



USAID | AFGHANISTAN

FROM THE AMERICAN PEOPLE

ISSUANCE DATE: September 11, 2013

CLOSING DATE: October 10, 2013

SUBJECT: Solicitation No.SOL-306-13-000086/DOC for U.S. Personnel Service Contractor (USPSC)
Deputy Development Outreach and Communications Advisor

Ladies/Gentlemen:

The United States Government, represented by the U.S Agency for International Development (USAID), is seeking applications from U.S. citizens and/or U.S. resident aliens interested in providing the subject PSC services as described in the attached solicitation.

Submission shall be in accordance with the attached information and applications must be submitted electronically to the e-mail address provided in the attached solicitation.

This solicitation will close on October 10, 2013, at 16:30hrs Kabul time.

Any questions about this solicitation may be directed to Jennifer Scott, Contracting Officer, Phone (in Afghanistan) (202) 216-6288, Ext. 4544 or e-mail at JScott@state.gov or Sameer Lodeen (202) 216-6288, Ext. 4344, e-mail at slodeen@usaid.gov. However, all applications must be sent to the e-mail address provided in the attached solicitation.

Sincerely,

Patrick Robinson
Contracting Officer
USAID/Afghanistan

SOLICITATION NO. SOL-306-13-000086-DOC

SOLICITATION NUMBER	SOL-306-13-000086-DOC
ISSUING DATE	September 11, 2013
CLOSING DATE	October 10, 2013
POSITION TITLE	Deputy Development Outreach and Communications Advisor
NUMBER OF POSITION(S)	One
MARKETING VALUE	GS-13 (\$71,674 - \$93,175) <i>In addition, this post has 35% Post Differential and 35% Danger Pay</i>
ORGANIZATIONAL LOCATION OF POSITION	KABUL, AFGHANISTAN
DIRECT SUPERVISOR	USAID/AFGHANISTAN SENIOR DEVELOPMENT OUTREACH AND COMMUNICATIONS OFFICER
SUPERVISORY CONTROL	MINIMAL. THE INCUBMENT IS EXPECTED TO ACT INDEPENDENTLY WITH LITTLE DIRECTION.
PERIOD OF PERFORMANCE	13 MONTHS WITH AN OPTION FOR RENEWAL
SECURITY ACCESS	MODERATE RISK PUBLIC TRUST
AREA OF CONSIDERATION	U.S. CITIZENS/U.S. RESIDENT ALIENS ONLY.

POSITION DESCRIPTION: DEPUTY DEVELOPMENT OUTREACH AND COMMUNICATIONS ADVISOR

A. Background:

The Deputy Development Outreach and Communications Advisor (DOC) reports directly to the Senior Development Outreach and Communications Officer within the Office of The Mission Director. USAID/Afghanistan manages one of the most-complex development programs in one of the most-demanding environments in the world. These programs, with a multi-billion dollar portfolio, include a broad range of activities in agriculture, democracy and governance, economic growth, education, government capacity-building, infrastructure, health, and women's empowerment.

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

- Via public information and publicity materials prepared for general audiences and visitors;
- Via story placement with local and international television, radio, print and other electronic media;
- Via outreach programs and events, to include public-affairs campaigns and weekly local events.

B. Basic Function of the Position:

The Deputy Development Outreach and Communication Officer:

- Coordinates information dissemination, journalist outreach, and public events within the Mission, with the Mission's offices, units and technical staff, and with all non-USG organizations.
- Manages public-information and outreach activities in support of USAID/Afghanistan programs and objectives, targeting information to audiences in both the United States and Afghanistan, in accordance with the Mission's public strategy and evolving circumstances.
- Closely collaborates with the Embassy Public Affairs Section, Mission Director, Senior Development Officers in Regional Platforms, Deputy Mission Directors, Mission Program and Technical Offices and staff. Washington-based offices requiring close contact and coordination include the Office of Afghanistan and Pakistan Affairs (OAPA) and the Bureau for Legislative and Public Affairs (LPA).
- Works with the full range of public-information and outreach activities in support of USAID/Afghanistan programs and objectives, targeting information to specific audiences in both the United States and Afghanistan, in accordance with the Mission's public strategy and evolving circumstances.

Specific activities include:

• **Public Information and Publicity Materials: 35%**

Incumbent supports the USAID Mission by overseeing the drafting, editing, and dissemination of timely, accurate and effective information, fact sheets, news releases, responses for requests for information, and other public-information materials relating to USAID/ Afghanistan's activities. These documents must be written in clear, concise English, prepared with both reporters and general audiences in mind, and designed for broadcast, print, PowerPoint presentations, and web use.

- The incumbent prepares submissions for the Weekly Administrator's Report, USAID Frontlines and other USAID public-information platforms, including the Administrator's Blog, Face book and YouTube;

C. Duties and Responsibilities

- Serves as a resident expert on USAID branding and style guidelines, ensuring regulations are implemented. Provides guidance and advice to USAID implementing partners on branding norms and approaches, and recommend revisions and appropriate action;
- Manages preparation and maintenance of an updated standard information package on USAID programs in Afghanistan for briefings and distribution to the public and journalists, and for USAID/W, LPA, State, Congress, and other agency use, including scene setters, program briefing papers, project status reports, maps, photos, information about other donors, and general information about Afghanistan;
- Directs development and maintenance of public-information materials in English, including fact sheets, brochures, newsletters, presentations and other visual displays on USAID's programs and objectives. The ability to perform these functions in Dari and Pashto languages is desirable;
- Ensures the USAID/Afghanistan Mission's English-language web-site is regularly updated with quality and relevant materials, as supplied by DOC and other Mission staff and implementing partners.

• **News Media Relations: 25%**

- Promotes targeted, pro-active, information and press outreach activities for Afghanistan, the United States and allied nations. These activities are designed specifically to push accurate information about USAID programs deep into local, regional and national markets in the United States, Afghanistan and elsewhere, through effective use of radio, television, newspapers, magazines, public-service announcements, advertisements, billboards, and other traditional communications.
- Represents the Mission to the U.S. Ambassador and the State Public Affairs Office in matters pertaining to USAID public-affairs activities.

SOLICITATION NO. SOL-306-13-000086-DOC

- Monitors Afghan and U.S. reporting on USAID-related activities, alerting Mission and Embassy management of opportunities to improve the accuracy of such reporting. Maintain up-to-date knowledge of all USAID/Afghanistan activities. Monitors the public-events calendar. Performs other activities the U.S. Ambassador, USAID Mission Director and Deputy Directors, Senior DOC Officer and USAID/Washington may dictate.
- Oversees writing and distribution of news releases on program successes, project inaugurations and significant developments. Follows up with journalists to encourage and support coverage of public events. Coordinates with technical offices, Embassy PAS, and LPA to produce and release timely, accurate, and useful written information to local and international journalists.
- Advises and works with Embassy PAS to expand opportunities for coverage of USAID assistance, including TV, radio, printed journals and on-line vehicles. Activities might include arranging interviews, briefings, and tours of USAID projects, escorting journalists, and recording activities.
- Markets USAID/Afghanistan to target audiences in country through distinct media: radio, television, newspapers and magazines, as well as using Public Service Announcements, advertisements and billboards.
- **Public Events, Activities, and Interaction with USAID Offices and Implementing Partners: 25%**
 - In the absence of the Senior DOC, represents the Mission at the senior level in matters pertaining to public affairs and outreach activities with other branches of the USG, the Government of Afghanistan, the US Military, NATO, and other donor nations, the UN, World Bank and other groups and institutions.
 - Directs and coordinates USAID/Afghanistan's public events, including conferences, openings, ribbon-cuttings, and ceremonies. Supervises drafting, editing, and distribution of fact sheets, reports, and public documents.
 - Manages posting of information and materials to the Mission website, including photographs, success stories, fact sheets, and links to USAID partners, with a view toward making this an interesting, informative, and user-friendly USAID web site.
 - Maintains close contact with USAID-Afghanistan implementing partners and sub-contractors to guide and supervise their communications and media relations.
 - Oversees research, writing, and editing of USAID situation reports, e.g., briefing papers and cables, based on information from technical offices, implementers, reports, meetings, and other sources.
 - Supports major USG and congressional visitors by ensuring preparation of briefing materials and scene setters, coordinating meetings and briefings with partners and handling logistical support for such visits.

D. EVALUATION CRITERIA/SELECTION CRITERIA:

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

1. **Education: (15 Points)** The incumbent must have at least a bachelor's degree from an accredited college or university; master's degree is preferred.
2. **Work Experience: (20 Points)** A minimum of five years of progressively responsible experience in journalism or public diplomacy/outreach, public-information covering international affairs or international development is required. Candidates should have successful experience using social media; organizing and conducting roundtables and other events; producing web content, videos, podcasts; planning and delivering training; and working productively with journalists. Experience working in conflict or post-conflict situations is desirable. Previous USAID experience, knowledge of USG procedures, and experience in Afghanistan is desired. Experience as a sub-editor, editor or bureau chief is highly desired.
3. **Communications: (15 Points)** Level (IV) Fluent speaking/reading English language is required. Knowledge of Dari and Pashto will be an advantage.
4. **Knowledge: (25 Points)** A thorough knowledge of international affairs, U.S. foreign policy, demonstrated ability to work with U.S. and foreign journalists and to write messages and shape information and press materials is required. A proven ability to manage promotional campaigns and design marketing materials, experience managing web content, and experience organizing and conducting public events and conferences is highly desirable.
5. **Skills and Abilities: (25 Points)** The success candidate must have demonstrated ability to exercise sound, independent, professional judgment; mentor junior officers and FSNs; and manage an office of public-information professionals. Strong written and editorial skills are a must. He or she should be a self-starter and have a strong background in press, radio, television, public information and web management. The incumbent must be able to work in fast-paced and sometimes-difficult or dangerous environment and have strong sense of teamwork and interpersonal skills. The Deputy also must have displayed an ability to work collaboratively and to lead teams successfully. Dependability, emotional stability, patience, persistence and tact are required, as is the ability to work calmly and effectively under pressure. Outstanding written English communications skills, analytical ability, and editorial skills are necessary. Thorough grasp of news style necessary. Writing samples required.

Maximum Points Available: 100.

E. Term of Performance

The term of the contract will be for 13 months. Within two 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 to take the four mandatory pre-deployment training courses and then proceed directly 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-13. The actual salary of the successful candidate will be negotiated depending on qualifications and previous salary history.

In addition, the Mission has a 35% Post Differential allowance and 35% Danger Pay. FICA and Federal income tax will be withheld by USAID. During this one year period you will be entitled to two Rest and Recuperation trips (R&R) and three Regional Rest Breaks (or, alternatively three Rest and Recuperation trips). While you will have to use your Annual Leave or Compensatory time for R&R, you will be entitled to 5 days Administrative Leave plus two days of travel time for each Regional Rest Break. There are 2 destinations for Regional Rest Break - they are: Dubai and New Delhi.

Physical Demands and Work Environment: 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, DoD, and ISAF as relevant. Provincial Reconstruction Team (PRT) and District Stabilization Team (DST) sites are in remote areas of Afghanistan in rugged terrain that requires good physical condition to conduct site assessments.

F. 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, 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 to 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, at a military compound, or at a PRT.

G. Medical and Security Clearance

The selected applicant must have Moderate Risk Public Trust Certification by the Security Office, and a Department of State Class I Medical Clearance.

H. Benefits:

As a matter of policy, and as appropriate, a PSC is normally authorized the benefits and allowances listed in this section.

A. BENEFITS:

- o FICA Contribution
- o Contribution toward Health & life insurance
- o Pay Comparability Adjustment
- o Eligibility for Worker's Compensation

SOLICITATION NO. SOL-306-13-000086-DOC

- o Annual & Sick Leave
- o 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: USPSCs are not exempt from payment of Federal Income taxes under the foreign earned income exclusion.

I. CONTRACT INFORMATION BULLETINS (CIBs/AAPDs) PERTAINING TO PSCs

- 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
- 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
- CIB 00-08 Revision of Competitive Process - PSCs with U.S. Citizens
- CIB 00-03 FICA & Medicare Tax Rates for Personal Services Contracts
- CIB 99-22 PSC Policy
- CIB 98-23 Guidance regarding Classified Contract Security and Contractor Personnel Security Requirements
- 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

SOLICITATION NO. SOL-306-13-000086-DOC

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/business/business_opportunities/cib/

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

J. APPLYING

All applications should be submitted electronically to e-mail address

AfUSAIDJobs@state.gov

Attention: Sameer Lodeen
Human Resources Specialist
USAID/Afghanistan

To ensure that your application is received for the intended position, please reference the solicitation number in the subject line of your e-mail as **(DOC1386)** or your application may not be considered.

Applicants may submit an application against this solicitation at any time but prior to **October 10, 2013 16:30 local (Kabul) time**. The highest ranking applications may be selected for an interview. **Please note that only short-listed candidates will be notified.**

K. 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. His/her most current curriculum vitae (CV) or resume;
2. Three (3) to five (5) 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.
3. A written statement 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.

SOLICITATION NO. SOL-306-13-000086-DOC

Point of Contact:

Imeer Lodeen

Human Resources Specialist

AID/Afghanistan Email: slodeen@state.gov

Phone (in Afghanistan) - (202) 216-6288 Ext. 4344 or +93 797 777 301;

Note: No in-person appointments or telephone calls will be entertained, unless

you are required to have more information about this solicitation.

Place of Performance

AID/Afghanistan

U.S. Embassy

Great Massoud Road

Kabul, Afghanistan