



USAID
FROM THE AMERICAN PEOPLE

TANZANIA

SOLICITATION NUMBER: 72062124R00007

ISSUANCE DATE: April 17, 2024

CLOSING DATE AND TIME: May 03, 2024, 5:00 pm

SUBJECT: Solicitation for U.S. Personal Service Contractor (USPSC) – Resident Hire – Deputy Development Outreach and Communications (DOC) Advisor – Program Office

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.

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.

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. Reasonable accommodations will be made available to offerors who are qualified individuals with a disability. USAID is an Equal Employment Opportunity employer and does not discriminate based on race, color, religion, sex (including pregnancy, gender identity, and sexual orientation), national origin, age (40 or older), disability or genetic information.

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

Sincerely,

Marty George
Contracting Officer

GENERAL INFORMATION

1. SOLICITATION NO.: 72062124R00007
2. ISSUANCE DATE: April 17, 2024
3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS: May 03, 2024, 5:00 pm
4. POINT OF CONTACT: Hussein Tuwa, email at htuwa@usaid.gov
5. POSITION TITLE: Deputy Development Outreach and Communications (DOC) Advisor
6. MARKET VALUE: \$ 84,546 -\$ 109,908 equivalent to GS-13. Final Compensation will be negotiated within the listed market value.
7. PLACE OF PERFORMANCE: Dar es Salaam, with possible travel as stated in the Statement of Duties. 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 situations in accordance with the terms and conditions of the contract.
8. PERIOD OF PERFORMANCE: Two Years with three option years, estimated to start on July 14, 2024 to July 13, 2026.

The base period will be July 14, 2024 to July 13, 2026. Based on Agency need, the Contracting Officer may exercise additional option periods for three years for the dates estimated as follows:

<i>Base Period:</i>	July 14, 2024 to July 13, 2026
<i>Option Period 1:</i>	July 14, 2026 to July 13, 2027
<i>Option Period 2:</i>	July 14, 2027 to July 13, 2028
<i>Option Period 3:</i>	July 14, 2028 to July 13, 2029

9. ELIGIBLE OFFERORS: Offerors must be Resident U.S. Citizens, including but not limited to, Eligible Family Members (EFMs). Please note that as this is a resident (local) hire USPSC position, offerors must be U.S. citizen or permanent resident/registered alien (green card holder) who are currently resident in Tanzania and have a valid work permit and exemption certificate; or demonstrate an ability to obtain these requisite documents at the time the contractual agreement is signed. USAID/Tanzania will not be responsible for obtaining work permits and exemption certificates. In this case, USAID/Tanzania will provide all the necessary documentation to obtain the permits and certificates and there would not be any costs, but it is up to the local hire resident to obtain these documents, including costs for traveling to Dodoma where the Work Permit is issued.
10. SECURITY LEVEL REQUIRED: Facility Access Clearance
11. STATEMENT OF DUTIES

i. General Statement of Purpose of the Contract

The Deputy Development Outreach and Communications (DOC) Advisor position produces and disseminates public information about USAID's activities to raise awareness and understanding of USAID programs among target audiences in Tanzania and the United States. The incumbent ensures that the mission sends out a clear, coordinated message in support of USAID/Tanzania's programs and objectives, and is mindful to ensure consistent inclusion that all USAID-funded projects are paid for by U.S. taxpayer money and, as such, are "from the American people". The incumbent is responsible for assisting with the development and implementation of a strategic communications strategy that increases visibility of U.S. foreign assistance to Tanzania.

Located within the USAID/Tanzania Program Office, the Deputy DOC Advisor reports directly to the Senior DOC Advisor and serves as his/her deputy fully backstopping the position as Senior DOC, as necessary. The work requires close collaboration with the USAID Mission Director, Deputy Mission Director(s), Program Office, USAID/Tanzania Technical and Support offices, USAID/Washington, the U.S. Mission Tanzania leadership, and Embassy Public Diplomacy Section (PD), CDC, and PEPFAR and other U.S. agencies, offices, and initiatives in Tanzania. The USAID/Washington-based offices requiring contact and coordination include the Africa Bureau, Bureau for Legislative and Public Affairs (LPA), Global Health, Bureau for Food Security, and Power Africa.

ii. Statement of duties to be performed**A. Public Events and Activities**

Plans, schedules, publicizes, and carries out public and special events to present USAID programs to target audiences, including field trips to specific events or activities, conferences, project inauguration or milestones, ceremonies, and high-level VIP visits. The incumbent also:

- I. Coordinates with technical offices field travel and public affairs activities of the Mission Director and if applicable, working with PD, the Ambassador and/or DCM on representation at public events. Prepares schedules, briefings, talking points, speeches and press releases in collaboration with mission staff and PD. Arranges for photo/video and media coverage, when appropriate. Produces outreach materials about the event for dissemination to press and on social media, and for consumption by USAID/Washington.
- II. For USAID site visits or events that involve the Ambassador, DCM, USAID Mission Director, works with PD to ensure that event information (e.g., decision memos, bios, backgrounders /scene setters, schedules, talking points, speeches, etc.) are prepared, meeting quality standards and time requirements.
- III. Coordinates signing ceremonies, inaugurations, and/or dedications of USAID projects, including drafting press releases, coordinating with appropriate local and USAID officials on logistics, schedules, guest lists, seating, and other arrangements related to the events.

- IV. For VIP visits, assists with developing itineraries for visits, develops and disseminates the key messages, assists with preparing contents for briefing books, prepares field sites for VIP visit, serves as site officer, as needed.

B. Public Relations Materials

Under the direction of the Senior DOC and as it relates to the communications strategy, the Deputy DOC drafts, edits, and disseminates timely and accurate informational material, including reports to LPA and other USAID Bureaus, fact sheets, success stories including online blogs, press releases, Google Slide / Power point presentations, briefing materials, talking points, speeches, videos, photo stories, USAID website and Facebook posts, responses to requests for information and other public information materials, as necessary.

The Deputy DOC has the primary responsibility to ensure that all produced documents meet quality standards. Products must be written in clear, concise English, prepared with both the media and general audience in mind. In addition:

- I. Develops and/or reviews; video products, banners, brochures, handouts, signs, and other public relations materials to evaluate quality, propriety in terms of production quality, sensitivity to local culture, and accuracy of content. Works closely with USAID implementing partners and USAID staff to advise them on the quality of publicity material.
- II. Reviews and edits implementing partner branding and marking plans and works with Contracts Officer on approval of these final documents. Ensures partners follow approved marking and branding plans and that all materials (videos, websites, banners, posters, brochures, publications, etc.) meet USAID branding guidance. Recommends revisions, reprinting, or other appropriate action when needed.
- III. Works with USAID technical staff and implementing partners to develop briefing materials for handouts and other special needs.
- IV. Travels to the field where mission activities are being implemented, conducts interviews and takes photographs for outreach communications, and ensures branding compliance.
- V. Provides content to Embassy/PD, USAID LPA, USAID AFR Comms, and other USAID Bureaus for use on websites and social media platforms, including Facebook, X (Twitter), MEDIUM blogs, and YouTube, and manages the selection of information, clears content, and coordinates placement.
- VI. Responsible for maintaining and updating repositories of photos, success stories, fact sheets, key statistics, and results, talking points, speeches, and reference materials that can be repurposed for public outreach.

C. USAID/Tanzania Communications Strategy

The incumbent assists in the development and implementation of an approved comprehensive communications and outreach strategy that is in line with the overall USAID/Tanzania Country

Development Cooperation Strategy (CDCS) and promotes USAID to external and internal audiences. The development of the key messages in the communications strategy will be informed by mission priorities and data on public opinion in Tanzania. The strategy will optimize relevant communication tools and distribution to target audiences and will be used to inform the USAID Mission on the selection, targeting, and placement of materials to raise awareness of USAID activities in Tanzania.

The strategy also takes into consideration the need to identify and focus on key sectors that have an appeal to local interest and U.S. Government policies. The strategy also ensures that publicity material used is noncontroversial, visually appealing, well-defined, and contains a human-interest element. Implementation of the strategy will be guided by indicators in a results framework and a performance monitoring plan.

In order to operationalize the communications strategy, the Deputy DOC Advisor assists the Senior DOC to put in place policies and procedures for mission communications that clarify roles and responsibilities within the Mission and Embassy and with implementing partners, including templates for various communication tools, standards for crafting and finalizing communication materials, and guidelines for planning and managing events. The Deputy will help train implementing partners and staff in a variety of communications-related subjects, e.g., event planning, how to write a success story, dealing with the press, photography, marking and branding, etc. The Deputy DOC Advisor may be called upon to act as the mission's photographer during site visits or other events.

D. Media Relations

Responsible for supporting USAID/Tanzania media activities, including monitoring media coverage (particularly local and regional news) on issues related to USAID activities in Tanzania. In coordination with PD and under the direction of the Senior DOC, builds and maintains a professional network of Tanzania's media contacts. This may include arranging interviews, briefings, press tours of USAID funded projects, and escorting journalists during these events. The Deputy DOC Advisor also:

- I. Keeps abreast of USAID events and works with activity AORs/CORs and implementing partners, as necessary, to ensure that appropriate press coverage is provided. Advises the Mission Director, Deputy Mission Director, and staff if press coverage is not recommended for any culturally or politically sensitive event or issue. Assists with preparing USAID/Tanzania leadership for interviews with the media.
- II. Reviews the daily press to keep abreast of coverage that relates to USAID activities and selects, edits, or summarizes items of interest for staff.
- III. Designs, formulates, composes, and/or revises press releases and fact sheets. Coordinates with USAID technical offices, PD, and implementing partners to produce and release timely, accurate, and useful written material for local and/or other media.
- IV. Advises and works with PD, USAID technical offices, and implementing partners to expand opportunities for coverage of USAID assistance, including print, TV, and radio. Helps USAID technical offices define appropriate activities for coverage, participates in field inspections

and final selection, and accompanies TV/radio crews to site locations for filming.

E. Supervisory Role

In the event of the Senior DOC Advisor's absence, or at their direction, the Deputy DOC will be responsible for the overall management of strategic communications, including day-to-day office operations; VIP visits; managing the budget for DOC activities; overseeing the publication of materials; supervising the maintenance of DOC materials and files; taking primary responsibility for public inquires, press relations, special events, and overseeing social media.

At all times, monitor and evaluate progress towards communications objectives as outlined in the mission-approved communications strategy.

Requires occasional high-level contacts within the U.S. community in both Tanzania and Washington, D.C. (including with the USAID Mission Director, U.S. Ambassador, Deputy Chief of Mission, and Public Diplomacy Officer(s); and USAID/Washington senior staff), the host country community (such as Ministers, Members of Parliament, and NGOs), and Chiefs of Party of implementing partners.

iii. Supervisory Relationship

The Deputy DOC Advisor directly reports to the Senior DOC Advisor, an offshore hire U.S. Personal Service Contractor (USPSC). Overall guidance and supervision of DOC duties are under the Mission's Supervisory Program Officer.

iv. Supervisory Controls: Position carries no supervision role.

12. PHYSICAL DEMANDS: The work requested does not involve undue physical

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

- A. Education:** A bachelor's degree in communications, journalism, international relations or development, or a related field is required. A master's degree in one of the aforementioned fields is desirable.
- B. Prior Work Experience:** Three years of progressively responsible experience in public information and outreach or international development is required, with at least two years' experience in public relations, event planning, journalism, or related field. Proven experience in disseminating information to a variety of target audiences is preferred. Previous work experience with U.S. Government or another international development organization is also highly desirable.
- C. Job Knowledge:** i) Demonstrated knowledge and/or experience in public relations. ii) A broad understanding of issues related to international development and transition economies; experience in the region is highly desirable. iii) Through knowledge of media operations (print, television, internet, radio), including how to craft a story and get it published.
- D. Skills and Abilities:** i) The ability to establish and maintain collegial relations with press and media contacts and exercise sound judgment in representing the U.S. Government while discussing program activities with the press and media are essential elements of the job. ii) Demonstrated ability to work as a team member and provide leadership in the areas of his/her competencies.

iii) Possess the ability to craft information messages in various media formats (e.g., press release, remarks, speech, talking points, fact sheets), targeting a variety of audiences. iv) Must be comfortable working independently, managing several activities at once, and working under pressure to meet short deadlines. Excellent working use of Google Suite and MS Office, including Google Slides and PowerPoint, and knowledge of digital photography are highly desirable. Experience with different types of social media platforms and applications, i.e., Facebook, Instagram, MEDIUM, EXPOSURE, X (Twitter), You Tube, and Flickr. Being skilled in graphic design and proficient in using scanning software and Adobe Creative Suite, including Photoshop, InDesign, and Lightroom, is highly desirable.

- E. Language Proficiency:** Outstanding verbal and written English (Level IV) communication skills, analytical ability, and interpersonal relationships are required. Basic language skills in Swahili and knowledge of Tanzania culture and work environment are desirable.

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>.

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

- Be a U.S. citizen or permanent resident/registered aliens (green card holder) who are currently residing in the Tanzania with work permit;
- Submit a complete application (Offer) as outlined in the section IV;
- Be eligible to attain a security certificate for Facility Access;
- Be cleared medically to work in Tanzania.

After the closing date for receipt of applications, those that meet the minimum qualification requirements (Education and Experience) 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 interviewed. Short-listed candidates will be evaluated based on information presented in the application, interview, and obtained through reference checks.

An applicant's references must be able to provide substantive information about past performance and abilities.

BASIS OF RATING

Applicants are rated as outlined below. Reference checks will be conducted and are rated as pass or fail.

Application Review:

The application will be scored based on information provided outlining the quality of experience supporting the statement of duties as outlined in this solicitation (**See Section II. c. Job knowledge, d. Skills and Abilities**).

Writing Test:

Applicants will be provided a topic and will write an essay that outlines their knowledge and experience.

Interview Performance:

Interview questions will be intended to explore the candidate's:

- Demonstrated knowledge and/or experience in public relations;
- Broad understanding of issues related to international development and transition economies; experience in the region is highly desirable;
- Knowledge of media operations (print, television, internet, radio), including how to craft a story and get it published; and
- Ability to establish and maintain collegial relations with press and media contacts and exercise sound judgment in representing the U.S. Government while discussing program activities with the press and media.

Reference Check Pass/Fail

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

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 with Individuals," available at <http://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**.
3. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents.

Interested applicants must submit the following: (1) a current Form AID 309-2, Offeror Information for Personal Services Contract; (2) a current resume or curriculum vitae; (3) a cover letter, not to exceed

three pages, addressing how the applicant meets the Required Qualifications {(a) education; (b) prior work experience; (c) knowledge, (d) skills and abilities}; and (4) any other documents (certificates, awards, copies of degrees earned, etc.) that address the qualification requirements of the position as listed above, and a list of three (3) to five (5) references with complete contact information, including email address and telephone numbers.

Submittals should be sent to USAID/Tanzania PSC Applications mailbox, at daressalaampscsap@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:

For Medical clearance:

- DS-1843 Medical History and Examination - for individuals age 12 and older.
- DS-1622 Medical History and Examination - for children age 11 and younger.
- DS-3057 Medical Clearance Update (MCU).

Forms found at <https://www.state.gov/forms-medical-clearances/> (USN)

For Security Clearance:

Forms outlined below can be found at: <http://www.usaid.gov/forms/>

1. Offeror Information for Personal Services Contracts with Individuals (AID 309-2)
2. Contractor Physical Examination Form (AID Form 1420-62) *
3. Questionnaire for Sensitive Positions (for National Security) (SF-86) * or
4. Questionnaire for Non-Sensitive Positions (SF-85) *
5. Fingerprint Cards (FD-258) *

***The above listed forms for Medical and Security Clearances shall only be completed upon the advice of the Contracting Officer that an applicant is the successful candidate for the job.**

VI. BENEFITS AND ALLOWANCES

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

1. 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) Annual and Sick Leave

VII. TAXES

USPSCs are required to pay Federal income taxes, FICA, Medicare and applicable State income taxes.

Note: As a US Citizen or a US resident (Green Card Holder), the Contractor’s salary will be subject to employee’s FICA and Medicare contributions.

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/sites/default/files/documents/1868/aidar_0.pdf.
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)
1130008	Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost Product - Service Code: R497	1	LOT	\$ _TBD	\$ _TBD at Award after negotiations with Contractor_

1130008	Option Period 1 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: <i>R497</i>	1	LOT	\$ _TBD	\$ _TBD At Award After negotiations with Contractor_
1130008	Option Period 2 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: <i>R497</i>	1	LOT	\$ _TBD	\$ _TBD at Award after negotiations with Contractor_
1130008	Option Period 3 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: <i>R497</i>	1	LOT	\$ _TBD	\$ _TBD at Award after negotiations with Contractor_

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/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> <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	June 2023
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