



USAID
FROM THE AMERICAN PEOPLE

ISSUANCE DATE: FEBRUARY 14, 2020

CLOSING DATE: MARCH 13, 2020 LOCAL TIME (ALBANIA) 17:00 PM

**SUBJECT: Solicitation for Personal Service Contractor for Development, Outreach and Communication (Doc) Specialist
Tirana, Albania**

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers for Development, Outreach and Communication Specialist (DOC) to fill in an immediate, short term position (six months with an extension option up to one year). This position is open to individuals who meet all the following criteria of a Resident Hire:

Resident hire means a U.S. citizen who, at the time of hire as a PSC, resides in the cooperating country as:

- a spouse or dependent of a U.S. citizen employed by a U.S. government agency or under any U.S. government-financed contract or agreement,
- or for reasons other than for employment with a U.S. government agency,
- or under any U.S. government-financed contract or agreement.

A U.S. citizen for purposes of this definition also includes persons who at the time of contracting are lawfully admitted permanent residents of the United States.

U.S. resident alien means a non-U.S. citizen lawfully admitted for permanent residence in the United States. Abroad means outside the United States and its territories and possessions.

Offers must be in accordance with **Attachment 1** of this solicitation. Incomplete or unsigned offers will not be considered. Offerors should retain copies of all offer materials for their records.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offer.

Any questions in response to this solicitation must be directed to the Point of Contact specified in Attachment 1.

Development, Outreach and Communication Specialist

USAID/Albania anticipates awarding one (1) contract as a result of this solicitation, subject to availability of funds.

Sincerely,

Gëzim Hysenagolli
Supervisory Executive Officer

ATTACHMENT 1

I. GENERAL INFORMATION

1. **SOLICITATION NO.:** 72018220R00001_0002
2. **ISSUANCE DATE:** February 14, 2020
3. **CLOSING DATE:** March 13, 2020 by 17:00 pm Local Time (Albania)
4. **POINT OF CONTACT:** Mimoza Këpuska, email at PristinaUSAIDHR@usaid.gov
5. **POSITION TITLE:** Development, Outreach and Communication Specialist
6. **MARKET VALUE:** GS-12 equivalent (\$66,167 - \$ 86,021 per annum)
The final compensation will be negotiated within the listed market value. **Salaries over and above the top of the pay range will not be entertained or negotiated.**
7. **PERIOD OF PERFORMANCE:** Six months with an extension option up to one year
8. **PLACE OF PERFORMANCE:** Tirana, Albania
9. **ELIGIBLE OFFERORS:** US Citizens
10. **SECURITY LEVEL REQUIRED:** Employment Authorization (USPSCs) – Facility Access

11. STATEMENT OF DUTIES

The Development Outreach and Communications (DOC) Officer is in the Program Office of USAID/Albania. The DOC reports directly to the Supervisory Program Officer but will have extensive interaction with the Mission Representative. S/he maintains regular contact and collaborates with the U.S. Embassy Public Affairs Officer (PAO) to ensure that U.S. Embassy personnel, including senior staff, are properly apprised of USAID public activities and projects. S/he also serves as principal liaison with the Bureau's Communication team in Washington, D.C. (USAID/W).

USAID/Albania manages the U.S. Government (USG) development program in Albania. The Mission portfolio is focused on key development challenges: justice reform, civic empowerment, and economic growth activities.

The DOC supports USAID/Albania in the achievement of its objectives by producing and disseminating public information about the Mission's activities for Albania and American consumption, including through external activities and events. The DOC is responsible for collecting, investigating, managing, and distributing information associated with the USAID

foreign assistance program in Albania. The DOC serves as the Mission's primary point of contact and liaison for information.

The USAID/Albania DOC activities are of exceptionally broad scope and complexity. In this capacity, the incumbent is responsible for strategically planning, developing, implementing, and administering the DOC program to promote better awareness and understanding of U.S. foreign assistance to Albania. S/he is also responsible for relaying related policies and achievements to key audiences of the host country, in the United States, and throughout other donor countries.

USAID DOC Strategy

15% of time

Implements USAID's DOC/public relations strategy/plan towards the goals of promoting the Mission's program to external and internal audiences through the transition of USAID in Albania, facilitating information access and sharing within the Mission, strengthening the Mission's reporting functions. The incumbent takes into account the need to identify and focus on key activities that have a natural appeal to local interest as well as USG policies; the importance of ensuring that publicity material used will be noncontroversial; and that the material is visually appealing, well-defined, and contains a human interest element. Responsible for enforcing already established 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.

Media Relations

10% of time

Responsible for all USAID/Albania media activities including reporting on Albania media, preparing summaries of significant articles and broadcasts, and monitoring media trends that affect the USAID program. Coordinates with PAO to arrange interviews, briefings, and tours of USAID projects.

Keeps abreast of USAID events to ensure that appropriate press coverage is provided. Advises Mission's Front Office and staff if press coverage is not recommended for events.

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

Public Events and Activities

30% of time

Responsible for all USAID/Albania media activities including reporting on Albania media, preparing summaries of significant articles and broadcasts, and monitoring media trends that affect the USAID program. Coordinates with PAO to arrange interviews, briefings, and tours of USAID projects.

Keeps abreast of USAID events to ensure that appropriate press coverage is provided. Advises Mission's Front Office and staff if press coverage is not recommended for events.

Plans, researches, drafts, and/or edits press releases and fact sheets for the USAID Country Office in Albania. Coordinates with USAID technical offices and with the Embassy's PAO to produce and release timely, accurate, and useful written material for local media and other media.

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

Publicity Material

25% of time

Oversees the production of key periodic materials created by the DOC unit, including the weekly reports, materials for updating the website, and others as deemed necessary.

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 all materials meet USAID branding guidance. Recommends revisions, reprinting, or other appropriate action. Works closely with USAID contractors and implementing partners and advises them on the quality of publicity material.

Works with USAID technical staff to develop briefing materials for handouts and other special needs. Prepares VIP briefing and press packets for use during USAID site visits or media events. Selects information to be included.

Editorial Quality Control:

15% of time

Acts as editor of official reports, and correspondence produced by the Mission, including the annual report and yearly funding request. Responsible for ensuring documents meet quality standards.

Maintenance of USAID/Albania External Website and Social Media Platforms

5% of time

Responsible for updating USAID/Albania's external website to ensure that its content will have optimal impact in providing information about USAID/Albania 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.

SUPERVISION AND MANAGEMENT RESPONSIBILITIES

Supervision received: The incumbent reports to the Program Office Director.

Supervision exercised: This is a non-supervisory position.

12. PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

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

PRIOR WORK EXPERIENCE: A minimum of five years of progressively responsible experience in related fields is required, with at least three years' experience in public relations and/or journalism. Previous work experience with USG or another international development organization is highly desirable.

KNOWLEDGE, ABILITIES & SKILLS: i) Demonstrated skills and extensive hands-on experience in public relations are required. ii) A broad understanding of issues related to international development and transition economies is required; experience in the region is highly desirable. iii) The ability to establish and maintain collegial relations with a variety of 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 effectively and productively as a team member, as well as provide leadership in the areas of his/her competencies, is required. v) The qualified person must possess broad operational planning experience, analytical ability, excellent communication skills, and the capacity to convert planning concepts into firm plans to meet a variety of contingencies. vi) S/he must be comfortable working independently, managing several activities at once, and working under pressure to meet very short deadlines. vii) S/he must possess strong management abilities to plan and execute media campaigns and programs rapidly.

LANGUAGE PROFICIENCY AND COMMUNICATION: Excellent written and oral English communication skills are required. Basic language skills in the Albanian language are an asset.

III. EVALUATION AND SELECTION FACTORS

The Government may award a contract without discussions with offerors in accordance with [FAR 52.215-1](#). The CO reserves the right at any point in the evaluation process to establish a competitive range of offerors with whom negotiations will be conducted pursuant to [FAR 15.306\(c\)](#). In accordance with [FAR 52.215-1](#), if the CO determines that the number of offers that would otherwise be in the competitive range exceeds the number at which an efficient competition can be conducted, the CO may limit the number of offerors in the competitive range to the greatest number that will permit an efficient competition among the most highly rated offers. The FAR provisions referenced above are available at <https://www.acquisition.gov/browse/index/far>.

In order to be considered for the position an offeror must meet the minimum qualifications listed in the solicitation. Consideration and selection will be based on a panel evaluation of the applications vis-a-vis the required qualifications.

Offerors will be evaluated and ranked based on the following selection criteria to a maximum score of 100 points:

Education: (10 points)

Prior Work Experience: (30 points)

Knowledge, Abilities & Skills: (20 points)

Language Proficiency and Communication skills: (40 points)

III. SUBMITTING AN OFFER

1. Eligible offerors are required to complete and submit the offer form **AID 309-2**, "Offeror Information for Personal Services Contracts with Individuals," available at <http://www.usaid.gov/forms>.
2. Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted to the Point of Contact in **Section I**.
3. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents.

Interested Offerors must submit all the materials required by the solicitation, which includes but is not limited to:

- A cover letter, inclusive of the candidate's experience in the relevant field, which should address how the candidate meets each of the requirements, not to exceed three (3) pages.
- A current resume/curriculum vitae (CV) and three (3) to five (5) references, who are not family members or relatives, with telephone and email contact information. The references will be asked to provide a general assessment of the applicant's suitability for the position. It is the responsibility of the applicant to ensure submitted references are available to provide a written or verbal reference in a timely manner. 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 criterion. USAID/Kosovo reserves the right to obtain relevant information from previous employers concerning the Offeror's past performance and may consider such information in its evaluation.
- A completed and hand-signed federal form AID 309-2. Applicants are required to sign the cover letter, the resume/CV, and the certification at the end of the AID 309-2. Please note that **incomplete and/or unsigned applications will NOT be considered**. (forms can be downloaded from: www.usaid.gov/forms/).
- Send complete applications to PristinaUSAIDHR@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 formatted in one single PDF document in the following order: (1) cover letter, (2) resume/CV (with references), and (3) signed AID 309-2.

IV. LIST OF REQUIRED FORMS PRIOR TO AWARD

The Contracting Officer (CO) will provide instructions about how to complete and submit the needed forms after an offeror is selected for the contract award.

Requirements: The final selected offeror must be able to obtain security (Employment Authorization) and medical clearance for work within a reasonable time period. If such clearances are not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.

V. BENEFITS AND ALLOWANCES

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

1. BENEFITS:

- (a) Employer's FICA Contribution
- (b) Contribution toward Health & Life Insurance
- (c) Pay Comparability Adjustment
- (d) Annual Increase (pending a satisfactory performance evaluation)
- (e) Eligibility for Worker's Compensation
- (f) Annual and Sick Leave

2. ALLOWANCES: N/A for Resident Hire Personal Services Contract

VII. TAXES

USPSCs are required to pay Federal income taxes, FICA, Medicare and applicable State Income taxes.

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

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

1. **USAID Acquisition Regulation (AIDAR), Appendix D**, "Direct USAID Contracts with a U.S. Citizen or a U.S. Resident Alien for Personal Services Abroad," including **contract clause "General Provisions,"** available at https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf .

2. **Contract Cover Page form AID 309-1** available at <https://www.usaid.gov/forms> .

3. Acquisition and Assistance Policy Directives/Contract Information Bulletins (**AAPDs/CIBs**) for Personal Services Contracts with Individuals available at <http://www.usaid.gov/work-usaid/aapds-cibs> .

4. **Ethical Conduct.** By the acceptance of a USAID personal services contract as an individual, the contractor will be acknowledging receipt of the "**Standards of Ethical Conduct for Employees of the Executive Branch,**" available from the U.S. Office of Government Ethics, in accordance with **General Provision 2 and 5 CFR 2635.** See <https://www.oge.gov/web/oge.nsf/OGE%Regulations>

SUBJECT TO FUNDS AVAILABILITY