

**SOL-306-14-000098/DIR****Senior Development Outreach and Communication Advisor**

<b>SOLICITATION NUMBER:</b>		SOL-306-14-000098/DIR
1.	<b>ISSUING DATE:</b>	August 07, 2014
2.	<b>CLOSING DATE:</b>	August 20, 2014
3.	<b>POSITION TITLE:</b>	<b>Senior Development Outreach and Communications Advisor</b>
4.	<b>NUMBER OF POSITIONS:</b>	One
5.	<b>MARKET VALUE:</b>	GS-14 (\$85,544 - \$111,203)
6.	<b>ORGANIZATIONAL LOCATION OF POSITION:</b>	USAID/Afghanistan
7.	<b>DIRECT SUPERVISOR:</b>	USAID/Afghanistan, Deputy Mission Director
8.	<b>SUPERVISORY CONTROL:</b>	Position will be supervising Deputy DOC Advisor, Senior Press Liaison and three Foreign Service National Staffs
9.	<b>PERIOD OF PERFORMANCE:</b>	13 months with an option for renewal
10.	<b>SECURITY ACCESS:</b>	Secret level clearance
11.	<b>AREA OF CONSIDERATION:</b>	U.S. CITIZENS/U.S. RESIDENT ALIENS ONLY.

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### **Senior Development, Outreach and Communication Advisor**

#### **A. Background:**

USAID/Afghanistan is the largest Mission in the world and manages one of the most complex development programs in one of the most demanding environments. The program, with a multi-billion dollar portfolio, includes a broad range of activities including agriculture, economic growth, education, government-capacity building, health, infrastructure, and women's empowerment.

USAID/Afghanistan shares its messages with various audiences in many ways-including:

- Public information and publicity materials prepared for general audiences and visitors;
- Story placement with local and international television, radio, print and other electronic media; and,
- Outreach programs and events, such as public affairs campaigns and public events.

The Senior Development Outreach and Communications (DOC) Advisor position offers both significant challenges and rewards. The incumbent must be a strong writer, editor, skilled manager and possess excellent interpersonal abilities.

The incumbent reports directly to the Deputy Mission Director. The incumbent in this position:

- Serves as a senior advisor to Mission Management on public-information, news-media relations, and outreach matters;
- Supervises and manages a staff of two Americans and three foreign national staff, (Information Specialist and Information Assistants);
- Coordinates information dissemination, journalism outreach, and public events within the Mission working with the Mission's offices, units and technical staff; and with non-USG organizations;
- Coordinates with Embassy Public Affairs Section and USAID/Washington counterparts in OAPA and LPA;
- Builds and maintains relationships with international and local media, and public outreach staff of USAID implementing partners.

#### **B. Basic Function of the Position:**

The Senior Development Outreach and Communications Advisor manages a wide range of public information and outreach activities in support of USAID/Afghanistan's programs and objectives, targeting information to specific audiences in both the United States and Afghanistan in accordance with the Mission's public strategy.

This position requires close collaboration with the Embassy Public Affairs Section, Mission Director and Deputy Mission Directors, and Mission Program and Technical Offices and staff.

**Major Duties and Responsibilities:**

**Public Information and Publicity Materials:**

Supports the USAID Mission by overseeing the drafting, editing, and dissemination of timely and accurate information, fact sheets, press releases, responses for requests for information, briefing papers, talking points, and other public-information materials relating to USAID/Afghanistan activities. These documents must be written in clear, concise English, prepared for both reporters and general audiences, and designed for print, video, public talks and web use.

Prepares submissions for USAID Frontlines Magazine and other USAID public information platforms including the Administrator's Blog and social-media outlets in Afghanistan and Washington DC.

Provides guidance on USAID branding and style guidelines, ensuring regulations are properly implemented and recommends revisions and appropriate action.

Manages preparation and maintenance of updated standard information packages on USAID programs in Afghanistan for briefings and for distribution to the public and journalists, and for USAID/Washington, Department of State, Congress, and other Agencies. These materials include scene setters, program briefing papers, project status reports, maps, photos, information about other donors, and general information about Afghanistan.

Directs the development and maintenance of public relations materials in English, Dari and Pashto, including fact sheets, brochures, newsletters, presentations and other visual displays on USAID's programs and objectives.

Oversees the maintenance of the Mission's English language web materials for the Mission website, as well as the materials supplied by USAID/Afghanistan's implementing partners. Oversees the social media activities for the Mission.

**Media Relations and Press:**

Promotes proactive, targeted information and media outreach activities for Afghanistan and the United States and coalition partner nations. These activities are designed to provide accurate information about USAID programs for local, regional and national markets in the United States, Afghanistan and elsewhere, through advertisements, billboards, magazines, newspapers, radio, television, public service announcements, and other outlets. Serves as the Mission's point of contact with U.S. and international news organizations and represents the Mission in matters pertaining to USAID public affairs.

Oversees monitoring of Afghan and U.S. news coverage and reports on placement of USAID-related articles in the Afghan and U.S. press to the Embassy, Mission, and Washington.

Maintains up-to-date knowledge of all USAID/Afghanistan activities and monitors the public events calendar.

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Coordinates with technical offices, Embassy's PAS, and USAD/Washington to produce and release accurate, timely, useful and well-written information to local and international news outlets.

Advises and works with Embassy PAS and USAID/Washington to expand opportunities for coverage of USAID assistance. This responsibility may include arranging briefings, interviews, and tours of USAID projects, escorting journalists, and recording activities.

#### **Public events activities and interaction with USAID Offices and Implementing Partners:**

Represents the Mission at the senior level on public affairs and outreach matters with other branches of the USG, the Government of Afghanistan, the U.S. Military, NATO, other donor nations, the UN, World Bank and other groups and institutions.

Directs and coordinates USAID/Afghanistan's public events, including ceremonies, conferences, openings, and ribbon cuttings. Supervises drafting, editing, and distribution of fact sheets, press releases, and public documents. Manages posting of all information and materials to the Mission website, including photographs, success stories, fact sheets, and links to USAID partners.

Maintains close contact with USAID Kabul's implementing partners and subcontractors to guide and supervise their communications and media relations.

#### **Supervisory Role:**

Supervises DOC Staff at the Mission and in the field. Monitors and evaluates progress toward communications objectives as outlined in the Mission-approved Communications Strategy.

#### **C. EVALUATION/SELECTION CRITERIA:**

Candidates will be evaluated and ranked based on the following selection criteria:

- a) **Education:** Incumbent must have at least a bachelor's degree from an accredited college or university in development, international relations, journalism or related field. Master's degree is preferred.
- b) **Work Experience:** At least five (5) years of progressively responsible experience with international affairs, public outreach and relations, journalism, or international development. Successful supervision of staff and experience working in conflict or post-conflict environments are desirable. Candidates should have demonstrated success organizing and conducting roundtables and other events; producing web content, videos, podcasts; planning and delivering training; and working productively with journalists. Previous USAID experience, knowledge of USG procedures, and experience in Afghanistan is highly desired. Experience as a sub-editor, editor or bureau chief is desired.
- c) **Communications:** Level (IV) Fluent speaking/reading English language is required. Keen analytical ability, and editorial skills are necessary. Knowledge of Dari and/or Pashto is not required but is preferable. Writing samples will be required.

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- d) **Knowledge:** Extensive knowledge of international affairs, U.S. foreign policy; demonstrated ability to work with U.S. and foreign journalists; proven ability to create messages and shape information and press materials; thorough knowledge of news-writing style required; experience with the organization and set-up of public events and conferences highly desirable.
- e) **Skills and Abilities:** Incumbent must have a demonstrated ability to exercise sound, independent, professional judgment; must exercise strong teamwork and interpersonal skills; and effectively manage an office of public-information professionals. Strong written and editorial skills are a must. Must be a self-starter and able to work in fast-paced, high pressure and often difficult or dangerous environment.

**Candidates meeting the above required qualifications for the position will be evaluated based on information presented in the application and reference checks. USAID reserves the right to conduct interviews with the top ranked short-listed applicants. The interview will be one of the determining factors in the final selection.**

**D. TERM OF PERFORMANCE**

The term of the contract will be for thirteen (13) months. Within four weeks after written notice from the Contracting Officer that all clearances have been received or unless another date is specified by the Contracting Officer in writing; the incumbent shall proceed to Washington DC for two weeks of mandatory training of Foreign Affair Counter Threat (FACT) and Afghanistan Familiarization Course (FAM) before proceeding to Kabul to perform the above services which may be extended upon mutual agreement and subject to satisfactory performance and availability of funds. This position has been classified at a U.S. Government GS-14. The actual salary of the successful candidate will be negotiated depending on qualifications and previous salary history and within the salary range under the GS-Scale.

**In addition, the Mission has a 35% Post Differential allowance and 35% Danger Pay. During this period you will be entitled to two Rest and Recuperation trips (R&R) and up to three Regional Rest Breaks (RRB) or three R&Rs and no RRBs.**

**You will be entitled to 20 days Administrative Leave plus two days of travel time for each break. In excess of the Administrative Leave, you will have to use your Annual Leave or Compensatory time for the breaks.**

Physical Demands and Work Environment: Most Mission employees work a six day work week with Fridays off. The average work week is about 57 hours, with all hours over 40 as over time or comp time. Work in the office is mostly sedentary but travel to program-activity implementation sites outside of Kabul requires U.S. Government Regional Security Officer (RSO) approval, travel in fully armored vehicles and close coordination with the U.S. Embassy and U.S. Consulate security officers, Department of Defense (DoD), and International Security Assistance Force (ISAF) as relevant.

**E. GENERAL INFORMATION REGARDING LIVING AND WORKING CONDITIONS IN AFGHANISTAN:**

Life in Kabul, the capital of Afghanistan has somewhat improved since the establishment of the government, and great strides have been made to regularize the availability of services,

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utilities, and supplies of common consumer items. Living conditions, however, are still difficult but this is an historical opportunity to work closely with a dedicated team to assist the Afghans bring about peace and stability to their war-torn country. Afghanistan is an unaccompanied post. All staff will be housed on the heavily guarded and fortified Embassy compound.

#### **F. MEDICAL AND SECURITY CLEARANCE:**

The selected applicants must be able to obtain USG Secret Security Clearance by the Security Office, and a Department of State Class I Medical Clearance.

#### **G. BENEFITS AND ALLOWANCES:**

As a matter of policy and as appropriate, a Personnel Service Contract (PSC) is normally authorized to the benefits and allowances listed in this section.

##### **A. BENEFITS:**

1. Federal Insurance Contributions Act (FICA)
2. Contribution toward Health & life insurance
3. Pay Comparability Adjustment
4. Eligibility for Worker's Compensation
5. Annual and Sick Leave
6. Access to Embassy medical facilities, commissary and pouch mail service as per post policy

##### **B. 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. Education Allowance (Section 270)
9. Separate Maintenance Allowance (Section 260)
10. Education Travel (Section 280)

\* Standardized Regulations (Government Civilians Foreign Areas).

##### **C. FEDERAL TAXES:**

United States Personnel Service Contracts are not exempt from payment of Federal Income taxes under the foreign earned income exclusion.

#### **H. CONTRACT INFORMATION BULLETINS**

General Provisions in USAD regulations and contract.

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AAPD 06-11	Home Leave and Revised General Provision 5, Leave and Holidays
AAPD 06-10	PSC Medical expense payment responsibility
AAPD 06-07	AIDAR, Appendix D: Contract budget, salary determination and salary increase
AAPD 06-01	Medical evacuation insurance
AAPD 05-02	Clarification of Policy for Personal Services Contracts with Anticipated Contract Performance Periods Exceeding Five (5) Years
CIB 01-10	Revision of medical clearance process – PSC with U.S. Citizens
CIB 01-07	Clarification of the extension/renewal policy regarding PSCs
CIB 01-05	Clarification of the Rest and Recuperation (R&R) Policy Regarding Third Country Nationals
CIB 00-08	Revision of Competitive Process – PSCs with U.S. Citizens
CIB 00-03	FICA & Medicare Tax Rates for Personal Services Contracts
CIB 98-23	Guidance regarding Classified Contract Security and Contractor Personnel Security Requirements
CIB 99-22	PSC Policy
CIB 98-16	Annual Salary Increase for USPSCs
CIB 98-14	Change in Required Application Form for USPSCs
CIB 98-11	Determining a Market Value for Personal Services Contractors Hired under Appendix D.
CIB 97-17	PSC's with U.S. Citizens or U.S. resident aliens
CIB 97-16	Class Justification for use of Other Than Full and Open Competition for Personal Services Contracts with U.S. Citizens Contracted with Locally, with CCNs and TCNs Subject to the Local Compensation Plan, and for Overseas Contracts of \$250,000 or less
CIB 96-23	Unauthorized Provision in Personal Services Contracts
CIB 94-09	Sunday Pay for U.S. Personal Services Contractors
CIB 93-17	Financial Disclosure requirements under a Personal Services Contract
CIB 89-29	Use of Government Bill of Lading for Transportation of Personal Service Contractor (PSC) Household Effects, Unaccompanied Baggage and Privately Owned Vehicles

Various Contract Information Bulletins (CIBs) and Acquisition and Assistance Policy Directives (AAPDs) pertain to Personal Services Contracts can be found at:  
<http://www.usaid.gov/work-usaid/aapds-cibs>

Additionally, AIDAR Appendixes D or J also applies to PSCs can be found at:  
<http://www.usaid.gov/policy/ads/300/aidar.pdf>

#### **I. REQUIRED FORM AND DOCUMENTS FOR INITIAL CONSIDERATION:**

Interested applicants must submit the following documents or their applications may not be considered for this position:

1. U.S government OF-0612 form which is available at the following websites:  
<http://www.ussc.gov/Employment/of0612.pdf>
2. At current curriculum vitae (CV) or resume;

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3. A minimum of three (3) references, who are not family members or relatives, with working telephone and email contacts. The applicant's references must be able to provide substantive information about his/her past performance and abilities. USAID/Afghanistan will only contact references for the finalist, and will only do so with the permission of the applicant.
4. A written statement (cover letter) that addresses the Evaluation/Selection Criteria in this solicitation.

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.

### **APPLYING**

All applications must be submitted electronically by e-mail with the subject line “**Senior Development Outreach and Communication Advisor (USPSC) SOL-306-14-000098/DIR/DOC**” to: [AfpakJobs@usaid.gov](mailto:AfpakJobs@usaid.gov) and [AfUSAIDJobs@state.gov](mailto:AfUSAIDJobs@state.gov)

Attention: USAID/Afghanistan  
Human Resources Office

Applicants may submit an application against this solicitation at any time but prior to August 20, 2014 unless revised. The highest ranking applications may be selected for an interview.

**Please note that only short listed candidates will be notified.**

### **Point of Contact:**

Any questions about this solicitation may be directed to: [KabulAIDHR@state.gov](mailto:KabulAIDHR@state.gov).

**Note:** No in-person appointments or telephone calls will be entertained, unless you are required to have more information about this solicitation. Application must be submitted only to both email addresses stated under “Applying”.

### **Place of Performance**

USAID/Afghanistan  
U.S. Embassy  
Great Massoud Road  
Kabul, Afghanistan