# JOB VACANCY ANNOUNCEMENT
# DEVELOPMENT OUTREACH & COMMUNICATION ADVISOR
# US PERSONAL SERVICES CONTRACTOR (USPSC)
# LOCAL HIRE

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| 1. | **Solicitation Number:** | **SOL-685-16-000013** |
| 2. | **Issuance date:** | **02/09/2016** |
| 3. | **Closing date/time at USAID/Senegal:** | **02/23/2016 at 17:00 pm (Senegal Time)** |
| 4. | **Position title:** | **DEVELOPMENT OUTREACH & COMMUNICATION ADVISOR** |
| 5. | **Market value:** | **GS 13 ($73,846-$96,004)**<br>*Final compensation will be negotiated within the listed market value based upon the candidate's past salary history, work experience and educational background.* |
| 6. | **Organization Location of Position:** | Dakar - Senegal |
| 7. | **Direct Supervisor:** | The incumbent reports to the Program Office Director |
| 8. | **Supervisory Control:** | None |
| 9. | **Period of Performance:** | Immediate upon receipt of security/medical clearances.<br>(*The duration of the US Personal Services Contract will be for* ***Two (2) Years; plus 3 one year extension options***) |
| 10. | **Place of Performance:** | Dakar – Senegal |
| 11. | **Security Access:** | Employment Authorization |
| 12. | **Area of Consideration:** | US Citizens Local hire |
| 13. | **Work Schedule:** | 40 Hours Workweek |

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***Note: Due to the number of applications we receive, only applicants who have been short listed will be contacted by USAID.***

## OBJECTIVES:

This position is located in the Program Office at USAID/Senegal. The Development Outreach and Communications (DOC) Advisor reports to the Supervisory Program Officer, but will have extensive interaction with both the USAID Mission Director, Deputy Director, Technical Team Leaders, Implementing Partners, the U.S. Embassy's Public Information Officer (PIO), and the Public Affairs Officer (PAO). S/he also serves as principal liaison with the Agency's Legislative and Public Affairs Bureau (LPA) in Washington (USAID/W).

The purpose of the position is to produce and disseminate public information about USAID's activities to educate and promote a better understanding of USAID programs. S/he has the broad responsibility of working with the Front Office, Program Office, Technical Teams and implementing partners to formulate and present public relations materials to target audiences that convey USAID and Senegal's Mission's work and successes. S/he ensures that USAID sends out a clear message that all USAID-funded projects are paid for by U.S. taxpayers and, as such, are contributions from the American people. S/he is responsible for creating content for both the USAID/Senegal external website, and updating information periodically as necessary. In working with the IT Systems Office staff, s/he is also responsible for the smooth functioning of the website, and for conveying all updated information to USAID website management staff in AID/W for final publication on the server housed in Washington.

In Senegal, USAID is promoting development in the following areas: health (family planning, maternal/child health, malaria, HIV/AIDS, etc.), economic growth, agriculture, natural resources management, education, democracy and governance, and peace-building in the Casamance. In FY 2010, USAID provided over $100 million in development assistance to Senegal.

## MAJOR DUTIES AND RESPONSIBILITIES

**A. Management of the DOC Unit:** Responsible for the overall management of the DOC unit including setting priorities for the accomplishment of DOC strategy objectives to ensure that DOC targets and reoccurring demands (e.g., public events) are met; managing the budget for DOC activities, overseeing the publication of materials; supervising the maintenance of DOC materials and files; taking primary responsibility for Mission's website. Requires occasional high-level contacts within the U.S. community in both Senegal and Washington, D.C. (including with the USAID Director and Deputy, U.S. Ambassador, Deputy Chief of Mission and PAO; and USAID/W senior staff), the host country community (such as Ministers, Members of Parliament, and NGOs), and Chiefs of Party of implementing partners.

**B. USAID DOC Strategy:** Develops, reviews, and implements USAID's DOC strategy and action plan to promote the Mission's program to external and internal audiences, facilitating information access and sharing within the Mission. The strategy should optimize communications tools and distribution to the broadest audiences possible. The incumbent counsels the USAID Mission on the selection, targeting, and placement of potential DOC materials in keeping with USAID's country program strategy. Takes into account the need to identify and focus on key sectors that have an appeal to local interest and USG policies; the importance of ensuring that publicity material used is noncontroversial, visually appealing, well-defined, and contains a human interest element. Responsible for putting in place policies and procedures for Mission communications that clarify roles and responsibilities within the Mission and Embassy and with implementing partners, including templates for various communications tools, standards for creating and finalizing DOC materials, and guidelines for planning and managing events. May be called upon to train implementing

partners or staff in a variety of DOC-related subjects, for example, how to write a story, dealing with the press, how to write a press release, branding, etc. DOC may be called upon to act as Mission's photographer during site visits or other events.

**C. Media Relations:** Responsible for USAID/Senegal media activities including monitoring media trends that affect the USAID program. Maintains professional contact with Senegal's media to fulfill this requirement and coordinates with Embassy PAO and USAID/W LPA. This may include arranging interviews, briefings, tours of USAID projects; and escorting journalists during these events. S/he also:

1. Keeps abreast of USAID events (and will work with implementing partners as necessary) to ensure that appropriate press coverage is provided. Advises Mission's Front Office and staff if press coverage is not recommended for any culturally sensitive event.

2. Reviews the daily press to keep abreast of coverage that relates to USAID activities. Selects, edits, or summarizes items of interest for the USAID Director and staff.

3. Plans, researches, drafts, and/or edits press releases and fact sheets. Coordinates with USAID technical office, the Embassy's PIO and PAO and implementing partners to produce and release timely, accurate, and useful written material for local and/or other media.

4. Advises and works with the Embassy PIO and PAO, technical offices and implementing partners to expand opportunities for coverage of USAID assistance, including TV and radio. Helps USAID technical offices define appropriate activities for coverage, participates in field inspections and final selection, and accompanies TV/radio crews to site locations for filming.

**D. Public Events and Activities:** Plans, schedules, publicizes, and carries out activities to present Mission programs to the public, which may include a range of communications tools and distribution to a variety of audiences, with particular field trips to specific events or activities, as well as outreach and media coverage for overall programming. S/he also:

1. Coordinates with technical offices field travel and public affairs activities of the Mission Director and if applicable, working with PAO, the Ambassador and/or DCM for USAID events. Prepares schedules and briefings in collaboration with Mission staff and arranges for photo/video and media coverage when appropriate.

2. For USAID site visits or events that involve the Ambassador, DCM, USAID Director and Deputy Director, working with PAO, ensures that event information (e.g., backgrounders /scene setters, schedules, talking points, speeches, etc.) has been prepared, meeting quality standards and time requirements.

3. Coordinates signing ceremonies, inaugurations, and/or dedications of USAID projects, including drafting press releases for placement in Senegal's press and on the USAID/Senegal website, and coordinating with appropriate Senegalese and USAID officials on logistics, schedules, guest lists, seating, and other arrangements related to the events.

**E. Publicity Material:** Oversees the production of materials created by the DOC unit, including monthly press report submitted to Washington LPA and other offices, mission brochure, stories, features for newspapers, materials for updating the website, and others as necessary. S/he has the primary responsibility to ensure that all produced documents meet quality standards. In addition:

1. Develops and/or reviews proposed speeches, video tapes on project activities, brochures, booklets, handouts, signs, and other public relations materials to evaluate quality, propriety in terms of sensitivity to local culture, and accuracy of content. Ensures that all materials meet USAID branding guidance. Recommends revisions, reprinting, or other appropriate action. Works closely with USAID implementing partners and advises them on the quality of publicity material.

2. Reviews implementing partner Branding Strategies and Marking Plans, a new requirement under the branding campaign. Works with Contracts Officer to achieve approval of these final documents.

3. Works with USAID technical staff and occasionally implementing partners to develop briefing materials for handouts and other special needs.

4. Ensures the continuation of USAID/Senegal promotional materials by archiving all articles and photos used or for future use on the website, as well as transcriptions from key interviews.

5. Travels to the field where Mission activities are being implemented, conducting interviews and taking photographs to gather material for stories.

**F. Editorial Quality Control:** Acts as occasional editor of official reports and correspondence produced by the Mission, including the annual report and yearly funding request.

**G. Maintenance of USAID/Senegal External Website:** Responsible for updating (and redesigning as necessary) USAID/Senegal external website to ensure that its content will have optimal impact in providing information about USAID/Senegal and its programs for a wide range of audiences. Responsibilities include coordinating the selection of information displayed on the website, clearing content, and overseeing placement. As necessary, oversees hiring of technical consultants for updating and maintenance of website. Works with local staff to ensure they are trained on use of website.

## MINIMUM QUALIFICATIONS:

The incumbent should meet the following requirements in education, work experience, knowledge, and skills and abilities to be able to carry out the aforementioned duties and responsibilities:

1. **Education**: A bachelor's degree in journalism, international relations or development, public administration, or a related field is required. A master's degree in one of the above fields is desirable.

2. **Work Experience**: Five years of progressively responsible experience in related fields is required, with at least three years experience in public relations, journalism, or related field highly desirable. Previous work experience with USG or another international development organization is also highly desirable.

3. **Knowledge, Skills and Abilities**: i) Demonstrated skills and/or experience in public relations. ii) A broad understanding of issues related to international development and transition economies; experience in the region is highly desirable. iii) The 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 are essential elements of the job. iv) A demonstrated ability to work as a team member and provide leadership in the areas of his/her competencies. v) The qualified person must possess planning experience, analytical ability, excellent communication skills and the capacity to convert planning concepts into firm plans to meet

a variety, of contingencies. vi) She/he must be comfortable working independently, managing several activities at once, and working under pressure to meet short deadlines. vii) S/he must have management ability to plan and execute media campaigns and programs.

4. **Language Proficiency**: Excellent written and oral English communication skills are required. Strong working knowledge of French is required at the native speaker level. Basic language skills in Wolof and/or other national languages are an asset.

5. **Specialized skills:** Excellent working use of MS Office, MS Outlook, and MS PowerPoint and knowledge of digital photography. A flair for web design is an asset, as is manipulation of scanning software, Adobe Photoshop and Image Ready software. Understanding of GIS and mapping is also an added asset.

## POSITION ELEMENTS

1. **Supervision Received:** Reports to the American direct-hire Program Officer.

2. **Available Guidelines:** USAID general guidelines regarding allowable communications activities and relationships with PAO and the media, including the Graphic Standards Manual; standard Agency procurement and contracting procedures; priorities set by approved strategies; and U.S. Embassy guidelines on public outreach and media relations.

3. **Exercise of Judgment:** Substantial reliance is placed on the employee's use of judgment concerning priority and effectiveness of public relations documentation and activities. Employee will periodically have to make important decisions out of the office (perhaps out of town) with perhaps no ready facility for consulting with USDH supervisor. Employee must react to and interpret changing priorities and circumstances in Senegal's media and their effects on his/her work in coordination with various mission elements. Many important decisions will be based on employee's experience and managerial skills. The employee must plan his/her work schedule independently.

4. **Authority to Make Commitments:** Responsible for budget planning and the preparation of procurement requests for publicity materials and related technical services, which will be processed through a USDH staff member and/or Mission Director.

5. **Willingness to Travel:** The incumbent must be willing to travel extensively and frequently (up to 25%) in Senegal.

**Medical and Security Clearances:** The selected applicant **must** be able to obtain security and medical clearances.

The position will be filled subject to availability of funds.

## INSTRUCTIONS TO APPLICANTS:

Applications must be received by the closing date and time at the address specified in the cover letter or they will not be considered eligible for evaluation or award, unless the Contracting Officer determines that the documents were mishandled by the receiving agency or there is acceptable evidence to establish that it was received by the Government installation prior to the time and date specified in the solicitation. You are directed to Federal Acquisition Regulation,

Part 15.208 "Submission, modification, revision, and withdrawal of proposals" for further information.

Applications must be sent to the following email address:

usaiddakar-hr@usaid.gov

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| Attn.: Samuel Carter<br>Sup. Regional Executive Officer<br>USAID/Senegal | OR | Papa Babacar Niowy Senghor<br>Human Resources Specialist<br>USAID/Senegal |

To ensure consideration of applications for the intended position, please reference the solicitation number in the application, and as the subject line in any cover letter and/or email, as well as using the address/delivery point specified in this solicitation. The highest ranking applicants may be selected for an interview.

The position will be filled subject to availability of funds.

**List of REQUIRED Forms**

Qualified individuals are requested to submit a U.S. Government Standard Form Optional Form (OF) 612. OF 612 is available at the USAID web site, on www.usaid.gov/forms. Applicants are required to sign the certification at the end of the OF-612. Applications that are received without a signature will not be considered for the position. Applicants that submit their application by e-mail without an electronic signature must send a fax or scanned copy of the signature page in order for their application to be considered for this position. Applicants shall submit a résumé or curriculum vitae and write a brief appendix to the OF-612 to demonstrate how prior experience and/or education and training address the Evaluation Factors listed above.

The following forms shall be completed only upon the advice of the Contracting Officer that an applicant is the successful candidate for the job. A prerequisite for employment is a medical clearance and completed background investigation that reflects one's qualification for employment authorization.

- Medical History and Examination (08-1843).
- Questionnaire for sensitive Positions (for National security) (SF-86); or
- Questionnaire for Non-Sensitive Positions (SF-85).
- Finger Print Card (FD-258).

**References:**

Three (3) to five (5) references, who are not family members or relatives with working telephone and e-mail contacts, are required. The references must be able to provide substantive information about an applicant's past performance and abilities. USAID reserves the right to obtain past performance information from any source. If an applicant does not wish for the current employer to be contacted as a reference check, this should be stated in the applicant's cover letter and OF-612. Reference checks will be made only for applicants considered highly rated.

**Benefits and Allowances:**

As a matter of policy, and as appropriate, a USPSC is normally authorized the benefits and allowances listed in this section. [NOTE: A contractor meeting the definition of a U.S. Resident Hire PSC, shall be subject to U.S. Federal Income Tax, but shall not be eligible for any fringe benefits (except contributions for FICA, health insurance, and life insurance), including differentials and allowances].

A. **Benefits**:

(1) Employee's FICA Contribution
(2) Contribution toward Health & Life Insurance
(3) Vacation & Sick leave (only earned for actual work days)

B. **Federal Taxes**: US PSCs are **not** exempt from payment of Federal Income taxes.

**Acquisition and Assistance Policy Directives (AAPD) and Contract Information Bulletins (CIBs) pertaining to PSCs.**

***EQUAL EMPLOYMENT OPPORTUNITY (EEO): The US Mission in Senegal 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/Senegal 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.***

Cleared by:

Elizabeth Callender, Program Office Director: _____ Date: 2/2/16

Samuel Carter, Sup. Reg. Executive Officer: _____ Date: FEB 08 2016