USAID | WEST AFRICA
FROM THE AMERICAN PEOPLE

ISSUANCE DATE: January 27, 2016
CLOSING DATE: February 16, 2016 at 17:00 Hours Accra Local Time

SUBJECT: SOLICITATION NUMBER SOL-624-16-003 FOR A U.S. CITIZEN PERSONAL SERVICE CONTRACTOR FOR SENIOR DEVELOPMENT OUTREACH AND COMMUNICATIONS (DOC) 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 Senior DOC Specialist position will be 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 6):

- 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:

Shahid Pervaiz at spervaiz@usaid.gov and Mildred Agbo at magbo@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 Shahid Pervaiz at spervaiz@usaid.gov and Mildred Agbo at magbo@usaid.gov no later than February 3, 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

SOLICITATION NUMBER:	SOL-624-16-003
ISSUANCE DATE:	January 27, 2016
CLOSING DATE:	February 16, 2016 17:00 Hours Accra Local Time
POSITION TITLE:	Senior DOC Specialist
MARKET VALUE OF POSITION:	GS-14 ($87,263 - $113,444) 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 GS14 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, to start on/about 16 May, 2016 with option to extend for three (3) additional years. 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

USAID/West Africa (USAID/WA) Mission serves 21 countries including: Benin, Burkina Faso, Cameroon, Chad, Côte d'Ivoire, Cape Verde, Equatorial Guinea, Guinea, Guinea-Bissau, Gabon, Ghana, Liberia, Mali, Mauritania, Niger, Nigeria, São Tomé & Príncipe, Senegal, Sierra Leone and Togo. USAID/WA coordinates with and enhances other USAID programs in the region and works with regional institutions to focus on achievements in four priority areas: Peace & Security, Governing Justly & Democratically, Investing in People and Economic Growth.

USAID/WA had an annual program budget of approximately $83 million dollars in FY 2015. The USAID/WA portfolio includes a broad range of conflict mitigation, democracy and governance, economic growth, and health activities, which require Development Outreach and Communications (DOC) support.

USAID/WA requires an experienced DOC Specialist to provide senior-level technical expertise to develop or update and implement a communication strategy designed to educate the West African population and other stakeholders on the work USAID/WA is performing to the benefit of the West Africa Region. In so doing, the DOC Specialist will raise awareness in the region about USAID/WA programs and their contributions to: improving health services; increasing economic competitiveness; expanding economic opportunities in the region; mitigating conflict; and strengthening democratic institutions.

2. MAJOR DUTIES AND RESPONSIBILITIES:

Following are the major duties and responsibilities of the Senior DOC Specialist:

A. Development Outreach and Communication Strategy: (10%)

- Serves as the expert authority and advisor on all communication and outreach strategies, policies, tools, and approaches for USAID/WA Mission management and technical teams on all aspects of communications;
- Develops, and/or updates as needed, and manages a comprehensive Development Outreach and Communication (DOC) Strategy to increase understanding of, and support for, USAID/WA programs to external and internal audiences, ensuring public awareness of programs and projects being funded by USAID/WA and other U.S. Government (USG) Agencies;
- As part of developing, implementing and updating a DOC Strategy, works with USAID/WA senior management to develop key communications messages and identify target audiences. Identifies and prioritizes the most appropriate outreach approaches and tools to reach intended audiences, such as multi-media campaigns, websites, social media, brochures, newsletters, radio spots, photos, videos, press interviews, etc.;
- Based on the messages and outreach tools prioritized by the DOC Strategy, develops and executes a communications budget to implement the Strategy;
- Develops Statements of Work for and manages all development outreach and communications-related contracts for the implementation of the Strategy including the oversight and execution of any approved outreach campaigns; and
- Develops, updates and disseminates communications Standard Operating Procedures for USAID/WA staff and implementing partners.

B. Public Information and Communications Materials: (20%)

- Oversees the research, drafting, editing, and dissemination of timely and accurate fact sheets, newsletters, brochures, presentations, maps, photos, responses to requests for information, success stories, and all other public information materials related to USAID/WA activities. These must be written in clear, concise English and, when necessary, translated into French or local languages. These materials also must be prepared with both the media and general audiences in mind and designed for print, PowerPoint presentations, and web use;

- Manages the preparation and maintenance of standard information packages on the USAID/WA and USG programs in the region with standard basic packages (hard copy and electronic) for differing purposes (e.g., the media, the public, VIP visitors, other USAID Missions. and U.S. Embassies);
- Updates the USAID/WA website with recent program and press-related information, photos, and video;
- Updates USAID/WA and/or U.S. Embassies' social media platforms (such as Facebook pages), as defined and prioritized by the DOC Strategy;
- Travels to the field for familiarization with USAID/WA activities to capture success stories for dissemination through the website, outreach folders, and the media; and
- Responds to general inquiries from the public and media about USAID/WA and USG programs, practices, and other general information requests.

C. Management of Public Events and VIP Visitors: (25%)

- Works with technical teams, implementing partners, and USAID staff and U.S. Embassies (including Public Affairs Sections and Ambassadors) in countries in the region to prepare for and coordinate public events for USAID/WA projects or initiatives (and, as needed, for events for USAID/Cote d'Ivoire, USAID/Benin and USAID/Cameroon). Events may include signing ceremonies, inaugurations, ribbon-cuttings, and completion of projects. Tasks may include preparing briefing memos, writing press releases, organizing background briefings for media, compiling and disseminating press packets, dealing with protocol issues, on-site coordination of the media, and handling staging and logistical issues;
- Drafts, reviews and/or edits press releases, speeches, scene-setters, and talking for USAID events. Speeches should be written in plain, engaging language, avoid technical jargon and USAID "speak," convey key USAID/WA messages (as identified in the DOC Strategy), and to the extent possible, be tailored to the speaker and the event;
- Serves as a lead for all official USAID/WA visitors, from the US Embassy, USAID/Washington, VIPs, etc. and handles all logistics related to visits; and
- Manages and maintains site visit schedules, prepares briefing materials and scene setters, coordinates meetings and briefings with regional implementing partners, constituents, other donors, and officials.

D. Media Coordination: (15%)

- Serves as lead for USAID/WA for contacting representatives of local and international media in the region, in order to promote story ideas and feature stories on USAID programs;
- Organizes media tours and facilitates contacts among members of the media and USAID/WA regional implementing partners, in order to encourage in-depth coverage of USAID/WA programs in the local and international media;
- Advises mission management and other USAID/WA staff on press and media relations; ensures a broadcasted, targeted, coherent, and consistent message comes from all USAID/WA staff and regional implementing partners;
- Monitors local and international press coverage for awareness of, and attitudes toward, USAID/WA and USG programs; provides feedback to inform USAID staff on ongoing activities and future programming; and
- Maintains an archive of USAID press and media exposure articles for analysis and historical documentation, in an easily accessible database.

E. Branding Management: (10%)

- Serves as an expert authority on USAID branding policies and guidelines;
- Advises USAID staff and implementing partners on developing appropriate and correctly branded public information program materials;
- Reviews and approves all implementing partner branding plans, in coordination with the Regional Acquisition and Assistance Office; and
- Orders, distributes and uses, as appropriate, USAID-branded items (such as baseball caps, lapel pins, etc.).

F. Internal USG Communications and Coordination: (10%)

- In addition to coordinating with USAID/WA technical teams and mission management, coordinates with the U.S. Embassy in Accra's Public Affairs Office (PAO), USAID Mission and Offices and U.S. Embassies in other countries in West Africa, and regional implementing partners in West Africa to achieve maximum exposure and understanding of USAID and USG humanitarian and development assistance efforts and initiatives;
- Coordinates closely, including on Standard Operating Procedures, with DOCs in other USAID Mission in West Africa, especially the DOC in USAID/Senegal, which manages the Sahel Regional Office;
- Provides USAID/Washington and relevant USAID bilateral Missions, USAID Offices, and U.S. Embassies in West Africa with information on programs, including preparing tailored briefing materials and presentations;
- Reviews and edits reporting cables related to important USAID/West Africa events or programs; and
- Drafts or edits stories about USAID/West Africa programs for *Frontlines* and other USAID and USG publications.

G. Supervision, Mentoring and Training: (10%)

- Supervises an FSN DOC Specialist and mentors DOCs in Limited Presence Countries overseen by USAID/West Africa (Cote d'Ivoire, Cameroon and Benin);
- Provides training on branding, writing and other communications topics to USAID staff and implementing partners; and

Expected to perform other duties as assigned or required

3. SUPERVISION/OVERSIGHT OVER OTHERS:

a) The Senior DOC Specialist may supervise one or more Foreign Service National (FSN) staff. On occasions the Senior DOC Specialist will supervise other mission staff tasked to important outreach efforts for VIPs, regional visits, and embassy-generated outreach efforts. The successful candidate will also be required to act as a mentor to the DOC FSNs. The Senior DOC Specialist may be required to occasionally take on more responsibilities during periods when superiors are absent or preoccupied, on leave, or out of the country on TDY.

4. REQUIRED MINIMUM QUALIFICATIONS, SELECTION CRITERIA AND EVALUATION PROCESS

In order to be considered for the position, a candidate must meet the Minimum Qualifications listed below. Consideration and selection will be based on a panel evaluation of the Evaluation Factors. Please note that only shortlisted/finalist applicants will be interviewed or contacted

- Bachelor's degree plus at least eight (8) years working experience or Master's degree plus at least six (6) years working experience in international development and some combination of journalism, public relations, communications, and outreach;
- High level of proficiency in written and oral communication skills in English;
- Demonstrated ability to manage multiple activities simultaneously and effectively; strong management and organization skills;
- Proven experience in operating effectively in cross-cultural environments;
- Familiarity with social media tools;
- Demonstrated teamwork and leadership skills.

Applicants meeting the required qualification for the position will be evaluated based on information presented in the application and obtained through reference checks.
Those applicants who meet the minimum qualifications will be evaluated and ranked based on the following selection criteria (**Maximum of 100 Points Available**):

A. Education and Training (15 Points):

- Bachelor's or Master's degree with significant study in a relevant field such as journalism, communications, international relations, international development, public administration, development/area studies, and social studies;
- 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 II Major Duties and Responsibilities.

B. Work Experience (30 Points):

- A minimum of eight to ten years of professional 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 is required;
- Overseas experience in a less developed or developing country for extended time periods is desirable, preferably in conjunction with development and/or economic assistance activities;
- Proven experience in disseminating information to a variety of target audiences is required, as is demonstrated expertise in designing and implementing effective public relations/communications campaigns directed at both closely targeted audiences and the general public. Prior experience disseminating information on USAID activities or programs is not required, but is desirable.

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

- Demonstrate the ability to craft information messages in various media formats, targeting a variety of audiences;

- Demonstrate outstanding coordination and organizational skills within multi-cultural work environments;
- Proven ability to manage multiple tasks simultaneously, to work effectively under pressure; and, exercised considerable initiative and creativity in past work environments;
- Demonstrate past experience in performing successfully at high levels, through samples of prior work or through a narrative description of earlier communication strategies developed and/or implemented;
- Demonstrate a strong sense of initiative in media campaigns, special programs, press conferences, etc.

D. Communication Proficiency (20 Points):

- High level of proficiency in written and oral communication skills; interpersonal skills;
- Demonstrate computer skills and proficient in all appropriate Microsoft Office Suite applications including desktop publishing software and one or more website development applications, and Adobe Photoshop.

E. Language Proficiency (15 points):

- Required to read, write and speak fluent English (Level IV) and French (Levels Speaking-3/Reading-3) is desired.

I. OTHER SIGNIFICANT FACTORS

A. Guidelines

Guidelines include Agency regulations, Automated Directives System requirements, Office of Foreign Assistance guidance, Africa Bureau procedural guidance, Agency procurement guidance, Mission Orders and professional development literature. All of these are general, presenting options and approaches rather than blueprints.

B. Complexity

USAID/WA's activity portfolio is complex, consisting of both purely regional activities as well as bilateral activities that are implemented in the West African region. As a result, the DOC Specialist for USAID/WA will be required to coordinate and reconcile reporting, outreach and communications protocols with U.S. embassies in the region. There are very few, if any, guidelines to help guide the Senior DOC Specialist in this endeavor.

Due to this complexity, the Senior DOC Specialist must be able to assess alternatives and interpret Agency policies and guidelines accordingly. Excellent judgment and the ability to deal with ambiguity are essential.

C. Nature, Level and Purpose of Contacts

Frequent contacts with the Mission Director and Deputy Mission Director, Office Directors, and other mission staff, as well as with U.S. Ambassadors and Deputy Chiefs of Mission, Public Affairs Officers and other relevant senior level embassy staff working on USG development assistance activities in USAID Limited Presence and/or Non-Presence countries for coordination on events, newsletters, high level visits, reporting, information, reference interviews, etc. The DOC Specialist will also have frequent contact with relevant host country senior level government officials, local

representatives of partner institutions, local organizations, and target groups for information outreach and monitoring of mission activities and interests, and other donors.

D. Work Environment/Physical Demands

The incumbent will be physically located at the U.S. Embassy USAID building in Accra. The incumbent will travel throughout West Africa to visit regional and bilateral activities under the responsibility of USAID/WA to capture success stories and support events on behalf of the regional mission for dissemination, outreach, media promotion and oversight of compliance with branding and marking guidelines. Travel to the field can be physically demanding, including transport on unpaved roads and rudimentary conditions. While the DOC Specialist respresents USAID/WA at events in rural communities, they must adhere and respect the local culture and customs.

5. BASIS OF RATING APPLICATIONS

Selection Factors: Applicants must possess the minimum qualifications for the position (see criteria above: Education, Technical Knowledge, Work Experience, Communication and Other Skills). 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.

6. 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.

7. 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 4: 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.

8. 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.

1. 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.

2. 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.) TCNPSC MAY be eligible for benefits in accordance with AIDAR Appendix J, sec. 4(c)(2)(ii)(B).

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.

ALLOWANCES (If Applicable):

(1) Temporary Lodging Allowance (Section 120)*
(2) Living Quarters Allowance (Section 130)*
(3) Post Allowance (Section 220)*
(4) Supplemental Post Allowance (Section 230)*
(5) Post Differential (Chapter 500)*
(6) Payments during Evacuation/Authorized Departure (Section 600)* and
(7) Danger Pay (Section 650)*
(8) Educational Allowance (Section 270)*
(9) Separate Maintenance Allowance (Section 260)*
(10) Educational Travel (Section 280)*

* Standardized Regulations (Government Civilians Foreign Areas).

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