



USAID | BANGLADESH

FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72038820R00001

ISSUANCE DATE: October 17, 2019

CLOSING DATE/TIME: Open Until Filled

SUBJECT: Re-Solicitation for (Offshore Hire) U.S. Personal Service Contractor (USPSC) – Supervisory Development Outreach Communications (DOC) Specialist, GS-14

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers from qualified persons to provide personal services under contract as described in this solicitation.

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 must be directed in writing to the Point of Contact specified in Attachment 1.

Sincerely,

Markus D Dausses
Contracting Officer

U.S. Agency for International
Development
U.S. Embassy
Madani Avenue, Baridhara
Dhaka-1212, Bangladesh

Tel: (880-2) 5566-2000
Fax: (880-2) 5566-2909
www.usaid.gov/bangladesh

I. GENERAL INFORMATION

1. SOLICITATION NO.: 72038820R00001

2. ISSUANCE DATE: October 17, 2019

3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS: Open Until Filled

4. POINT OF CONTACT: KMA Zubin Faisal, e-mail at zfaisal@usaid.gov. Please DO NOT send applications to this email address. For mailbox to send application, see section IV of this solicitation.

5. POSITION TITLE: Supervisory Development Outreach Communications (DOC) Specialist

6. MARKET VALUE: \$92,977 - \$120,868 per annum; equivalent to GS-14.

Final compensation will be negotiated within the listed market value.

7. PERIOD OF PERFORMANCE: This is a two year contract with the possibility of three, one year extensions based on need of the USG and availability of funds. The contract and extensions cannot exceed 5 years.

8. PLACE OF PERFORMANCE: Dhaka, Bangladesh with possible travel as stated in the Statement of Work.

9. ELIGIBLE OFFERORS: This USPSC position is open to all U.S. Citizens and lawful permanent U.S. residents.

10. SECURITY LEVEL REQUIRED: The successful candidate will be required to obtain a Facility Access clearance.

11. STATEMENT OF DUTIES

GENERAL STATEMENT OF PURPOSE OF THE CONTRACT:

Background

USAID/Bangladesh manages a \$218+ million portfolio of development programming that spans Democracy and Governance, Food Security, Health and Education and the Environment. The Mission also manages a large and growing humanitarian program to respond to the needs of nearly one million refugees from Myanmar and their host communities. Bangladesh is currently the largest mission in the Asia Bureau and manages several Agency level priorities and initiatives. Given the depth of the portfolio Bangladesh programming has a high level of visibility both in Bangladesh and in the United States.

Introduction

The primary responsibility of the Development Outreach Communications (DOC) Specialist is the production and dissemination of public information regarding the Mission and its development portfolio. The DOC will lead outreach efforts within PRO and help to streamline, coordinate, design, manage and disseminate strategic messaging of USAID foreign assistance programs in Bangladesh. The incumbent will lead the team to create thematic campaigns to promote and strengthen an understanding of USAID programs for both Bangladeshi and American audiences.

The DOC team is expected to coordinate closely with the U.S. Embassy strategic goals and to effectively achieve the USG objectives and work closely with the Embassy Public Affairs Section (PAS), USAID mission staff, local news agencies, and USAID partners. The incumbent will be USAID/Bangladesh's primary point of contact and liaison for all information requests on program activities. S/he will supervise a highly motivated team of three Bangladeshi professionals. The DOC team collaborates closely with technical offices and implementing partners, providing oversight, advice and guidance in developing and implementing the Mission's communication strategy. The incumbent will also work directly with mission management to support USAID / Bangladesh strategic goals including, but not limited to, those outlined in the Country Development Cooperation Strategy (CDCS) and/or the Integrated Country Strategy.

A key function of this position will also be to mentor the DOC team and build the capacity of mission staff and implementing partners to develop more effective communication plans and materials. S/he will also serve as principal liaison with the Agency's Legislative and Public Affairs Bureau in Washington (USAID/LPA).

Outreach functions are managed by the Program Office (PRO) and the DOC is a key member of PRO. Under the direction of the Mission Director, PRO is responsible for overseeing the formulation and implementation of the Mission's CDCS for Bangladesh and assisting to define the role and objectives of U.S. assistance. This includes ensuring that the Agency's program policies are adhered to and reflected in the Mission's programming policies and procedures. PRO coordinates and assists with all Mission activity designs and fulfills required planning and reporting requirements for the Office of the Director of Foreign Assistance (F) through the annual Operational Plan and Performance Plan Report. PRO also assumes the lead in the formulation, management and control of the Mission's Program Budget, negotiates bilateral agreements with the Government of Bangladesh, and supports the Mission Director's participation in donor coordination forums in-country. PRO develops and implements the Mission's public information strategy in consultation with the Front Office and the Embassy's Public Affairs Office, and assists Technical Office (TO) teams in preparation, clearance, and timely submission and approval of documents.

STATEMENT OF DUTIES TO BE PERFORMED:

The specific duties of the Supervisory Development Outreach Communications Specialist include, but are not limited to, the following areas:

Strategic Communication Planning and implementation

30%

The Supervisory Development Outreach Communications Specialist is responsible for aligning Bangladesh communication messages and activities with USAID-wide communication strategy and initiatives (for example the Journey to Self-Reliance and the Indo-Pacific Strategy). The incumbent will:

- Guide communication team resources (contracts, mission staff) are deployed strategically in support of key communication objectives in alignment with USAID/Bangladesh priorities and strategy.
- Ensure communication materials and engagements are strategically supportive of mission initiatives.
- Coordinate with PAS, other USG agencies, and USAID implementing partners to achieve maximum exposure and understanding of U.S. development efforts and initiatives.
- Coordinate with technical teams (especially their communication specialists) to understand compelling stories and execute communication activities.
- Identify and execute metrics to measure effectiveness of communication materials and activities by using creative/ innovative approaches to communicate messages to key stakeholders.
- Develop communication materials including infographics and social media campaigns.
- Work with the mission's collaborating, learning, and adapting specialist to capture and effectively share information related to USAID interventions.
- Lead the development and implementation of the mission's communications strategy and outreach plan;
- Monitor and evaluate progress toward communications objectives as outlined in the mission approved communications strategy.
- Collaborate with the private sector partnership team to develop strategic plans and to create publicity materials, events, social media engagement in support of the creation of new partnerships.
- Strategize on communication campaigns and activities to strengthen existing partnerships and foster new partnerships.
- Ensure quality control of documentation related to briefing material and outreach-related decisions/actions within USAID and other agencies with whom the mission collaborates.

Public Information and Publicity Materials

30%

- Serve as a resident expert on USAID branding and style guidelines, ensuring regulations are followed by recommending revisions and appropriate application as outlined in ADS 320 and the Agency's Graphic Standards Manual.
- Coordinate information dissemination, media outreach, and public events within the mission; with the mission's offices and technical staff; and with implementing partners.
- Manage the drafting, editing, and disseminating of timely and accurate information, sector overviews, press releases, responses to requests for information, and all other public information materials relating to USAID/Bangladesh's activities.

- Prepare and/or oversee submissions for the mission director's weekly report, USAID Frontlines, and other USAID public information platforms including the Administrator's Blog, Facebook, Twitter, and other social media.
- Oversee social media platforms ensuring engagement is substantive and strategic.
- Oversee the maintenance of the mission's English-language web materials to ensure that they are accurate and up-to-date.
- Manage the preparation and maintenance of an updated standard information package on the USAID program in Bangladesh for briefings and for distribution to the public, the media,
- Oversee the creation of materials that tell the story of USAID's investments in Bangladesh to a variety of key stakeholders.

Media Relations and Press

20%

- Promote separate, pro-active, targeted, information and media outreach activities for the Bangladeshi, US, and international press through the selective use of radio, television, newspapers, magazines, public service announcements, advertisements, billboards, and traditional communication and other fora.
- Oversee international and local media relations. Work closely with PAS on press relations and maintain contacts with high-level journalists from all media outlets.
- Advise and work with Embassy PAS to expand opportunities for coverage of USAID assistance, including TV, radio, and other media.
- Coordinate with Government of Bangladesh public relations offices, maintaining good relations and advising on publicizing joint events.
- Supervise the monitoring of the Bangladesh and international press coverage, awareness, and attitudes concerning USAID programs.
- Reporting on placement of USAID-related articles in the Bangladeshi, regional, international, and U.S. press to the embassy, mission, and Washington.
- Provide feedback to inform ongoing activities and future programming, as well as the effectiveness of the communications strategy.

Coordination and Representation

10%

- Serve as the mission's primary point of contact for publicity events and site visits by official visitors from the U.S. Embassy, USAID/Washington, Congress, and other USG agencies or entities.
- Coordinate VIP site visits and lead preparation of briefing materials, scene setters, and other information products and processes to support these visits.
- Maintain a diverse list of potential site visit locations appropriate for a variety of CODEL, STAFFDEL, and other high-level visitors to USAID/Bangladesh,
- Represent the mission at the senior level in all matters pertaining to USAID public affairs and outreach activities with other branches of the USG, the Government of Bangladesh, implementing partners, and other donors and institutions.

Supervisory and Coordination Role

10%

- Lead the mission's DOC team comprised of three full time members to ensure overall quality and coherence of the team's communications and outreach products and initiatives.
- Advise and coordinate with communication specialists in other technical offices at the mission, as well as with implementing partner communication specialists.
- Advise USAID staff and implementing partners on developing appropriate public information programs and initiatives, as well as their communications and media strategy and relations.
- Train, prepare and supervise USAID's staff and partners in support of their public speaking and media outreach roles.
- Oversee the integration of communications in the project design and implementation process.
- Oversee and provide regular trainings to USAID staff and implementing partners on the appropriate use of branding and marking. Work closely with office of acquisition and assistance (OAA), contracting/agreement officer's representative (C/AORs) to ensure adherence to branding in the field. Seek guidance from regional legal officer and LPA on any disputes or waiver requests.
- Serve as the C/AOR and/or activity manager for communication contracts, cooperative agreements and grants.

Maintain up-to-date knowledge of all USAID/Bangladesh activities and processes, as well as a keen awareness of political and policy issues.

Supervisory Relationship

The position will be supervised by, and will report to the Director of the Program Office (PRO) at USAID/Bangladesh.

Supervisory Controls

The incumbent supervises a team of three Foreign Service National staff.

12. PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

To be considered for the position, a candidate must meet the Minimum Qualifications listed below.

Education: A Bachelor's degree from an accredited college or university in Journalism, Media and Communication, English Literature, Public Relations, Marketing, Business Administration, International Studies, International Relations or Writing is required. (Educational requirement must be met at the time of application for the subject position.)

Prior Work Experience: The incumbent must have a minimum of eight years' experience with three years in a supervisory capacity, of progressively responsible experience in strategic communication, or journalism. Experience with covering international affairs/development is required.

The incumbent must have demonstrated experience using social media; organizing and hosting roundtables and other events; producing web content and videos; planning and delivering training; and working collaboratively with journalists. The incumbent must also have experience communicating for or with private sector entities.

Job Knowledge: Thorough knowledge of messaging/marketing social marketing. S/he must have the ability to create compelling messaging across a variety of media, including print, blogs, social media, video, and speeches. (S/he must have experience with the planning or execution of video content.) S/he must also have the ability to think creatively about other means to tell the USAID story and convey key messages through multi-faceted strategic communication campaigns.

Skills and Abilities: S/he must have experience knowledge and skill in engaging with the private sector. The incumbent should also have knowledge of Bangladesh or other similar South Asian contexts. The incumbent must demonstrate outstanding oral and written communication skills and the ability to communicate effectively at all levels in multicultural contexts. The incumbent must demonstrate tact, judgement, diplomacy, leadership and teamwork. The incumbent must also demonstrate the skills necessary to design and execute strategic communication campaigns and teamwork.

III. EVALUATION & 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. FAR provisions of this solicitation are available at <https://www.acquisition.gov/browse/index/far>.

Applicants who meet the Education/Experience requirements and Selection Factors will be further evaluated. Applications that do not meet the required minimum qualifications will not be scored. Candidates meeting the above required qualifications for the position will be evaluated based on information presented in the application.

After meeting the minimum qualifications, consideration and selection will be based on a panel evaluation of the Evaluation Criteria. Additionally, USAID may request writing samples and an interview from the top-scoring candidates. Top-scoring candidates will also be asked to provide three professional references. Please note that not all applicants will be interviewed or contacted. USAID will not pay for any expenses associated with the interviews unless the expenses are pre-authorized. Reference checks may be conducted on candidates selected for an interview.

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

1. Education**(10 points)**

A Bachelor's degree from an accredited college or university in Journalism, Media and Communication, English Literature, Public Relations, Marketing, Business Administration, International Studies, International Relations or Writing is required. (Educational requirement must be met at the time of application for the subject position.)

A Master's in strategic communications, journalism, writing, or international relations is encouraged.

Specialized certifications in areas such as digital tools, video production or photography are encouraged.

2. Professional Experience**(35 points)**

The incumbent must have a minimum of eight years' experience with three years in a supervisory capacity, of a progressively responsible experience in marketing, strategic communication, or journalism. S/he must have demonstrated experience in development and implementation of a communications strategy relevant to international affairs/development. The incumbent must also have demonstrated experience using social media; engagement with the media and journalists; coordination of outreach events, creation of content and videos; planning and delivering training; conducting outreach for international donor organizations. Strong experience in areas of behavior change and conducting campaigns will be greatly appreciated.

3. Technical Knowledge, Skills and Abilities**(35 points)**

The incumbent should have knowledge of messaging/marketing/social marketing. S/he must have the ability to create compelling messaging across a variety of media, including print, blogs, social media, video, and speeches. S/he must also have the ability to think creatively about other means to tell the USAID story and convey key messages through multi-faceted strategic communication campaigns. Experience with engaging with the private sector and knowledge of Bangladesh or other similar South Asian contexts is strongly encouraged.

The incumbent must demonstrate outstanding oral and written communication skills to communicate effectively at all levels in multi-cultural context. The candidate is expected to exhibit tact, judgement, diplomacy, leadership and teamwork which are critical skills to design and execute strategic communication campaigns and outreach.

4. Written Exercise**(20 points)**

Each candidate selected for the interview will also be asked to participate in a short written exercise to demonstrate their technical skills in preparing strategic communication materials. This test will be conducted before or after the oral interview.

NOTE: Please be advised that references may be obtained independently from other sources in addition to the ones provided by an applicant.

SECURITY AND MEDICAL CLEARANCE

The USPSC will be required to complete a full physical examination (including relevant immunizations) from his/her own physician and then obtain a medical clearance from State M/MED prior to service overseas. Also, USAID/Bangladesh must initiate a security clearance prior to the Contractor's travel to post of duty. Until a temporary or final adjudication of a security clearance is received, the contract shall not be signed.

If candidate fails to obtain a medical clearance and a security clearance (temporary or full) within six months, the offer may be retracted.

Candidate must not appear as an excluded party in the System for Award Management (SAM.gov).

IV. SUBMITTING AN OFFER

1. Eligible offerors are required to complete and submit the offer form **AID 309-2**, "Offeror Information for Personal Services Contracts," available at <https://www.usaid.gov/forms/aid-309-2>. Applicants are required to complete sections A through I. **This form MUST be physically signed and scanned. Electronic signatures will NOT be accepted.**

2. A cover letter of no more than one (1) page that demonstrates how the candidates' qualifications meet the work requirements and a statement certifying the date and length of time for which the candidate is available for the position.

3. A curriculum vitae (CV) which describes education and career experiences and achievements. In order to fully evaluate your application, your CV must include:

- a. Paid and non-paid experience, job title, location(s), dates held (month/year), and hours worked per week for each position. Dates (month/year) and locations for all field experience must also be detailed. Any experience that does not include dates (month/year), locations, and hours per week will not be counted towards meeting the solicitation requirements.
- b. Specific duties performed that fully detail the level and complexity of the work.
- c. Education and any other qualifications including job-related training courses, job-related skills, or job-related honors, awards or accomplishments.

4. Names, contact numbers, and e-mail addresses of three professional references from individuals who are not family members or relatives.

Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted to the email address listed in **Section IV**.

By submitting your application materials, you certify that all of the information on and attached to the application is true, correct, complete, and made in good faith. You agree to allow all information on and attached to the application to be investigated. False or fraudulent information on or attached to your

application may result in you being eliminated from consideration for this position, or being terminated after award, and may be punishable by fine or imprisonment.

To ensure consideration of offers for the intended position, candidates must prominently reference the Solicitation number in the offer submission.

SUBMIT APPLICATION PACKET ELECTRONICALLY:

Interested candidates should send above electronically to dhakajobs@usaid.gov, to the attention of the addresses indicated below. To ensure that the application is considered for the intended position, please reference the solicitation number and title of position on your application and as the subject line in any cover letter. E-mail applications must be received by the closing date and time specified in the solicitation.

Attention: Supervisory Executive Officer
USAID HR Section/Executive Office
USAID/Bangladesh

Only qualified and shortlisted candidates will be contacted. Additionally, only candidates that are interviewed will be notified if the position is filled.

V. LIST OF REQUIRED FORMS PRIOR TO AWARD

The CO will provide instructions about how to complete and submit the following forms after an offeror is selected for the contract award:

1. Medical History and Examination Form (Department of State Forms)
2. Questionnaire for Sensitive Positions for National Security (SF-86), or
3. Questionnaire for Non-Sensitive Positions (SF-85)
4. Finger Print Card (FD-258)

Forms 1 through 4 shall be completed only upon the advice of the Contracting Officer that a candidate is the successful candidate for the job. Do not submit forms 1 through 4 with your application.

VI. BENEFITS AND ALLOWANCES

As a matter of policy, and as appropriate, a PSC 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
- (g) Sunday pay
- (h)* Shipment and storage of household effects
- (i)* Shipment of POV (Private Own Vehicle)
- (j)* Access to Embassy medical facilities, and pouch mail service
- (k)* Transportation to Post
- (l)* Housing

2. ALLOWANCES*

USPSCS will be eligible for allowances listed in the Standardized Regulations Government Civilian Foreign Areas Sections cited below – if applicable. Section numbers refer to rules from the Department of State Standardized Regulations (Government Civilians Foreign Areas):

- (a)* Post Allowance (COLA) (Section 220)
- (b)* Separate Maintenance Allowance (Section 260)
- (c)* Education Allowance (Section 270)
- (d)* Education Travel (Section 280)
- (e)* Post Differential (Chapter 500)
- (f)* Payments during Evacuation/Authorized Departure (Section 600)

* Note: Resident Hire USPSCs are not eligible to receive these benefits and allowances.

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.

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,” includes **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. CIBs and AAPDs contain changes to USAID policy and General Provisions in USAID regulations and contracts. Please refer to the following link to determine which CIBs and AAPDs apply to this contract: <http://www.usaid.gov/work-usaid/aapds-cibs>
5. ADS 309 – Personal Services Contracts can be found at:
<https://www.usaid.gov/sites/default/files/documents/1868/309.pdf>
6. **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%20Regulations>.

USAID IS AN EQUAL OPPORTUNITY EMPLOYER: All qualified candidates will be considered regardless of age, race, color, sex, creed, national origin, lawful political affiliation, non-disqualifying handicap, marital status, sexual orientation, affiliation with an employee organization, or other non-merit factor. Management may consider the following when determining successful candidacy: nepotism, conflicts of interest, budget, and residency status.

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