USAID | WEST AFRICA
FROM THE AMERICAN PEOPLE

ISSUANCE DATE: October 12, 2016
CLOSING DATE: November 4, 2016 at 17:00 Hours Accra Local Time

SUBJECT: SOLICITATION NUMBER SOL-624-17-000001
RESIDENT HIRE U.S. CITIZEN PERSONAL SERVICE CONTRACTOR FOR HEALTH DEVELOPMENT MONITORING AND OUTREACH SPECIALIST

Ladies and Gentlemen:

The United States Government, represented by the U.S. Agency for International Development (USAID), 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.

In order to be considered for the position, a candidate must meet the minimum qualifications listed in the solicitation at the time of submission and must submit all required documentations. The Health Development Monitoring and Outreach Specialist position is located in Accra, Ghana.

Interested candidates meeting the requirements of the solicitation must submit all the following required materials for consideration (see details on section 8):

- Cover Letter;
- Curriculum Vitae or resume;
- Signed Form AID 302-3 (available at http://www.usaid.gov/forms/);
- Supplemental document addressing the evaluation factors; and
- List of three to five professional references.

All application packages are to be submitted via email to: accrapsc@usaid.gov

Please cite the solicitation number and position title within the subject line of your email application. Any attachments provided via email must be in a format compatible with Microsoft Word 2003/2010 or PDF and not zipped. Note that attachments to email must not exceed 3 MB.

Any questions concerning this solicitation may be directed to Mildred Agbo at magbo@usaid.gov no later than October 21, 2016; no questions will be entertained after this date.

U.S. Agency for International Development
No. 24 Fourth Circular Rd.
P. O. Box 1630, Accra-Ghana

Tel: 233-302-741-200
Fax: 233-302-741-365
www.usaid.gov/west-africa-regional

Application Form AID 302-3 must be signed. Incomplete and unsigned applications will not be considered. Late applications will not be accepted and will be handled in accordance with Federal Acquisition Regulations (FAR) 52.215.1.

USAID/West Africa anticipates awarding one (1) Personal Service Contract as a result of this solicitation. Please note this does not constitute any guarantee that a PSC will be awarded as a result of this solicitation nor does it constitute any authorization by USAID to reimburse costs incurred in the preparation of an application.

Sincerely,

Leslie-Ann Nwokora

Leslie Ann Nwokora
Supervisory Regional Contracting Officer
USAID/West Africa

SOLICITATION NUMBER:	SOL-624-17-000001
ISSUANCE DATE:	October 12, 2016
CLOSING DATE:	November 4, 2016 - 17:00 Hours Accra Local Time
POSITION TITLE:	Health Development Monitoring & Outreach Specialist
MARKET VALUE OF POSITION:	GS-13 ($73,846 - $96,004) 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 GS13 pay range will not be entertained or negotiated.**
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.
PERIOD OF PERFORANCE:	Two (2) years 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 AND MEDICAL CLEARANCES:	Selected applicant 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.

1. BACKGROUND

The United States Agency for International Development Mission to Ghana (USAID/Ghana) requires an experienced **Health and Development Monitoring and Outreach Specialist** (HDMOS) to provide senior-level technical expertise to the development and implementation of a health, population, nutrition strategy designed to bring equitable access to health care services of the Ghanaian population. The HDMOS will play a key role in educating the domestic population on the work USAID/Ghana is performing to benefit the people of Ghana, as well as working to educate key constituents, in Ghana and internationally, regarding key work of USAID/Ghana.

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 Feed the Future and Global Health Initiatives (including the President's Emergency Plan for AIDS Relief and the 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, Sanitation, and Hygiene; Education; and Democracy, Human Rights, and Governance. Ghana is also one of only four countries participating in the Partnership for Growth (PFG), 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 $171 million in 2012, representing an increase of 310%, and making the USG the largest bilateral donor in Ghana. Under its recently approved five-year, estimated $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 in primary school. To implement this high profile, diverse, and complex program, USAID/Ghana has a current staff of 66.

There are three main purposes for this Senior HDMOS Specialist position: (1) to apply strategic planning to the promotion and education of the Ghanaian population on how a partnership with United States (via USAID/Ghana programs and activities) is providing better health for their families; (2) to assure the Government of Ghana at its highest levels of the US commitment to educate and promote a partnership of development at all levels; and (3) to message back to U.S. and USAID about the health development progress being made in Ghana through the investment of U.S. taxpayer resources.

2. MAJOR DUTIES AND RESPONSIBILITIES:

Development Outreach and Communication Strategy and Implementation – 50%

The HDMOS counsels the Health, Population, and Nutrition Office regarding communication and outreach efforts. S/he develops and manages a comprehensive Development Outreach and Communication Strategy that promotes USAID/Ghana and all USG programs to internal and external audiences, ensuring public awareness of programs and projects being funded by USAID and other USG Agencies, facilitating information access and sharing within the entire US Mission to Ghana; and strengthening Mission reporting functions to USAID/Washington, the Department of State, and the US Congress. The USAID/Ghana Development Outreach and Communication Strategy defines the role and objectives of USAID and USG assistance, and how information will be used to highlight the impact of USAID and USG assistance to Ghana. The Specialist leads USAID HPN staff and contractors in developing appropriate public information programs, oversees all USAID/Ghana branding, provides guidance to USAID staff and partners in their direct contacts with the media, and ensures a targeted, coherent, and consistent message from all USAID staff and partners. The intention is to substantially increase the effective use of multimedia to enhance the message of development throughout Ghana, through written and visual means. Additionally, the

HDMOS will play a critical role for official visitors to HPNO projects, of which there are many per year. The Specialist manages and maintains site visit schedules, prepares briefing materials and scene setters, coordinates meetings and briefings with Implementing Partners (IPs), constituents, other donors, and officials; and, handles all logistics related to visits. It is fully expected that the materials developed by the Specialist will be used in US coverage of events in Ghana, and therefore geared toward a broad and experienced audience.

Data, Reporting, and Monitoring and Evaluation – 50%

The Specialist will lead HPNO in the implementation of an ambitious monitoring and evaluation framework. The HDMOS will serve as HPNO's focal person for monitoring and evaluation and will lead efforts on the team on all performance reporting working collaboratively with the Program Office to ensure timely and quality submission that positively reflects the investments made in health by USAID Ghana. The HDMOS will also work across the team to strengthen program and project design, oversee the HPNO's evaluation agenda, and build capacity among staff and implementing partners in data-drive project management. The Specialist will work with technical staff to strengthen PMP and workplans and ensure that they are high quality and appropriate given technical interventions. The HDMOS will serve as the Contracts Officers Representative for Evaluate for Health, the HPNO's primary implementation evaluation mechanism. The Specialist may also serve as the Activity Manager for other data-related activities. The Specialist will propose and coordinate knowledge and use information gathered to more strategically align decision-making. The HDMOS will facilitate trainings on monitoring, evaluations, Data Quality Assessments, and will work across teams to ensure that projects working with the Ministry of Health have a singular position regarding the District Health Information Management System.

The HDMOS will converge the data and outreach functions of the position to produce materials in a variety of formats that highlight USAID Ghana success. The Specialist will be responsible for running the data, drafting the materials, and clearing it in its entirety. The success stories, blogs, videos will highlight key tenets of the CDCS Development Objective of HPNO: Equitable Improvements in Health Status.

Performs other duties as assigned or required.

3. OTHER SIGNIFICANT FACTORS:

1. Reporting Responsibilities:
The incumbent will report to the Deputy Director of the Health, Population, and Nutrition Office, USAID/Ghana.

2. Supervisory requirements:
The Specialist doesn't have a supervisory function but rather works across the HPNO team to ensure that goals are achieved in a collaborative and collegial manner. The HDMOS will require exceptional team-work skills but will still be required to work with little supervision and with great discretion. The HDMOS will have frequent interactions with the Supervisory DOC in the Program Office and the Public Affair Office in the U.S. Embassy, particularly for the coordination of efforts for VIPs, GoG visits, and Embassy-generated outreach efforts.

3. Guidelines:
The incumbent is required to understand Mission and Agency-specific policies and procedures, which govern project activity management. Oral guidance from the immediate Supervisor and specific detailed instructions will be given (when necessary) for carrying out unique assignments. The incumbent will be required to be proactive in keeping abreast of evolving guidelines and policies which affect overall Feed the Future and Global Health Initiatives and keep abreast of evolving developments in the health sector as well as the private sector as well as how these interplay with agriculture, social protection, national health insurance, financing, and economic growth. The incumbent will make recommendations and play an active role in determining final decisions, particularly as they will play a role in furnishing and analyzing and interpreting data, which is the basis for decision-making within the health team.

4. Complexity:
The purpose of the HDMOS position is to undertake data interpretation and to use this data for both decision making and outreach on the work of the U.S. Government in Ghana. The difficulties in undertaking such an ambitious task primarily lie in the multiple data sources, the cohesion of project partners, and the frequency of taskers and reporting requirements. To be successful the candidate will need both data and outreach skills to be able to take both routine data (eg DHIMS) and special survey data (eg DHS/MICS) as well as project data and use this to work with both internal and external stakeholders to better understand the work of USAID in Ghana at both a technical and political level.

5. Scope and Effect:
As noted above, the primary objective of the HDMOS position is to undertake data interpretation and to use this data for both decision making and outreach on the work of the U.S. Government in Ghana. If done well, funding streams will either increase or remain constant and Ghanaians and Americans alike will have a positive impression of the technical assistance and impact of U.S. taxpayer financed programs in Ghana.

6. Personal Contacts:
The HDMOS will interact frequently with the Ghana Health Service Division of the Program Planning and Monitoring Department as well as the Regional Planning and Coordination Units of five Regions of interest. The HDMOS will interact frequently with all implementing partners of USAID as they will serve as the lead for monitoring and evaluation. The HDMOS will interact daily with the implementing partner of Evaluate for Health and two awards under Innovate for Health, total estimated ceiling of approximately $25 million, as they will serve as the Contract Officers Representative and the Agreement Officers Representative respectively.

7. Purpose of Contacts:
The incumbent will be required to maintain solid working relationships with USAID Ghana, including at least two technical offices, the Regional Ministers of the five focus regions and their Regional Program Coordination Units, and other partners and donors as appropriate to function effectively. The incumbent
will be required to work closely with USAID/W and USAID/Ghana, foundations, NGOs, other foreign donor institutions (i.e. DFATD, UNICEF, WFP, etc.) and other local and international groups.

8. Physical Demands and Work Environment:
Work will be mainly in an office setting, but travel outside Accra is a part of the assignment. Travel to the field can be physically demanding, including transport on unpaved roads and rudimentary conditions. While interacting with rural communities, local culture and customs must be respected.

4. REQUIRED MINIMUM QUALIFICATIONS:

To be considered for this position, applicants must meet the minimum required qualifications outlined below. For those who do, further consideration and selection will be based on panel assessment of the Evaluation Criteria, also listed below in Section 5

Applicants meeting the minimum qualifications are required to address each of the Evaluation Criteria (in Section 5 below) on a separate sheet, describing specifically and accurately what experience, training, education, and/or awards or recognition they have received relevant to each criteria (Education; Work Experience; Knowledge; Skills and Abilities; and Communication Proficiency), and any related considerations. This should not exceed two pages. Be sure to include your name and the solicitation number at the top of each additional page.

Minimum Required Qualifications:

Education and Work Experience:

- Bachelor's degree with significant study in relevant field plus at least eight (8) years of progressively responsible experience in international development and/or some combination of journalism, public relations, communications, and outreach.

OR

- Master's degree with significant study in relevant field, plus at least five (5) years of progressively responsible experience in international development and/or some combination of journalism, public relations, communications, and outreach.

Relevant fields of study include – but are not limited to – journalism, communications, international relations, international development, public administration, development/area studies, and social studies.

Language Proficiency: The candidate must be fluent in both spoken and written English, with a demonstrated high level of written and oral communications skills.

5. SELECTION CRITERIA AND EVALUATION PROCESS:

Applicants who do not meet the required minimum qualifications in Section 4 above will be considered unqualified for the position and will not be further assessed against the selection criteria below. Those applicants who do meet the minimum qualifications will be evaluated and ranked based on the following selection criteria (maximum of 100 points):

a. Education and Training (10 Points):

A minimum requirement for the position is a Bachelor's Degree, preferably in a field related to communications or public relations. Additional related degrees or related study is highly desirable and will be taken into consideration. Additional training in one or more of the following areas will also be taken into consideration: 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 B Major Duties and Responsibilities.

b. Work Experience (50 Points):

A minimum requirement for the position is five (with Master's Degree) to eight (with Bachelor's Degree) years of professional experience. Preference is given for experience in journalism, communication or public relations, preferably in an international setting, which would include work in an international organization, a corporation, for a foreign government, or an NGO. Overseas experience in a less developed or developing country for longer time periods is desirable, preferably in conjunction with development and/or economic assistance activities. Proven experience working with data is essential. Proven experience in disseminating information to a variety of target audiences is a plus, as is demonstrated expertise in designing and implementing effective public relations/communications campaigns directed at both closely targeted audiences and the general public, particularly those utilizing infographics. Prior experience disseminating information on USAID programs/projects/activities is also desirable.

c. Knowledge, Skills, and Abilities (20 Points):

The successful candidate will have demonstrated the ability to craft information messages in various media formats, targeting a variety of audiences; displayed outstanding coordination and organizational skills within multi-cultural work environments; demonstrated the ability to manage multiple tasks simultaneously, and to work effectively under pressure; and, exercised considerable initiative and creativity in past work environments. The candidate will have knowledge of statistics software (SPSS or others) and be exceptionally comfortable with Excel. The candidate will show past experience in performing successfully at high levels, through the submission of at least one sample of prior work that successfully demonstrates the use of data and infographics. The candidate must demonstrate a strong sense of initiative and judgment in media campaigns, special programs, press conferences, etc.

d. Communication Proficiency (20 Points):

The successful candidate must be a native English speaker, with exceptional written and oral communication skills, interpersonal skills, and ability to work with a team. The Specialist will be

expected to demonstrate expert-level computer skills and the ability to work in all appropriate Microsoft Office Suite applications, use desktop publishing software, and be familiar with Adobe Photoshop and one or more website development applications. Skills may be tested.

Those applicants determined to be competitively ranked will also be evaluated on interview performance. A skills test may take place at the time of interview, which will also be evaluated.

6. BASIS OF RATING APPLICATIONS

Selection Factors: Applicants must possess the minimum qualifications for the position (see criteria above: Education and Training; Work Experience; Knowledge, Skills, and Abilities; Communication Proficiency). Additional factors to be taken into consideration include:

- Applicant is a U.S. Citizen currently resident in Accra, Ghana.

- Completed and hand-signed form AID 302-3 is submitted by application deadline. (Note: All applicants must submit complete dates [months/years] and hours per week for all positions listed on the AID 302-3 to allow for adequate evaluation of their related and direct experience. Experience that cannot be quantified will not count towards meeting the experience requirements.).

- Cover letter and supporting documentation specifically addressing the minimum requirements for the position. Applicants must explain in their cover letter how they meet the requirements of the position. If excellent writing skills are required, applicants should submit a writing sample of a work document or publication, written by the applicant, covering a technical area relevant for the position applied for (include writing sample as an attachment to cover letter).

- All applications will be evaluated and scored based on the required qualifications and documentation submitted with the application. Those applicants who are short-listed (determined to be competitively ranked) may also be evaluated on interview performance and satisfactory professional reference checks. Failure to address the selection criteria may result in your not receiving credit for all of your pertinent experience, education, training and/or awards. USAID may contact the applicant's professional references and verify academic credentials. Applicants may also be evaluated based on the performance in an interview.

Applicants who do not meet all of the selection criteria or do not provide the required documentation are considered NOT qualified for the position.

7. MEDICAL AND SECURITY CLEARANCE REQUIREMENTS

The applicant selected to fill this position must be able to obtain a security clearance which involves applicant's comprehensive background investigation performed by a U.S. Government Agency.

The applicant selected to fill the position must also receive medical clearance to work worldwide. Details of how to obtain such clearance will be provided after selection and acceptance of the job offer.

The final selected candidates must obtain security and medical clearances within a reasonable period of time (USAID will provide details regarding these clearances to the selected candidates). A substantial delay in obtaining either required clearance will make the applicant ineligible for selection.

8. INSTRUCTIONS TO APPLICANTS

Submission of a resume alone IS NOT a complete application. This position requires the completion of additional forms and/or supplemental materials as described in this section. Failure to provide the required information and/or materials will result in your not being considered for employment.

Interested individuals meeting the Minimum Qualifications above are required to submit the following:

- Signed Form AID 302-3, Offeror Information for Personal Services Contracts (available at http://www.usaid.gov/forms/)

  All applicants must submit complete dates (months/years) and hours per week for all positions listed on the form AID 302-3 to allow for adequate evaluation of your related and direct experiences. Applicants should note that the salary history for the purposes of the AID 302-3 is the base salary paid, excluding benefits and allowances such as housing, travel, educational support, etc.

- Cover letter and a current resume/curriculum vita (CV). 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. Complete dates (month/year) are also required on CV.

- Applicants must provide a minimum of three and a maximum of five references within the last five years from the applicant's professional life namely individuals who are not family members or relatives. Three references must be from direct supervisors who can provide information regarding the applicant's work knowledge and professional experience. Applicants must provide e-mail addresses and/or working telephone numbers for all references.

- Applicants also must address the above **Section 5: 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.

9. LIST OF REQUIRED FORMS FOR PSCS:

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

1. Application for Federal Employment (AID 302-3);
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.

10. CONTRACT INFORMATION BULLETIN (CIBs) AND ACQUISITION AND ASSISTANCE POLICY DIRECTIVES (AAPDs) PERTAINING TO PSCs

CIBs AND AAPDSs contain information or changes pertaining to USAID policy and General Provisions in USAID regulation and procedures concerning acquisition and assistance including Personal Service Contracts and can be found at: http://www.usaid.gov/work-usaid/aapds-cibs. AIDAR Appendix D and J apply to USPSC and TCNPSC respectively and can be found at https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf.

11. BENEFITS/ALLOWANCES

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

(NOTE: An individual defined as a USPSC employee may only be eligible for those benefits listed below).

BENEFITS:

Employee's FICA and Medicare Contribution (USPSCs only)
Contribution toward Health & Life Insurance
Pay Comparability Adjustment
Eligibility for Worker's Compensation
Annual & Sick Leave
Access to Embassy medical facilities, commissary and pouch mail service (USPSCs only)

*Note: If a US citizen, the Contractor's salary will be subject to employee's FICA and Medicare contribution.

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