



USAID
FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72068824R10007

ISSUANCE DATE: March 27, 2024

CLOSING DATE/TIME: April 10, 2024/5PM

SUBJECT: Solicitation for a Cooperating Country National Personal Services Contractor (CCN PSC - 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 Attached 1.

Sincerely,

Douglas Quiggle
Supervisory Executive Officer (Contracting Officer)

I. GENERAL INFORMATION

- 1. SOLICITATION NO.: 72068824R10007**
- 2. ISSUANCE DATE: March 27, 2024**
- 3. CLOSING DATE AND TIME FOR RECEIPT OF OFFERS: April 10, 2024/17:00 Bamako local time (GMT)**
- 4. POINT OF CONTACT: Human Resources Section, at bamakohrmvacancies@usaid.gov.**
- 5. POSITION TITLE: Development Outreach and Communications Specialist (DOC Specialist)**
- 6. MARKET VALUE: 22,335,010 – 34,619,266 FCFA equivalent to FSN-11.** In accordance with **AIDAR Appendix J** and the Local Compensation Plan of USAID/Mali. Final compensation will be negotiated within the listed market value.
- 7. PERIOD OF PERFORMANCE: CCNPSCs contracts duration are of a continuing nature based on the availability of funds, continued need for the requirement and employee performance, and expected to be part of a series of sequential contracts, each not to exceed the five-year limitation.**
- 8. PLACE OF PERFORMANCE: Bamako, Mali 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: *Security certificate (Certification)***

11. STATEMENT OF DUTIES

1. General Statement of Purpose of the Contract

The Development Outreach and Communications (DOC) Specialist is located in the USAID/Mali Program Office. The Specialist reports directly to the Senior Development Outreach and Communications (DOC) Advisor and in his/her absence to the Supervisory Program Officer.

The DOC Specialist supports USAID/Mali in the achievement of its objectives by overseeing the quality development and implementation of multi-channel, multi-format, and consistent public information communications and outreach (in French and local languages as well as English). The DOC Specialist will adapt agency-wide communications priorities and messaging to Mission-specific audiences and stakeholders, and contribute Mission-generated information, data, stories, photos, and video to USAID headquarters. The ultimate goal of the DOC function is to promote a better understanding of, and sustained support for, USAID's recommitment to Mali.

USAID/Mali Mission manages the USG development program in Mali, with a program budget,

including humanitarian assistance, of over \$500 million annually. The Mission portfolio includes a broad range of economic growth, democracy and governance, health, education, and humanitarian affairs activities. Ensure quality narrative flow to all stakeholders to foster headquarters awareness of USAID/Mali responsiveness to expectations set by the White House, National Security Council, Congress, State Department, and other key partners within the inter-agency.

The DOC Specialist serves as the Mission's principal liaison with all mission teams, implementing partners, and the U.S. Embassy Public Affairs Section (PAS), on the development and implementation of the Mission's overall communications strategy, including the formulation of mission wide messages, ensuring consistency with strategic objectives of beneficiaries. This includes, but is not limited to, USAID/Mali's Country Development Cooperation Strategy (CDCS). S/he collaborates closely with and follows media policy set by the U.S. Embassy Public Affairs Officer and Press and Information Officer on all media outreach, interagency events, and high-level visits. S/he collaborates closely with technical offices and implementing partners, providing oversight, advice, and guidance in developing and implementing the Mission's Development Outreach and Communications Strategy. S/he interacts with senior managers throughout the U.S. Embassy, with local and international press contacts, and with senior officials as well as visiting United States Government (USG) officials.

2. Statement of Duties to be Performed:

A. Strategy Development and Implementation (20%)

1. Oversees and ensures consistency of USAID branding and marking per updated Branding Guidelines and the Automated Directives System (ADS) 320. Advises USAID staff, contractors, and grantees on developing branding and marking plans. Coordinates with the Mission Office of Acquisition and Assistance (OAA) on partner requirements and adherence.
2. Works closely with USAID Mission teams, partners, and the U.S. Embassy Public Affairs Section, to provide oversight, advice, and guidance to achieve the objectives of the Mission's Communications Strategy.
3. Develops and orchestrates implementation of the Mission's communications and outreach strategy to increase understanding of, and support for, USAID programs among external target audiences, especially consistent demonstration of linkages to regional strategic objectives.
4. Develops work plans, and mentors in-coming staff, temporary duty (TDY) support and interns for communications-related functions.
5. Provides guidance and advises implementing partners on Mission and Agency-wide communications and outreach priorities, messages, online and other vehicles for dissemination, communications, and media policies.
6. Convenes implementing partner (including contractors, grantees, and business) meetings with participation of the Mission Director and Chief of Mission to convey and update on United States Government foreign assistance goals in-country and priorities for outreach.
7. Briefs implementing partner meetings convened by technical offices on communications and outreach priorities, policies, and best practices.

B. Media and Public Relations (20%)

1. Advises the Senior Mission Management and other USAID staff on press and media relations in collaboration with the U.S. Embassy Public Affairs Section. Ensures a targeted, coherent, and

- consistent message from all USAID staff and partners.
2. Promotes proactive, targeted media activities. These activities are specifically designed to push accurate information about USAID programs deep into local, regional, and national markets, through the selective use of radio, television, newspapers, magazines, public service announcements, advertisements, billboards, and traditional communications.
 3. Reviews and substantively edits proposed speeches and public statements for Mission officials, or the Ambassador.
 4. Monitors local and international press coverage, awareness and attitudes of USAID programs and monitors effectiveness of messages.
 5. In collaboration with and under the guidance of the Public Affairs Officer and Information Officer, serves as the principal USAID contact for representatives of the local and international media for USAID/Mali to promote story ideas and feature stories on USAID programs, as well as respond to inaccurate or harmful coverage. Maintains contacts with journalists from all media outlets.
 6. Advises and works with the U.S. Embassy Public Affairs Section to expand opportunities to keep media abreast of USAID/Mali's programs, including TV, radio, and other media. This may include arranging interviews, briefings, and site visits to USAID projects.
 7. Organizes media tours and facilitates contacts among members of the media with USAID officials and implementers to encourage in-depth coverage of USAID programs in the local and/or international media.

C. Event Planning and Management (20%)

1. Serves as, or collaborates closely with, the primary Mission point of contact for USAID related site visits by USG officials or other high-level visitors.
2. Plans and coordinates high-level site visits or conference participation and media availability, as necessary.
3. Coordinates with the U.S. Embassy-wide teams on inter-agency high-level visits and conferences.
4. Coordinates or supports field travel and public outreach activities for USAID events.
5. Oversees the quality of plans and materials (print, video, or online) for press events for USAID projects in conjunction with the U.S. Embassy Public Affairs Section, Mission Director or Deputy, technical teams and implementing partners. Events, typically, are inaugurations of new projects or initiatives, ribbon-cutting, and completion of major projects, often involving multi-donor and Government partners.
6. Writes or reviews media advisories and press releases for release by U.S. Embassy Public Affairs Section or by co-sponsoring partners. In coordination with the U.S. Embassy Public Affairs Section, organizes background briefings or press avails by principals for media or press packets. Advises the organizing partners on dealing with protocol issues, site selection, staging, logistical issues, and program schedule.
7. Reviews and edits press releases, speeches, and talking points drafted by implementing partners or Mission staff for USAID events.
8. Plans and oversees maintenance of a Mission-wide calendar of USAID public events, high-level visits, major field trips in close coordination with the Mission Director and Deputy Mission Director, management staff, and their implementing partners, as well as the U.S. Embassy Public Affairs Section.

D. Public Information, Briefs, Publicity Materials, and Stories (20%)

1. Identifies and captures success stories, photos, and videos when feasible, for publication and dissemination through the most effective means of meeting a wide public audience, including on-line, print and radio, as appropriate to the target population.
2. Provides the U.S. Embassy with information on programs and sees to a timely response to all general information requests.
3. Works with staff to develop or adapt briefing materials for a variety of uses and target audiences.
4. Prepares high-level briefing and press packets for use during site visits or media events and selects information to be included.
5. Develops or reviews and disseminates all outreach materials to promote USAID programs, including fact sheets, website and social media content, photo essays, video, and any special campaigns for online, broadcast, and print media.
6. Establishes a system for USAID/Mali teams to draft, update, or review briefs, project profiles, and website content and any other published information on programs on a regular basis.

E. Online Media Tools and Outreach (20%)

1. Plans and oversees the quality and timely updating of the Mission section of the USAID website. Ensures that content has optimal impact for providing information about USAID/Mali and its programs for a wide range of audiences.
2. Plans and oversees the selection of information displayed on the website, clear website content, and oversee content placement, ensuring links to all other relevant usaid.gov sections and pages. Ensures any independently maintained USAID project websites comply with the Bureau for Legislative and Public Affairs (LPA) requirements and guidance.
3. Plans and oversees the Mission's social media strategy and usage of the most effective platforms with corresponding linkages to those used by the U.S. Embassy and partners.

The contractor is eligible for temporary duty (TDY) travel to the United States, or to other Missions abroad, to participate in the "Foreign Service National" Fellowship Program, in accordance with USAID policy.

3. Supervisory Relationship

The DOC Specialist will be supervised by USAID/Mali's Senior Development Outreach and Communications (DOC) Advisor and in his/her absence the Supervisory Program Officer and will interact frequently with the Mission Director and Deputy Mission Director. The DOC Specialist is expected to consult with superiors on policy issues and expected to work independently in carrying out operational responsibilities.

4. Supervisory Controls

Supervision of Mission staff is not contemplated.

12. PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

To be considered for this position, applicants must meet the minimum qualifications.

- a. **Education:** A Bachelor's degree required with coursework in relevant fields. Relevant fields include – but are not limited to – journalism, communications, public relations or affairs, international relations, international development, public administration, development/area studies, and social studies.
- b. **Prior Work Experience:** A minimum of seven years' experience in public affairs, or international relations or development, or journalism is required with evidence of broad understanding of issues related to international development. Must have demonstrated success in developing multi-format strategies to disseminate information to a variety of target audiences and in designing and implementing effective public relations or communications programs to target specific audiences. Experience in planning and executing media outreach and to plan and manage events including publicity, programming, and others. Extensive writing and editing background. Relevant experience is defined as work in journalism, public relations or marketing, public affairs, communications, and/or outreach.
- c. **Language Proficiency:** Fluent (Level IV) - oral, reading, and writing proficiency in English, and French and good understanding of Malian local language(s) is required.
- d. **Job Knowledge:** The incumbent must have: strong and demonstrated knowledge of the principles and practices of strategic communications, public/media relations, journalistic writing and reporting techniques; demonstrated solid knowledge and expertise on planning, strategy, and adherence to policies and procedures regarding all development outreach communications activities; deep knowledge of technical aspects involved in the production process of different public outreach products and activities, such as editing, graphic design, printing, photography, video, broadcasting, advertising, and publishing; strong knowledge on how the press operates across Mali to facilitate troubleshooting and ability to advise the Mission on the best outlets to use for given purposes is essential; and the knowledge or the ability to quickly gain knowledge of USAID's work, business practices and protocols as is a general understanding of U.S. and international development assistance and familiarity with the region.
- e. **Skills and Abilities:** The incumbent must have: outstanding written and oral communication and editing skills, especially the ability to quickly analyze, synthesize, and clearly and creatively communicate complex information into easy-to-understand narrative; superior project management skills and the ability to take initiative working with the direction of management; must be able to take ownership of projects, creatively problem solve and see through to completion; excellent organizational and critical thinking skills; ability to work independently, managing several activities at once, and to work under pressure to meet very short deadlines; outstanding interpersonal skills with the ability to influence relationships positively; proven coordination and organizational skills within multicultural work environments; ability to serve as the primary point of contact and liaison for USAID/Mali with local and international media, senior U.S. Embassy Officials and staff, USAID/Washington senior management and technical officers, Chiefs of Party for USAID contractors/grantees, representatives of other donors, representatives of the US and host country private sectors, high-level USG visitors and representatives of other USG Agencies; demonstrated ability to establish and maintain collegial relations with media contacts and exercise sound judgment in representing the USG while discussing program activities with the press and media; proficient computer skills in Microsoft Office, notably Word and PowerPoint, layout, photo editing, and other relevant software; Internet and social media skills in targeting specific audiences (e.g. X (Twitter), Facebook, YouTube, Flickr, Instagram and others); professional skills in using a digital camera, tablet and smartphone, and ability to plan and oversee photography, print, video production processes are required.

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 (TEC) 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 be considered for this position, applicants must meet the minimum qualifications noted above. For applicants meeting the minimum qualifications, further consideration and selection will be based on panel assessment of the selection factors listed below.

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|--------------------------|-----------|
| 1. Prior Work Experience | 40 points |
| 2. Job Knowledge | 30 points |
| 3. Skills and Abilities | 30 points |

Applicants may address each of the selection factors on a separate sheet or directly in the cover letter.

How the selection will be made: The successful candidate will be selected based upon:

1. Preliminary review of the applications package submitted to establish that minimum requirements are met.
2. English and French language proficiency test.
3. Other Tests: Candidates may be (pre) tested on Microsoft Office skills, critical thinking and writing skills, or any technical or practical skills test that might be deemed appropriate.
4. Interviews.
5. Professional Reference checks.
6. Security & Police Background check.
7. Responsibility Determination.

USAID/Mali Human Resources Section will perform the preliminary review (Step 1) to eliminate those applications that do NOT meet the minimum requirements. Applications which meet the minimum qualifications will be contacted (Step 2) for English language testing. Applicants passing the language test by obtaining the required scores will be forwarded (Step 3) to the Technical Evaluation Committee (TEC) for further reviews against the established evaluation criteria to develop a shortlist of applicants to be tested (technical) and/or interviewed. Following the interviews (Step 4) during which the applicant will be evaluated against the established criteria herein, the TEC will make the preliminary determination of candidates to be considered for employment (Step 5) and forward that list as a recommendation memorandum to the Supervisory Executive Officer (Contracting Officer), through the HR Specialist. EXO/HR or the TEC will conduct reference checks (Step 6) on the best suitable candidate (s) as decided by the TEC. References may be solicited from current as well as former supervisors in addition to the references provided in the application package. The HR

section will contact the selected candidate to confirm their interest and for contract negotiations (Step 7).

Note:

Management may consider the following when determining successful candidacy: nepotism, conflicts of interest, budget, and residency status.

Current employees serving a probationary period are not eligible to apply unless duly justified by the Supervisor to the EXO(CO). Current employees with an “Overall Summary Rating of Needs Improvement” or “Unsatisfactory” on their most recent Employee Performance Report are not eligible to apply.

IV. SUBMITTING AN OFFER

Qualified candidates for this position should submit the following documents to be considered. Failure to do so may result in a determination that the application is not qualified. **Only shortlisted applicants will be contacted** and provided with guidance for the next step of the process.

1. Eligible Offerors are required to complete, sign and submit the offer form **AID 309-2** (Offeror Information for Personal Services Contracts with Individuals): <https://www.usaid.gov/forms/aid-309-2>
2. **Resume or curriculum vitae (CV)** relevant to the position for which the applicant is applying.
3. **Cover letter** of not more than two (2) pages describing how the incumbent’s skills and experience fit the requirements of the subject position and meet the evaluation factors set in this solicitation.
4. Applicants are required to provide **five (5) Professional References** with complete contact information including email address and telephone number(s). References should have knowledge of the candidate’s ability to perform the duties set forth in the solicitation and **must not be family members or relatives**.
5. Copy of Degrees/Diploma, or any relevant Certificates, or Recommendation Letters submitted in a simple searchable **PDF file**.
6. Applicants must provide their **full mailing address with telephone numbers, email address** and should retain for their records copies of all enclosures that accompany their submissions.
7. 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**.
8. Applicant submissions must clearly reference the Solicitation number on all documents to ensure consideration of the application package. Email subject line must be: [Solicitation number **72068824R10007**] – [CANDIDATE NAME]

All CV/Resumes and cover letters must be in English, otherwise the application package is incomplete and will be rejected.

V. LIST OF REQUIRED FORMS PRIOR TO AWARD

Once the Executive Office/CO informs the successful Applicant about being selected for a contract award, the EXO/CO will provide the successful Applicant instructions about how to complete the following:

1. Conditional Selection Letter
2. Medical Examination/Statements
3. Security Eligibility for Certification
4. Offeror Information for Personal Services Contracts with Individuals (AID 309-2)
5. Employee Biographical Data Sheet (Form AID 1420)
6. Responsibility Determination

VI. BENEFITS AND ALLOWANCES

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

1. Basic salary,
2. Miscellaneous allowances
3. Holiday bonus, and
4. Comprehensive medical insurance subsidy.

The incumbent will be compensated in accordance with the U.S. Mission to Mali's Local Compensation Plan (LCP). Final compensation will be based on the position grade and negotiated within the corresponding market value.

VII. TAXES

The successful Applicant will be subject to host country (Mali) tax laws.

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 and with a Third Country National 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	Base Period – FSN-11 Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: R497 - Accounting Info: 688-MOD-PFE-FY20-25-SALARY- AEG	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/resources_standards-of-conduct.
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.

6. FAR Provisions Incorporated by Reference

52.204-27	PROHIBITION ON A BYTEDANCE COVERED APPLICATION	(SEP 2022)
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~ End of Solicitation~