Re - Solicitation for U.S. Personal Services Contractor (USPSC)
Outreach and Communication Advisor
USAID/Ethiopia, Addis Ababa

I. GENERAL INFORMATION

1. SOLICITATION NO.: 72066319R00008

2. ISSUANCE DATE: March 15, 2019

3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS: April 14, 2019 (5:00pm Ethiopia’s local time.)

4. POSITION TITLE: Outreach and Communication Advisor

5. MARKET VALUE: $ 53,062 – $ 68,983 per annum equivalent to GS-11. The 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.** Resident-Hires USPSCs are not eligible for any fringe benefits, differentials, or allowances; and are only eligible for FICA, health insurance, and life insurance.

6. PERIOD OF PERFORMANCE: One year, with options to extend for four (4) additional years, one year at a time. Extensions will be contingent on satisfactory performance, continued need for the services and availability of funds. No PSC contract may exceed a five year period of performance.

7. PLACE OF PERFORMANCE: Addis Ababa, Ethiopia with possible travel as stated in the Statement of Work.

8. SECURITY LEVEL REQUIRED: Facility Access. The final selected candidates must obtain both the appropriate security and medical clearances within a reasonable period of time. If such clearances are not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.

9. STATEMENT OF DUTIES

   1. General Statement of Purpose of the Contract

   A. Background

   The USAID Mission's Health Office is one of the largest offices in the Mission with an annual budget of approximately $200 million. The Health Office is responsible for programs in maternal and child health, family planning/reproductive health, HIV/AIDS, malaria, neglected tropical diseases, WASH, tuberculosis, and health systems strengthening. USAID works together with the Government of Ethiopia (GOE) and local and international NGOs to ensure that investments
in health align with national priorities and build capacity to overcome major health challenges. The quality and impact of the Health Office’s work requires monitoring, measuring, and documentation to promote USAID activities and take correct measures on the lessons learned.

In addition, the Mission in general, and the Health Office in particular, receive numerous visitors and hold a plethora of public events. The Health Office requires support for development, outreach and communications activities, and for the coordination of public events and visits related to the Health Office’s programs, as well as to work with the Ministry of Health and other GOE health entities on public outreach and communications. The Health Office also requires support to synthesize technical information from a variety of sources into easily understandable English language written products. The ideal candidate for this position is a writer with a proven track record in developing complex materials and documents in English on health or health-related areas, with public health experience, and expertise producing public outreach materials and planning events. S/he is well organized and can manage, coordinate, and navigate large amounts of information.

B. Basic Function of Position

The Communications and Outreach Advisor is an integral part of the Health Office and USAID/Ethiopia communications and outreach team. The position requires an independent, self-motivated individual who can synthesize technical information from a variety of sources into easily understandable English language written and visual, products, as well as coordinate a variety of public events and visits. Substantial reliance is placed on the Outreach and Communication Advisor’s use of judgment regarding all aspects of outreach activities.

S/he must be able to work constructively across teams and implementing partners in a high-paced and high pressure working environment, demonstrate initiative, have the ability to firmly guide the Health Office’s communications and outreach efforts, produce accurate and timely products with minimal supervision, and have the knowledge and skills needed to provide communications oversight and conduct training on best communications practices for the Health Office staff and implementing partners.

S/he develops both internal and communications materials and may be required to assist in reviewing and editing the Health Office’s submissions for various reporting requirements, such as the Operational Plan (OP). These documents originate from a wide variety of sources, requiring the individual to assemble a vast amount of material and data into "single voice" documents. In addition, the candidate will assist Health Office team members by editing and preparing letters, talking points, speeches, memoranda, taskers and other required communication documents as necessary. Qualified candidates must be able to produce superior work under short timelines as rapid turnaround of significant amounts of writing will be required.

The Scope of Work also includes updating and developing materials for public outreach and communication including coordination of a variety of public events and visits. The ideal candidate will collaborate closely with Health Office technical units, the USAID Senior Development, Outreach and Communications (DOC) Specialist, and the U.S. Embassy’s Public Affairs Section (PAS) to produce and disseminate information about Health Office activities for
Ethiopian and American consumption to educate and promote a better understanding of USAID/Health Office programs, including, but not limited to, fact sheets/briefs, press releases, speeches and talking points.

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

**Knowledge Management (25%)**

- Identify and share innovative, efficient and effective ways to engage audiences and facilitate sharing and collaboration.
- Identify and curate technical website content – in collaboration with USAID and technical experts, manage and implement project-wide content strategies to ensure that the right knowledge is getting to the right people at the right time (and in the right way).
- Promote collaborative tools such as activity rooms to facilitate sharing of ideas and work among internal teams and external partners.
- Lead information dissemination about USAID health activities to internal and external audiences, including organizing information sharing events (multidisciplinary site visits, brown bags, social media posts, technical presentations).
- Facilitate sharing of experiences across communities of practice, business units, and networks on innovative approaches in knowledge sharing, including preparation of case studies, success stories, etc.
- Monitor and evaluate knowledge sharing activities, including the use of benchmarking.
- Ensure all communication products are aligned with USAID guidance, earmarks, and technical considerations.
- Analyze and revise communication products for coherency, consistency, completeness, and clarity.
- Assist in revising/editing routine annual and semi-annual planning and reporting documents and operational plans.
- Assist Health Office team members in drafting, editing and preparing letters, taking points, memoranda, and other required communication documents, e.g., taskers.

**Development Outreach and Communications (50%)**

- Serve as the Health Office Outreach and Communications expert.
- Coordinate with USAID DOC Office, Embassy PAS, other USG agencies, and USAID implementing partners to achieve maximum exposure and understanding of USG health efforts and initiatives in Ethiopia.
- In consultation with Health Office team members, develop and/or update a Health Office communications and outreach strategy that reflects Mission and Health Office priorities and needs.
- Update or develop technical briefers, fact sheets and other communication documents.
- Work with Office and Mission team members, implementing partners, and the Senior DOC to develop/review and share program success stories.
- Work with Health Office team members to produce communication tools to share information on programs to a wide variety of internal and external audiences.
- Identify and curate technical website content. In collaboration with health technical experts, manage and implement project-wide content strategies to ensure that the right knowledge is
getting to the right people at the right time (and in the right way). Work with Health Office management team members and the USAID DOC to create and update the health section of the USAID and USAID/Ethiopia website.

- Work with the Ministry of Health and other GOE counterpart offices on public outreach and communications technical working groups.

Event, VIP and Site Visit Coordination (25%)

- Organize and coordinate Health Office-related press events in conjunction with PAS and Senior DOC.
- Work closely with Health Office technical leads and management, DOC Office, and implementing partners to organize and coordinate events for health projects.
- Write press releases, speeches, and talking points; organize background briefings for media; compile and disseminate press packets; deal with protocol issues, site selection, staging, and logistical issues; identify and schedule speakers; liaise with U.S. and local government officials; and provide on-site coordination of media.
- Organize and manage site visits by official visitors from the U.S. Embassy, USAID/Washington, Congress, and other USG agencies or entities.
- Coordinate VIP site visits as necessary.
- Lead the preparation of briefing materials, scene setters, and other information products and processes to support these visits.
- Closely collaborate with the GOE and other stakeholders to coordinate the dissemination of evaluations, research studies, and survey results conducted with USG support.

3. Supervisory Relationship

The Outreach and Communications Advisor reports directly to the Health Office Director or her/his designee.

4. Supervisory Controls

None.

10. AREA OF CONSIDERATION: U.S. Resident-Hire. “U.S. Resident Hire Personal Services Contractor” (“PSC”) means a U.S. citizen who, at the time of hiring as a PSC, resides in the Cooperating Country: (1) As a spouse or dependent of a U.S. citizen employed by a U.S. Government Agency or under any U.S. Government-financed contract or agreement, or (2) For reasons other than for employment with a U.S. Government Agency or under any U.S. Government-financed contract or agreement. A U.S. citizen for purposes of this definition also includes a person who at the time of contracting is a lawfully admitted permanent resident of the United States and have a valid work authorization for Ethiopia.

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

12. POINT OF CONTACT: Supervisory Executive Officer, Shelby Hunt, and HR Specialist, Fekadu Tamirate at addisusaidjobs@usaid.gov.
II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

Applications will be initially screened by the Human Resources Office to determine whether applicants have met the advertised minimum qualifications. A list of qualified applicants will be referred to the hiring office for further consideration and screening.

EDUCATION: REQUIRED: A bachelor's degree in the field of journalism, communications, international relations, international development, and development studies, social science, education or public health or a related field is required. Additional coursework in public health topics is preferred but not required.

WORK EXPERIENCE: REQUIRED: At least five years of progressively responsible experience in public health programming and/or some combination of journalism, public relations, communication, outreach, and English language writing/editing. Prior experience with USAID or another U.S. Government Agency or international development organization highly preferred.

LANGUAGE: Level V (Fluent) spoken and written English is required.

KNOWLEDGE: 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: The Outreach and 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 many 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, often explaining complex concepts in layman's language. 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.
III. EVALUATION AND SELECTION FACTORS

The Technical Evaluation Committee will establish the competitive range/cut-off points per the evaluation factors listed below. These criteria will be used for evaluating and scoring each application. Therefore, applicants must provide full information on each selection criteria. The TEC will conduct interviews with all offerors in the competitive range and provide the final rating/ranking of the offerors based on the interviews. Per AIDAR Appendix J and ADS 309, the following evaluation criteria to screen applications further will apply and additional evaluation points will be given for criteria beyond the minimum requirement. Be sure to include your name and the solicitation number in your application.

EDUCATION (10 points): A bachelor's degree in the field of journalism, communications, international relations, international development, and development studies, social science, education or public health or a related field is required. Additional coursework in public health topics is preferred but not required.

EXPERIENCE (30 points): At least five years of progressively responsible experience in public health programming and/or some combination of journalism, public relations, communication, outreach, and English language writing/editing. Prior experience with USAID or another U.S. Government Agency or international development organization highly preferred.

LANGUAGE (30 points): Level V (Fluent) spoken and written English is required.

KNOWLEDGE, SKILLS, AND ABILITIES (30 points): 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. The incumbent 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 many 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, often explaining complex concepts in layman's language. 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.
For selected applicants, a writing test will be required to demonstrate professional writing ability.

IV. APPLYING
For your application to be considered, the following documents must be submitted:


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 12.

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

4. Letter of Application and current resume.

5. A writing sample of past work no more than three pages in length. This can include but is not limited to press releases, articles, policy briefs, technical briefs, or excerpts from papers, etc.

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

Application must be submitted ONLY via addisusaidjobs@usaid.gov and the email subject must say –: 72066319R00008 - Outreach and Communication Advisor.

7. Please submit the application only once; and

8. Late and incomplete applications will not be considered; the application must be submitted before or on the closing date at local Ethiopia time 5 p.m. (Local Ethiopia, Addis Ababa Time).

V. LIST OF REQUIRED FORMS FOR PSC HIRES

Once the CO informs the successful Offeror about being selected for a contract award, the CO will provide the successful Offeror instructions about how to complete and submit the following forms.

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)

VI. BENEFITS

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

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.

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

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


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 5CFR2635. See https://www.oge.gov/web/oge.nsf/OGE%20Regulations.

**EQUALEMPLOYMENTOPPORTUNITY:** The U.S. Mission in Ethiopia provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. USAID/Ethiopia also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

END OF SOLICITATION