more than one (1) page that demonstrates how the candidates' qualifications meet the work requirements and a statement certifying the date and length of time for which the candidate is available for the position.
3. A curriculum vitae (CV) which describes education and career experiences and achievements. In order to fully evaluate your application, your CV must include:
  - a. Paid and non-paid experience, job title, location(s), dates held (month/year), and hours worked per week for each position. Dates (month/year) and locations for all field experience must also be detailed. Any experience that does not include dates (month/year), locations, and hours per week will not be counted towards meeting the solicitation requirements.
  - b. Specific duties performed that fully detail the level and complexity of the work.
  - c. Education and any other qualifications including job-related training courses, job-related skills, or job-related honors, awards or accomplishments.
4. Names, contact numbers, and e-mail addresses of three professional references from individuals who are not family members or relatives.

Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted to the email address listed in **Section IV**.

By submitting your application materials, you certify that all of the information on and attached to the application is true, correct, complete, and made in good faith. You agree to allow all information on and attached to the application to be investigated. False or fraudulent information on or attached to your application may result in you being eliminated from consideration for this position, or being terminated after award, and may be punishable by fine or imprisonment.

To ensure consideration of offers for the intended position, candidates must prominently reference the Solicitation number in the offer submission.

**Ensuring Adequate COVID-19 Safety Protocols for Federal Contractors** - Please be advised that upon award, the contractor will be required to show proof that the contractor is fully vaccinated against COVID-19 on or before the first date of onboarding, or submit an approved reasonable accommodation to the CO. If the contract does not meet this requirement the contract may be terminated. USPSCs performing overseas must follow the Mission policies and/or directives from the U.S. Department of State regarding COVID-19 requirements.

*\*See Notice regarding Any Court Order Affecting the Implementation of E.O. 14042 in Section VIII below.*

**SUBMIT APPLICATION PACKET ELECTRONICALLY:**

Interested candidates should send above electronically to [dhakajobs@usaid.gov](mailto:dhakajobs@usaid.gov), to the attention of the addresses indicated below. To ensure that the application is considered for the intended position, please reference the solicitation number and title of position on your application and as the subject line in any cover letter. E-mail applications must be received by the closing date and time specified in the solicitation.

Attention: Supervisory Executive Officer  
USAID HR Section/Executive Office  
USAID/Bangladesh

Only qualified and shortlisted candidates will be contacted. Additionally, only candidates that are interviewed will be notified if the position is filled.

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

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

1. Medical History and Examination Form (Department of State Forms)
2. Questionnaire for Sensitive Positions for National Security (SF-86), or
3. Questionnaire for Non-Sensitive Positions (SF-85)
4. Finger Print Card (FD-258)

Forms 1 through 4 shall be completed only upon the advice of the Contracting Officer that a candidate is the successful candidate for the job. Do not submit forms 1 through 4 with your application.

## **VI. BENEFITS AND ALLOWANCES**

As a matter of policy, and as appropriate, a Resident Hire PSC is normally authorized the following benefits and allowances:

### **1. BENEFITS**

- Employee's FICA Contribution (USPSC only)
- Contribution toward Health & Life Insurance
- Sunday Pay differential
- Annual Increase (pending a satisfactory performance evaluation)
- Leave and Holidays
- \*Paid Parental Leave

**AS THIS IS A RESIDENT HIRE USPSC POSITION, THE FOLLOWING WILL NOT BE PROVIDED BY THE MISSION:**

- Visa support
- Air fare for Post arrival
- Housing
- Embassy Commissary access
- Transport facilities
- Embassy Medical Unit facilities

## **VII. TAXES**

US Citizens and Resident Aliens are required to pay Federal income taxes, FICA, Medicare and applicable State Income taxes.

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

USAID regulations and policies governing US/TCNPSC awards are available at these sources:

1. **USAID Acquisition Regulation (AIDAR), Appendix D**, “Direct USAID Contracts with a U.S. Citizen or a U.S. Resident Alien for Personal Services Abroad,” includes **contract clause “General Provisions,”** available at [https://www.usaid.gov/sites/default/files/documents/1868/aidar\\_0.pdf](https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf).
2. **Part 52- Solicitation Provisions and Contract Clauses**  
Subpart 52.2-Text of Provisions and Clauses  
52.223-99 Ensuring Adequate COVID-19 Safety Protocols for Federal Contractors, Alternate 70.  
Ensuring Adequate Covid-19 Safety Protocols for Federal Contractors (OCT 2021)-Alternate 70(OCT 2021)

(M/OAA-DEV-FAR-22-01c)

**Notice Regarding Any Court Order Affecting the Implementation of E.O. 14042**

USAID will take no action to enforce the clause (FAR 52.223-99) implementing the requirements of Executive Order 14042, absent further written notice from USAID, where the place of performance identified in the contract is in a U.S. state or outlying area subject to a court order prohibiting the application of requirements pursuant to the Executive Order (hereinafter, “Excluded State or Outlying Area”). In all other circumstances, USAID will enforce the clause, except for contractor employees who perform substantial work on or in connection with a covered contract in an Excluded State or outlying area, or in a covered contractor workplace located in an Excluded State or outlying Area. A current list of such Excluded States and Outlying Areas is maintained at <https://www.saferfederalworkforce.gov/contractors/>

3. **Contract Cover Page** form **AID 309-1** available at <https://www.usaid.gov/forms>
4. 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>
5. **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/resources\\_standards-of-conduct](https://www.oge.gov/web/oge.nsf/resources_standards-of-conduct)
6. ADS 309 – Personal Services Contracts can be found at: <https://www.usaid.gov/sites/default/files/documents/1868/309.pdf>
7. **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).

USAID IS AN EQUAL OPPORTUNITY EMPLOYER: All qualified candidates will be considered regardless of age, race, color, sex, creed, national origin, lawful political affiliation, non-disqualifying handicap, marital status, sexual orientation, affiliation with an employee organization, or other non-merit factor. Management may consider the following when determining successful candidacy: nepotism, conflicts of interest, budget, and residency status.

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