



# USAID | GHANA

FROM THE AMERICAN PEOPLE

ISSUANCE DATE: August 4, 2014

CLOSING DATE: August 18, 2014 at 17:00 hours Accra local Time

**SUBJECT: SOLICITATION NO. 641-14-004: RESIDENT HIRE U.S. PERSONAL SERVICES CONTRACTOR - DEVELOPMENT OUTREACH AND COMMUNICATIONS SPECIALIST**

Ladies/Gentlemen:

The United States Government, represented by the United States Agency for International Development/Ghana (USAID/Ghana), is seeking applications from qualified U.S. citizens currently residing in Ghana and interested in providing Personal Services Contractor (PSC) services as described in the attached solicitation.

Submission shall be in accordance with this solicitation and at the place and time specified. In order to be considered for the position, a candidate must meet at least the minimum qualifications listed in the solicitation. The Development Outreach and Communications Specialist position will be located in Accra, Ghana.

All applications packages are to be submitted to:

Via email: [accrapsc@usaid.gov](mailto:accrapsc@usaid.gov). Please cite the solicitation number and position title within the subject line of your email application. Any attachments provided via email shall be in a format compatible with Microsoft Word 2003 or PDF and not zipped. Note that attachments to email must not exceed 3 MB.

OR

Via courier      **Regional Executive Office**  
**USAID/West Africa**  
**No. 24 Fourth Circular Rd.**  
**Cantonments**  
**P.O. Box 1630**  
**Accra, Ghana**

Applicants are required to sign the OF-612 form. Incomplete and unsigned applications will not be considered for the position. Downloadable forms are available on the USAID website, <http://www.usaid.gov/forms>.

Late applications will not be accepted and will be handled in accordance with Federal Acquisition Regulations (FAR) 52.215.1.

USAID/Ghana anticipates awarding one (1) Personal Service Contract as a result of this solicitation. Please note that this does not constitute any guarantee that a PSC will be awarded as result of this solicitation nor does it constitute any authorization by USAID to reimburse costs incurred in the preparation of an application. Any questions on this solicitation should be sent to Dinah McKeown at [dmckeown@usaid.gov](mailto:dmckeown@usaid.gov) or the undersigned at [jascott@usaid.gov](mailto:jascott@usaid.gov).

Sincerely,

Janine Scott  
Executive Officer

**SOLICITATION NUMBER:** 641-14-004

**ISSUANCE DATE:** August 4, 2014

**CLOSING DATE/TIME:** August 18, 2014 at 17:00 hrs Accra local Time

**POSITION TITLE:** Development Outreach and Communications Specialist

**MARKET VALUE:** (\$50,790 to \$66,027) the market value for this position is equivalent to GS-11 level. Final compensation will be negotiated within the listed market value based upon the candidate's past salary, work history and educational background. **Salaries over and above the top of the pay range will not be entertained or negotiated.**

**PERIOD OF PERFORMANCE:** One year with possible extension. Extensions will be contingent on satisfactory performance, continued need for the services, and availability of funds.

**PLACE OF PERFORMANCE:** Accra, Ghana

**SECURITY ACCESS:** Must obtain facility access and medical clearance within a reasonable period of time (USAID will provide details regarding these clearances to the selected candidate). If such clearances are not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.

**AREA OF CONSIDERATION:** Open to U.S. citizens currently residing in Ghana. Proof of residency must be provided with application. Citizenship, if dual, must be clearly stated.

## 1. INTRODUCTION

The Development Outreach and Communications (DOC) Specialist works with the Senior DOC and USAID/Ghana leadership and staff to formulate Mission-wide messages and implement development outreach and communications efforts to increase awareness of USG initiatives, and USAID development programs in Ghana. Primarily focusing on Feed the Future Initiative (FtF), s/he reports to the Senior DOC in the USAID/Ghana Program and Project Development (PPD) Office but has extensive direct contact with the Mission Director, Deputy Director and technical offices. S/he is part of the PPD Development Outreach and Communications team, which is led by the Senior DOC and also includes an FSN DOC Specialist.

The DOC liaises with the U.S. Embassy's Public Affairs Section (PAS) to ensure consistency in messaging and strong coordination between USAID and other USG colleagues under the U.S. foreign assistance umbrella. The DOC also serves as a secondary liaison with USAID/W Bureau for Legislative and Public Affairs and the USAID/W Africa Bureau Communicator in Washington, D.C.

## **2. BACKGROUND**

As a stable and democratic partner in the turbulent West Africa region, Ghana is a key ally of the United States. Because it continues to serve as a model and catalyst for good governance and development, Ghana is a focus country for Power Africa, Feed the Future and Global Health Initiatives (including the President's Emergency Plan for AIDS Relief President's Malaria Initiative). Ghana is also a focus country for other high profile Administration priorities including but not limited to: the G8 Alliance for Food Security and Nutrition; USAID Forward, particularly implementation and procurement reform; Performance Management; Water and Sanitation; Education; and Democracy, Rights and Governance. Ghana is also one of only four countries participating in the Partnership for Growth, which puts into practice the principles of the first-ever Presidential Policy Directive on Global Development by using a whole of government approach to address the key binding constraints to Ghana's sustainable economic growth.

Ghana's strong commitment to democracy and good governance has led to a growth in USAID funding from \$41 million in 2007 to \$151 million in 2013, representing an increase of over 250%, and making the USG the largest bilateral donor in Ghana. Under its recently approved five-year, \$858 million Country Development Cooperation Strategy (CDCS), USAID/Ghana's targeted cooperation will help accelerate and sustain Ghana's transition toward middle income status through focused support to democratic governance, sustainable, broadly shared economic growth, equitable improvements in Ghanaians' health status, and improved reading performance among children in primary school. To implement this high profile, diverse, and complex program, USAID/Ghana has a current staff of 66.

Due to its elevated status, Ghana receives sustained, high-level attention and must ensure that the Government of Ghana, the Ghanaian public, donors and USG officials are kept well-informed of USAID's activities in country.

## **3. BASIC FUNCTION OF POSITION**

The objective of this Position Description is to secure the services of a full-time local hire Personal Services Contractor (PSC) DOC Specialist based in the PPD Office to assist in the coordination of all of USAID/Ghana's outreach and communications activities. The PSC DOC will have primary responsibility for the Mission's Feed the Future portfolio. The DOC will work closely with USAID/Ghana leadership, staff and the Embassy Public Affairs Section to plan and implement outreach and communication activities to increase awareness of USAID programs in Ghana targeting both Ghanaian and American audiences.

The PSC DOC will work under the supervision of the Senior DOC, and coordinate closely with the FSN DOC, to carry out responsibilities related to the coordination of outreach events and high level visits; the maintenance of website and social media; the preparation of briefing and outreach materials; the drafting of talking points and speeches for the Mission Director, Deputy Mission Director and others; and the coordination with PAS.

## **4. DETAILED DUTIES AND RESPONSIBILITIES**

The PSC DOC's primary duties and responsibilities are to implement development, outreach and communication efforts to increase awareness of the Feed the Future initiative. S/he will also assist as needed in support of USAID/Ghana's other programs and objectives.

The FtF Initiative is a USG interagency effort led by USAID/Ghana. The Economic Growth Office manages FtF activities focused on agricultural development and the Health Office manages those FtF activities related to nutrition. This position will be expected to work closely with both offices to strategically develop content for outreach materials and communications that furthers FtF goals and priorities.

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

- Serve as the Outreach and Communications team lead for the development and implementation of the Mission's high-profile FtF communications strategy and outreach plan, which will feed into the Mission's reporting function.
- Coordinate with Embassy PAS, USAID, other USG agencies (i.e., USDA), and USAID implementing partners to achieve maximum exposure and understanding of FtF and other U.S. development assistance efforts and initiatives in Ghana.
- Assist in the development and implementation of the Mission's overall communications strategy and outreach plan.
- Collect, design, research, develop, update, and disseminate outreach materials to primarily promote Feed the Future activities, and other USAID programs as needed, to target audiences and the media. These materials include success stories, outreach folders, brochures, flyers, quarterly program and provincial fact sheets, newsletters, the USAID/Ghana website, photo essays, videos, and public service announcement campaigns for broadcast and print media. Assure that all the materials are of high quality, factually accurate and meet the USAID branding and marking guidance.
- Travel extensively to the field to capture success stories for dissemination through the USAID/Ghana website, outreach folders, and the media (travel during the initial months may be as much as 30% of the time).
- Review and clear on implementing partners' Branding Strategy and Marking Plans.
- Coordinate updates to the USAID/Ghana website and use social media tools to disseminate information to target audiences in both Ghana and in the U.S.

### **Event, VIP and Site Visit Coordination (25%)**

- Organize and coordinate FtF-related press events in conjunction with PAS, and under the supervision of the Senior DOC. Provide this support to other mission activities as necessary. Work closely with the USAID Mission Director and Deputy Director, technical teams, and implementing partners, organize and coordinate press events for USAID 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. Follow up with media to ensure coverage of public events.

- Organize and manage site visits by official visitors from the U.S. Embassy, USAID/Washington, Congress, and other USG agencies or entities related to FtF and other portfolios as needed. Coordinate VIP site visits as necessary. Coordinate with USAID/Ghana’s Embassy Liaison Officer on schedules and logistics. In coordination with the FSN DOC, prepare briefing materials, scene setters, and other information products and processes to support these visits.
- Contribute to the preparation of a calendar of USAID program events in close coordination with PAS, implementing partners, Contracting Officer’s Technical Representatives, Agreement Officer’s Technical Representatives, and Activity Managers.

### **Media Relations and Press (25%)**

- Serve as the team lead for coordination of all press relations, both international and local media, related to FtF. Provide support to the rest of the Mission as needed. Work closely with PAS on press relations and maintain contacts with high-level Western and local journalists from all media outlets.
- Arrange press conferences and media round-tables to keep the media abreast of FtF activities and accomplishments.
- Prepare and promote story ideas and feature stories on Feed the Future programs for the local and international media in Ghana and provide assistance on other Mission activities as needed. As appropriate, assist in organizing media tours and facilitating contacts among members of the media and USAID implementers to encourage in-depth coverage of USAID programs in the local and international media.
- Provide advice to senior management and USAID staff on press and media relations concerning the FtF and other programs, in collaboration with PAS and the Senior DOC. Ensure a targeted, coherent, and consistent message from all USAID staff and implementing partners.
- Monitor local and international press coverage, awareness, and attitudes concerning FtF and other USAID programs and monitor effectiveness of the communications strategy. Provide feedback to inform ongoing activities and future programming.
- As directed by the Mission Director, Deputy Director, or the Senior DOC, and in collaboration with PAS, respond to inquiries from the general public, media, and other sources about FtF and USAID programs and projects.
- Update the Mission’s photo library, ensuring that a selection of high quality photographs with appropriate content are available for USAID’s reporting and public information needs. Catalogue all photos, archive dated ones, and make them accessible as requested. Coordinate with USAID’s IT staff as necessary as well as take responsibility for the office-issued camera, occasionally serving as photographer at events, when needed.
- Serve as a point of contact for information requests about FtF, and other USAID/Ghana’s programs and projects as necessary.

## 5. POSITION FACTORS:

- **Program Scope and Effect:** The Deputy DOC provides overall management, oversight and technical direction for Feed the Future outreach and communications activities under the supervision of the Senior DOC. In addition, s/he backs up the Senior DOC in managing outreach and communications activities for the entire mission portfolio which includes Health, Economic Growth, Education and Democracy and Governance activities. It is expected that the FtF portfolio will take up approximately 80% of the incumbent's time. However, s/he will be tasked to support the overall mission portfolio as necessary.
- **Organizational Setting:** The incumbent will work in the USAID/Ghana, Program Coordination and Development Office in Accra, Ghana and report to the Senior DOC, who serves as the overall Program Manager for the Mission's outreach and communication unit, and thus for all development outreach and communications activities at the Mission. S/he will receive day to day direction from the Senior DOC.
- **Supervisory and Managerial Authority Exercised:** The incumbent exercises program management of all Feed the Future related outreach and communications activities and other activities as instructed by the Senior DOC.
- **Nature of Contacts:** The incumbent maintains close contact with all mission staff, and USAID/Washington staff in the Bureau for Legislative and Public Affairs, the Africa Bureau and the Bureau for Food Security. S/he actively collaborates with the U.S. embassy Public Affairs Section, and other U.S. agencies implementing FtF activities including MCC, Peace Corps, USDA, and others as necessary. S/he will also maintain contacts with Government of Ghana Officials at a range of levels, national and international press, and implementing partners.
- **Purpose of Contacts:** The purpose of contacts is to continually elicit information about Feed the Future activities and communicate this information to various stakeholders. This may include information and communication to and with senior U.S. government representatives, host-country counterparts, other donors, and implementers.
- **Complexity:** The position requires extensive planning, follow-up/implementation, teamwork, and oral and written communication with a variety of stakeholders at all levels. The incumbent will be expected to be highly productive and meet short deadlines. S/he must have the ability to quickly understand USAID-wide and mission-specific priorities and distill them into messages easily understandable by a variety of audiences. S/he must also operate effectively within USAID regulations. The incumbent must be extremely adaptable and flexible in responding to shifting priorities and needs.
- **Agency Guidelines:** The incumbent is required to understand and analyze mission and agency specific policies and procedures for outreach activities, particularly the branding and marking policies described in the Automated Directive System (ADS). In particular, ADS Chapter 320, which provides USAID policy and requirements on branding and marking applied to acquisition and assistance awards. S/he will work with technical teams and contracting office to ensure appropriate usage of the USAID identity.
- **Difficulty of Typical Work Directed:** The incumbent will spend substantial time (80%) supporting FtF outreach and communications activities. S/he will also travel extensively, approximately 30% of the time in-country to capture success stories.

- **Other Duties:** Periodically the incumbent may be required to perform other related duties not identified above. Such additional duties as assigned by the Senior DOC or, in his/her absence, the Supervisory Program Officer, Deputy Mission Director, or Mission Director.

## **6. MINIMUM QUALIFICATIONS AND SELECTION CRITERIA**

### **A. REQUIRED MINIMUM QUALIFICATIONS**

**Education:** The candidate must have at least a Bachelor's degree with significant coursework in relevant fields. Relevant fields include – but are not limited to – journalism, communications, international relations, international development, public administration, development/area studies, and social studies.

**Work Experience:** The candidate must have at least four years of relevant experience. Relevant experience is defined as some combination of journalism, international development, public relations, communications, and outreach.

**Language Proficiency:** The candidate must be fluent in both spoken and written English.

### **B. SELECTION CRITERIA AND PROCESS**

Applicants who do not meet the required minimum qualifications in Section 6.A. above will be considered unqualified for the position and will not be further assessed against the selection criteria below.

Other applications meeting the required minimum qualifications will be scored and then ranked based on the following selection criteria:

#### **Technical Knowledge / Work Experience (60 points)**

- At least four years of progressively responsible experience as a Communications Officer, or in related fields, such as public relations or journalism.
- Demonstrated success in developing and disseminating information to a variety of target international audiences.
- Demonstrated success in designing and implementing effective public relations/communications campaigns targeted at specific audiences as well as the general public.
- Demonstrated ability to plan and execute media campaigns and programs.
- Demonstrated ability to craft information messages in various media formats (press releases, web sites, stories, etc.) targeting a variety of audiences.
- Evidence of broad understanding of issues related to international development and transition economies.
- Extensive writing and editing experience.

- Knowledge of (Regional) political, economic, and social environments.
- Demonstrated ability to establish and maintain collegial relations with press and media contacts and exercise sound judgment in representing the USG while discussing program activities with the press and media.
- Experience working as a team member, and providing leadership in the areas of his/her competencies.
- Broad operational planning experience, analytical ability, and the capacity to convert planning concepts into firm plans to meet a variety of contingencies.
- Previous work experience with the USG or another international development organization in an overseas context is highly desirable.

### **Education and Training (15 points)**

- A Bachelor's degree, preferably in journalism, communications, international relations, international development, public administration, development/area studies, social studies or a related field.
- Training in one or more of the following areas: development outreach and communications, writing, journalism, web site content management, presentation skills, or other areas that are relevant to the detailed duties and responsibilities outlined in Section III of the solicitation.

### **Communication Skills / Group Dynamics (25 points)**

The application package (including the required summary statement) must provide evidence and examples of:

- The ability to work effectively as a member of a multi-disciplinary, multi-cultural team.
- Initiative and proactive engagement with colleagues to complete assigned tasks in accordance with agreed timetables.
- Ability to work independently, managing several activities at once, and to work under pressure to meet very short deadlines.
- Evidence of outstanding coordination and organizational skills.
- Excellent computer skills, including Microsoft Word and Microsoft PowerPoint, and experience managing web site content.

### **Total Possible Points: 100**

Those applicants determined to be competitively ranked may also be evaluated on interview performance. These interviews may be conducted by telephone.

## **7. INSTRUCTIONS TO APPLICANTS/APPLICATION PACKAGE**

Interested applicants must submit the following:

- A completed and hand-signed Application for Federal Employment OF-612 form. Including OF-612 continuation sheets as needed.

(Note: All applicants must submit complete dates (months/years) and hours per week for all positions listed on the OF-612 to allow for adequate evaluation of your related and direct experiences.)

- A resume or curriculum vitae. The CV/resume must contain sufficient relevant information to evaluate the application in accordance with the stated evaluation criteria. Broad general statements that are vague or lacking specificity will not be considered as effectively addressing particular selection criteria.
- Applicants must list at least three references who are not family members or relatives and provide current contact information, preferably both an e-mail address and a telephone number. The Selection Committee will conduct reference checks on all applicants who meet the required minimum qualifications. References will be asked to complete a questionnaire that assesses the applicant's technical knowledge, work performance, communication skills, and group dynamics, using the above specific criteria. The references will be asked to provide a general assessment of the applicant's suitability for the position.
- Applicants also must address the above **Section B: Selection Criteria** in a summary statement to be included in the application. This summary statement, limited to two pages, must describe specifically and accurately what experience, training, education, and/or awards the applicant has received that are relevant to each selection factor above. The summary statement must include the name of the applicant and the announcement number at the top of each page. *Failure to provide this summary statement may result in the applicant not receiving credit for all pertinent experience, education, training, and/or awards.*

## 8. LIST OF REQUIRED FORMS FOR PSCS:

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

1. Optional Form 612.
2. Contractor Physical Examination (AID Form 1420-62). \*
3. Questionnaire for Sensitive Positions (for National Security) (SF-86), or \*
4. Questionnaire for Non-Sensitive Positions (SF-85). \*
5. Finger Print Card (FD-258). \*

\* Forms 2 through 5 shall be completed only upon the advice of the Contracting Officer that an applicant is the successful candidate for the job.

**9. ACQUISITION AND ASSISTANCE POLICY DIRECTIVES (AAPDs)** contain information or changes pertaining to USAID policy, regulation and procedures concerning acquisition and assistance including Personal Service Contracts. Please refer to the USAID website [http://transition.usaid.gov/business/business\\_opportunities/cib/subject.html#psc](http://transition.usaid.gov/business/business_opportunities/cib/subject.html#psc) to locate relevant AAPDs.

## 10. BENEFITS:

As a matter of policy and as appropriate, a resident –hire U.S. PSC is normally authorized the following benefits:

*BENEFITS (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.)*

- Employee's FICA Contribution
- Contribution toward Health & Life Insurance
- Pay Comparability Adjustment
- Annual Increase
- Eligibility for Worker's Compensation
- Annual and Sick Leave

**FEDERAL TAXES: USPSCs are not exempt from payment of Federal and State Income Taxes.**

*AIDAR Appendix D - "Resident Hire means a U.S. citizen who, at the time of hire as a PSC, resides in the cooperating country: (i) as a spouse or dependent of a U.S. citizen employed: (A) by a U.S. government agency; or (B) under any U.S. government-financed contract or agreement; or (C) under any other contract or agreement that provides for repatriation to the United States; or (ii) for reasons other than employment: (A) with a U.S. government agency; or (B) under any U.S. government financed contract or agreements; or (C) under any other contract or employment arrangement that provides for repatriation to the United States\ A U.S. citizen for purposes of this definition also includes persons who at the time of contracting are lawfully admitted permanent residents of the United States."*

**[END OF SOLICITATION]**