



USAID
FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER : 72049224R00001
ISSUANCE DATE : October 18, 2023
CLOSING DATE/TIME : November 19, 2023
(11:59 PM Philippine Time)

SUBJECT: Solicitation for Resident Hire U.S. Personal Services Contractor (USPSC) – Development Outreach and Communications Specialist

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers from qualified person 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 offer.

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

Sincerely,

Carlos Sebastián Gutiérrez
Executive Officer/Contracting Officer
USAID Philippines

ATTACHMENT 1

I. GENERAL INFORMATION

1. **SOLICITATION NO.:** 72049224R00001
2. **ISSUANCE DATE:** October 18, 2023
3. **CLOSING DATE AND TIME FOR RECEIPT OF OFFERS:** November 19, 2023, at 11:59 PM Philippine Time
4. **POINT OF CONTACT:** Executive Office/Human Resources Division, USAID/Philippines e-mail at aidmnlhr@usaid.gov
5. **POSITION TITLE:** Development Outreach and Communications (DOC) Specialist
6. **MARKET VALUE OF POSITION (Base Pay):** \$84,546 - \$109,908 per annum equivalent to GS-13

Final compensation will be negotiated within the listed market value and will depend on experience, qualifications, and salary history. The standard compensation package also includes a contribution for life and health insurance and a contribution to FICA.

7. **PLACE OF PERFORMANCE:** Port Moresby, Papua New Guinea

Overseas USPSCs may be authorized to telework or remote work only from 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 situations in accordance with the terms and conditions of the contract.

8. **PERIOD OF PERFORMANCE:** The base period will be two (2) years, estimated to start in March 2024. Based on Agency need, availability of funds and satisfactory performance, the Contracting Officer may exercise additional option periods for three (3) years for the dates estimated as follows:

Base Period	o/a March 2024 – February 2026
Option Period 1	o/a March 2026 – February 2027
Option Period 2	o/a March 2027 – February 2028
Option Period 3	o/a March 2028 – February 2029

9. **ELIGIBLE OFFERORS:**

- Eligible Family Members (USEFMs and EFMs with U.S. permanent residence status (*Green Card Holders*) of U.S. Mission in Port Moresby, Papua New Guinea; or
- U.S.-Papua New Guinea Dual Citizens;
- Demonstrated ability to obtain a FACILITY ACCESS level security clearance;
- Ability to obtain a Department of State medical clearance;

- Must not appear as an excluded party in the System for Award Management (SAM.gov).

10. SECURITY LEVEL REQUIRED: Facility Access Clearance

11. WORK HOURS: 40 hours/week

12. STATEMENT OF DUTIES:

A. INTRODUCTION

The Office of the USAID Representative for Papua New Guinea (PNG), Solomon Islands, and Vanuatu manages development programming that spans environment, energy, health, economic growth, disaster response, conflict prevention, and governance. As the United States considers the Pacific Island nations to be important partners in fostering a free and open Indo-Pacific, USAID is significantly expanding its presence in the region via program funding and personnel.

B. BASIC FUNCTION OF THE POSITION

The Development Outreach and Communications Specialist (DOC) works with the leadership and staff of the U.S. Agency for International Development (USAID) in Papua New Guinea, Solomon Islands, and Vanuatu to formulate Country Office-wide messages and implement development outreach and communications efforts to increase awareness of USAID programs in Papua New Guinea, Solomon Islands, and Vanuatu. S/He reports to the USAID Country Representative or designate. The DOC also coordinates and collaborates with the U.S. Embassy's Front Office and Public Diplomacy Section (PDS) to ensure consistency in messaging and strong coordination between USAID and other U.S. Government (USG) colleagues under the U.S. Foreign Assistance umbrella. S/He is the principal liaison with the Agency's Asia Bureau Outreach and Communications Team and the Agency's Legislative and Public Affairs (LPA) Bureau staff in Washington. S/He collaborates closely with technical staff and implementing partners, providing oversight, advice, and guidance to achieve USAID/Papua New Guinea, Solomon Islands, and Vanuatu communications goals. S/He will also liaise with local media, under the guidance of U.S. Embassy PDS, as well as communications focal points in the Governments of Papua New Guinea, Solomon Islands, and Vanuatu.

C. DUTIES AND RESPONSIBILITIES

Public Information and Publicity Materials (25%)

- Manage the drafting, editing, and dissemination of timely and accurate information, sector overviews, press releases, responses to requests for information, and all other public information materials relating to USAID Papua New Guinea, Solomon Islands, and Vanuatu.

- Draft proposed speeches and public statements for USAID Papua New Guinea, Solomon Islands, and Vanuatu staff and U.S. ambassadors to PNG, Solomon Islands, and Vanuatu as needed when they engage in USAID events.
- Prepare content for briefing materials, videos on project activities, the website and social media, brochures, booklets, handouts, signs, and other public relations materials.
- Contribute to the quality and timely updating of relevant websites.
- Create campaigns and content for the USAID Facebook, Twitter and Flickr accounts, as well as contributions to the U.S. Embassy's social media channels, as appropriate.
- Work with technical staff and implementing partners to develop content for USAID's storytelling platforms, such as blogs and photo essays.
- Serve as advisor on USAID branding and style guidelines, ensuring regulations are followed by recommending revisions and appropriate application as outlined in ADS 320 and the Agency's Graphic Standards Manual.

Media and Public Relations (25%)

- Serve as USAID/Papua New Guinea, Solomon Islands, and Vanuatu's point of contact for all press relations, both international and local media. Work closely with the U.S. Embassy PDS on press relations to maintain USAID's relationship with press outlets.
- Promote proactive and targeted information and media outreach activities for Pacific Islands press through the selective use of radio, television, newspapers, and social media. Ensure strategic selection of events and optimal representation by USAID personnel to more effectively and efficiently communicate messaging.
- Work with the U.S. Embassy PDS to expand opportunities for coverage of USAID assistance in Papua New Guinea, Solomon Islands, and Vanuatu, including radio, television, newspapers, and social media. This may include, but not be limited to: arranging interviews, preparing talking points, and organizing briefings and media tours of USAID projects.
- Ensure accurate information and presentation of development topics and the impact of USAID/Papua New Guinea, Solomon Islands, and Vanuatu programs in a format easily understood by the general public.

Strategic Communication Planning and Implementation (20%)

The DOC Specialist is responsible for aligning USAID/Papua New Guinea, Solomon Islands, and Vanuatu communications and outreach activities with USAID-wide messaging and campaign initiatives. The ultimate goal of the DOC function is to promote a better understanding of and sustained support for U.S. development assistance amongst targeted host country audiences.

- Lead the development and implementation of the communications and outreach strategy to increase understanding of and support for USAID/Papua New Guinea, Solomon Islands, and Vanuatu programs among external target audiences.
- Ensure communication materials and engagements are strategically supportive of USAID/Papua New Guinea, Solomon Islands, and Vanuatu initiatives.

- Coordinate with USAID staff, U.S. Embassy PDS, other USG agencies, and USAID implementing partners to achieve maximum exposure and understanding of U.S. development efforts and initiatives.
- Coordinate with technical staff to understand compelling stories and execute communication activities.
- Identify and execute metrics to measure effectiveness of communication materials and activities by using creative/innovative approaches to communicate messages to key stakeholders.

Events and VIP Visit Management (20%)

- Organize and coordinate with USAID technical staff and U.S. Embassy PDS on all aspects of public events for USAID, such as program/activity inaugurations, ribbon-cuttings, and program assistance completions.
- Maintain a calendar of USAID/Papua New Guinea, Solomon Islands, and Vanuatu program events in close coordination with technical staff and implementing partners.
- Serve as the USAID primary point of contact in PNG, Solomon Islands, Vanuatu and other Pacific Islands countries as needed for VIP publicity events and site visits by official visitors from the U.S. Embassy, USAID/Washington, Congress, and other USG agencies or entities. Lead the preparation of briefing materials, scene setters, and other information products and processes to support the visits. Maintain a list of potential site visit locations appropriate for a variety of high-level visitors throughout the region.
- Photograph USAID/Papua New Guinea, Solomon Islands, and Vanuatu activities, events, and impact, providing USAID with digital and other media to document and communicate USAID success and lessons learned.

Build Capacity for More Effective Public Outreach (10%)

- Provide guidance to technical teams and implementing partners on issues related to communications, branding, and public outreach activities.
- Advise technical teams and partners on USAID outreach and communication policies and provide creative leadership in implementation through projects and public events.
- Develop and implement internal Country Office programs to increase staff awareness of public outreach efforts. Provide training and support to staff through regular programs or on an ad hoc basis, with an emphasis on enhancing the capacity of USAID staff and implementing partners on how to publicly represent USAID programs.
- Implement monitoring and evaluation tools for the Country Office's outreach and communication activities. This includes maintaining press tracking mechanisms to monitor coverage of USAID events and news stories.
- Develop and standardize various Country Office processes and policies related to public outreach and event planning. Bring best practices used in other missions and replicate similar ideas for the Country Office to enhance USAID's public image in Papua New Guinea, Solomon Islands, and Vanuatu.
- Lead and plan Communications Working Group meetings with communication leads from implementing partners to improve their ability to do effective communications at the activity level.

D. KEY POSITION ELEMENTS

- a. **Degree of responsibility for decision-making assigned to the position:** As a locally based communications subject matter expert for USAID/Papua New Guinea, Solomon Islands, and Vanuatu, the incumbent requires independent exercise of judgment to determine effective communications approaches for Papua New Guinea, Solomon Islands, and Vanuatu. S/He must possess strong initiative as part of a growing USAID/Papua New Guinea, Solomon Islands, and Vanuatu team. As s/he may help coordinate VIP visits to the region, s/he must exercise sound judgment in representing USAID for internal and external audiences. The DOC Specialist will be required at all times to follow and adhere to USAID'S Code of Ethics and Conduct.
- b. **Level of complexity for work assignments:** The incumbent serves as the PNG-based outreach and communications subject matter expert, and drafts remarks and talking points for high-level U.S. government officials. S/He is responsible for collecting, analyzing, and distributing information associated with USAID'S foreign assistance program in Papua New Guinea, Solomon Islands, and Vanuatu. S/He coordinates technical staff across all of USAID'S technical sectors and collaborates with the Public Affairs section. S/he develops effective outreach and communications strategies for Papua New Guinea, Solomon Islands, and Vanuatu.
- c. **Knowledge level required:** The position requires strong and demonstrated knowledge of the principles, concepts, and methodology of crafting strategic communication plans and information messages in various media formats (e.g. press releases, websites, fact sheets, talking points, social media, etc.), targeting a variety of audiences. Experience in planning, strategizing, and application of policies and procedures regarding outreach communication activities, such as branding and marking is required. Must have understanding of issues related to international development and be able to translate to a general audience. Knowledge of regional development issues is desirable.
- d. **Supervisory Controls:** The Development and Outreach Communications Specialist works under the general guidance and supervision of the USAID Representative in PNG. S/He liaises with the Agency's Asia Bureau Outreach and Communications Team and the Agency's Legislative and Public Affairs (LPA) Bureau staff in Washington regarding communications on Papua New Guinea, Solomon Islands, and Vanuatu. S/He is provided with administrative direction with assignments in terms of broadly defined functions. S/He is delegated substantial responsibility and authority to independently plan, schedule and carry out his/her assignments.
- e. **Guidelines for the required work, including reporting requirements:** Automated Directives System (ADS), Mission Orders and Mission Notices, USAID Branding and Marking Policy. With the guidance of the Country Representative in PNG, the incumbent exercises judgment and discretion in understanding Agency outreach and communications policy and guidance and applying them to Mission work. S/He must be an expert in the development and/or interpretation of guidance on USAID outreach

communications.

- f. Complexity of the work environment or its potential effect on the position's responsibilities:** The work environment involves everyday risks or discomforts that require normal safety precautions typical of such places as offices, meeting rooms, training rooms, etc. The work area is adequately lighted, heated, and ventilated.
- g. Scope and effect of the work performed:** The DOC Specialist is a locally based outreach and communications expert who is well-positioned to help raise the profile of USAID's Pacific regional work, which is critical to advancing partnerships in the region and achieving mutual development objectives. As USAID increases its engagement in Papua New Guinea, Solomon Islands, and Vanuatu, the incumbent works with U.S. Embassy and USAID staff in up to three different embassies to raise USAID's public profile in the region. The overall DOC function is to promote a better understanding of, and sustained support for, U.S. development assistance amongst targeted host country audiences.
- h. Level and purpose of contacts:** Personal contacts are with local media, USAID and U.S. Embassy personnel throughout the region, USAID/Washington, implementers and institutional contractors. S/he interacts frequently with the U.S. Embassy and USAID Front Offices. The purpose of the contacts is to facilitate active participation in conferences, meetings, or presentations involving problems or issues of considerable consequence or importance. The persons contacted typically have diverse viewpoints, goals, or objectives, requiring the employee to achieve a common understanding of the problem and a satisfactory solution by convincing them, arriving at a compromise, or developing suitable alternatives.
- i. Supervision or oversight the position has over others:**
No responsibility for direct supervision over others. Mentoring of junior staff as may be assigned.

E. TRAVEL REQUIREMENTS:

In-country travel to other areas in PNG is expected, as well as regional or international travel when necessary.

F. SUPPORT ITEMS:

The PSC will be provided with the adequate support services, equipment, and supplies necessary to perform the work.

13. PHYSICAL DEMANDS

The work is primarily sedentary, although some walking, bending, or carrying of light items may be involved. During site visits to project sites, some walking and standing in mildly strenuous circumstances may be required.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

Education: A Bachelor's degree in Communications, Journalism, Media, Public Relations, Marketing, Business Administration, Social Science, International Studies, International Relations, or related field is required. (Educational requirements must be met at the time of application for the subject position.)

Work Experience: A minimum of five (5) years of experience in communications. Relevant fields include – but are not limited to – journalism, communications, public relations or affairs, international relations, international development, public administration, development/area/social studies, and research.

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.

Rating factors are used to determine the competitive ranking of qualified offerors in comparison to other offerors. Offerors must demonstrate the rating factors outlined below within their resume, as they are evaluated strictly by the information provided.

The rating factors are as follows:

EDUCATION (15 points):

- Additional points will be awarded for educational degrees above the established minimum and specialized certifications in areas such as digital tools, graphic design, video production, and/or photography educational degrees.

WORK EXPERIENCE (30 points):

- Additional points will be awarded for work experience above the established minimum in journalism, communications, public relations or affairs, international relations, international development, public administration, development/area/social studies, and research, or relevant fields.

- Experience working in international development or international affairs setting is preferred.
- Previous experience with an international development donor organization, implementing partner or non-governmental organization is preferred.

TECHNICAL KNOWLEDGE (25 points):

- Strong and demonstrated knowledge of the principles, concepts, and methodology of crafting strategic communication plans and information messages in various media formats (e.g. press releases, websites, fact sheets, talking points, social media, etc.), targeting a variety of audiences.
- Experience in planning, strategizing, and application of policies and procedures regarding outreach communication activities, such as branding and marketing is required.
- Understanding of issues related to international development and be able to translate to a general audience.
- Knowledge of regional development issues is desirable.

SKILLS AND ABILITIES (30 points):

- Native level fluency in English (reading, writing, and speaking) is required.
- Strong communication, interpersonal skills, and ability to work with teams but also as an individual with minimal guidance is required.
- Excellent critical and strategic thinking is required.
- Excellent coordination and organizational skills within a multicultural work environment is a must.
- Strong computer skills in the full range of MS software, including Word, Excel, PowerPoint, and Google apps is required.
- Experience with Facebook, Twitter, YouTube, Flickr, is strongly preferred.
- Knowledge of Adobe Creative Suite for photo and video editing, as well as graphic design, is preferred.
- Exhibited tact, judgment, diplomacy, leadership, and teamwork, which are all critical skills to designing and executing communication campaigns and outreach.

Each candidate selected for the interview will also be asked to participate in a short written exercise to demonstrate their technical skills in preparing strategic communication materials. This test will be conducted before the oral interview.

IV. SUBMITTING AN OFFER

1. Eligible offerors are required to complete and submit form **AID 309-2**, "Offeror Information for Personal Services Contracts with Individuals," available at <https://www.usaid.gov/forms>.
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 item 4**.
3. Offeror submissions must clearly reference the Solicitation Number on all offeror-submitted

documents.

4. A type-written and signed cover letter of no more than two (2) pages specifically applying for this position and addressing the minimum requirements and evaluation factors of the position.
5. A current Curriculum Vitae (CV) or Resume (without photo), which, at a minimum, describes education, latest experience, and career achievements.
6. Offers must provide a minimum of three (3) and a maximum of five (5) references within the last five years from the offeror's professional life, namely individuals who are not family members or relatives. Three (3) references must be from direct supervisors who can provide information regarding the applicant's work knowledge and professional experience. Applicants must provide e-mail addresses and/or working telephone numbers for all references.
7. Copies of diploma, certificates and relevant degrees should be included in the application package to corroborate the CV/Resume.
8. For USEFMs of U.S. Mission in Port Moresby, Papua New Guinea – A copy of sponsor's orders showing your sponsor's assignment in the U.S. Mission in Port Moresby, Papua New Guinea and/or approved OF-126 with a copy of U.S. Passport biographical page are required;
9. For EFMs with U.S. permanent residence status (Green Card Holder) of U.S. Mission in Port Moresby, Papua New Guinea – A copy of sponsor's orders showing your sponsor's assignment in the U.S. Mission in Port Moresby, Papua New Guinea and/or approved OF-126 with a copy of Green Card are required;
10. For U.S.-Papua New Guinea Dual Citizens – A valid Papua New Guinea National Identity Card and U.S. Passport biographical page are required.
11. Limit all electronic (e-mail) submissions to one entry/email not larger than 5MB. Please submit attachments in PDF. Application packages must be submitted electronically to aidmnlhr@usaid.gov.

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 (DS-1843)
2. Declaration for Federal Employment (OF-306)
3. Questionnaire for Sensitive Positions (for National Security) (SF-86), or
4. Questionnaire for Non-Sensitive Positions (SF-85)
5. Finger Print Card (SF-87). (NOTE: Form is available from the requirements office.)

VI. BENEFITS

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

- (a) Employer's FICA Contribution
- (b) Contribution toward Health & Life Insurance
- (c) Pay Comparability Adjustment
- (d) Annual Increase (pending a satisfactory performance evaluation)
- (e) Eligibility for Worker's Compensation
- (f) Leave and Holidays

Note: U.S. Resident Hire PSCs are not eligible for any fringe benefits (except contributions for FICA, health insurance, and life insurance), including differentials and allowances.

VII. TAXES

USPSCs 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 USPSC 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," 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 (A)	SUPPLIES/SERVICES (DESCRIPTION) (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
0001	Compensation and Fringe Benefits/Other Direct Costs (ODCs) Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	LOT	\$ TBD	\$ TBD
1001	Option Period (OP) 1 – Compensation and ODCs Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	LOT	\$ TBD	\$ TBD

2001	OP 2 – Compensation and ODCs Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	LOT	\$ TBD	\$ TBD
3001	OP 2 – Compensation and ODCs Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	LOT	\$ TBD	\$ TBD

3. Acquisition and 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/OGES%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.

– End of ATTACHMENT 1 –