



USAID | MADAGASCAR

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SOLICITATION FOR A RESIDENT HIRE PERSONAL SERVICES CONTRACTOR “DEVELOPMENT OUTREACH AND COMMUNICATIONS (DOC) ADVISOR”, GS/13

- 1. SOLICITATION NUMBER:** SOL-687-15-000008
- 2. ISSUANCE DATE:** July 20, 2015
- 3. CLOSING DATE/TIME FOR RECEIPT OF APPLICATIONS:** August 14, 2015 – 14:00, Madagascar time
- 4. POSITION TITLE:** Resident Hire DOC Advisor
(Development Outreach and Communications)
- 5. NUMBER OF POSITION:** One
- 6. MARKET VALUE (Base Pay):** The position is the equivalent of a GS-13 salary (ranging from \$73,115 to \$95,048 per annum). Final compensation will be based on individual’s qualifications, salary and work history, experience and educational background.
- 7. PERIOD OF PERFORMANCE:** Two (2) years from date of appointment with option to renew in one year increments up to a total of 5 years.
- 8. PLACE OF PERFORMANCE:** Antananarivo, Madagascar
- 10. EVALUATION FACTORS:** Evaluation will be done on a 100-point scale:
Education – 10 points;
Professional Experience – 40 points;
Knowledge, Skills and Abilities – 40 points;
Language Proficiency – 10 points.
- 11. SECURITY ACCESS:** Employment Authorization
- 12. AREA OF CONSIDERATION:** US citizen, EFM (Eligible Family Member to US Government employee), or Green Card holder, English speaking Third Country National residing in Madagascar. Madagascar work and/or residency permits required for non-family members.

13. STATEMENT OF WORK/POSITION DESCRIPTION:

A. BASIC FUNCTION OF THE POSITION

The United States Agency for International Development Mission to Madagascar, USAID/Madagascar, with an annual program budget of approximately \$74 million, includes program objectives in health, food security, and the environment. The Development Outreach and Communications Advisor is responsible for coordinating and managing all outreach and communications for the entire USAID assistance program in Madagascar. S/he assists the Mission to establish and implement a schedule of public outreach events. S/he also assists the Mission in complying with communications standards and recommended best practices established the USAID Bureau for Legislative and Public Affairs and by the US Department of State. This includes ensuring that communications and events about program progress and successes are produced regularly and conform to guidelines for timeliness, style, format, and content. The Development Outreach and Communications Advisor coaches staff to establish and accomplish learning objectives.

The DOC manages a wide range of public-information and outreach activities in support of USAID/Madagascar's programs and objectives, targeting information to specific audiences in both the United States and Madagascar, in accordance with the Mission's public strategy and evolving circumstances. S/he serves as the Mission's principal liaison with all mission teams, implementing partners, and the Embassy Public Affairs Section on the development and implementation of the Mission's overall communications strategy, including the formulation of mission-wide messages. The DOC Advisor collaborates closely with, and follows media policy set by, the U.S. Embassy Public Affairs Officer on all media outreach, interagency events, and VIP visits. It is therefore critical that the incumbent is able to develop strategic messaging which is politically sensitive, nuanced and shapes opinions. The DOC Advisor also serves as the primary liaison with USAID's Bureau for Legislative and Public Affairs (LPA), and with the communications teams based in the Agency's Global Health (GHI), Malaria (PMI), Democracy, Conflict and Humanitarian Assistance (Food for Peace), and Economic Growth, Education and Environment (Biodiversity) bureaus.

The DOC Advisor interacts with senior managers throughout the Embassy, with local and international press contacts, and with senior Government of Madagascar and visiting U.S. Government (USG) officials. The incumbent is a member of the USAID Mission's senior management team. The DOC team advises and works closely with implementing partners on production of videos, stories and other publicity materials and on the planning and logistics for outreach and local media events which are numerous due to limited mass media and internet access around the country. Use of social media is increasingly important for messaging and it is essential that the incumbent is well versed in all mediums and able to produce products in house. The DOC also collaborates closely with technical offices and implementing partners, providing oversight, advice and guidance in developing and implementing the Mission's Development Outreach and Communications Strategy.

DUTIES AND RESPONSIBILITIES

Management and Coordination (25% of time)

- Work closely with USAID Mission teams, partners and the U.S. Embassy Public Affairs Section, to provide oversight, advice, and guidance to achieve maximum exposure and understanding of U.S. development and humanitarian assistance efforts and special initiatives in Madagascar, as defined by the Chief of Mission and USAID Mission Director, and to set priorities for USAID media and public outreach accordingly.
- With input from Mission staff, update and implement a communications strategy to promote a better understanding of and support for USAID programs to various audiences. Recommend approaches designed to achieve maximum exposure and understanding of U.S. development assistance by various audiences in Madagascar. Explore, recommend, and apply a variety of formats for promoting Mission programs and activities through outlets such as public events, radio, television, and print media. Identify communications strategies for key audiences.
- Develop an annual work plan with input from technical offices and ensure that roles/responsibilities are executed as planned. Conduct periodic reviews of implementation at least semi-annually and update with input from Mission staff.
- Develop and orchestrate implementation of the Mission's communications and outreach strategy to increase understanding of, and support for, USAID programs among external target audiences. The Mission Communications Strategy should take into account the cost/benefits of particular inputs to outputs in order to optimize communications tools and distribution to the broadest numbers of priority audiences possible.
- Manage any communications-related contracts for services to implement the strategy, such as events management, photography, video production, advertising, translation, and so forth. When warranted, develop and execute blanket purchase agreements for these services. Incumbent will manage DOC annual budget and performance monitoring.
- Serve as the primary point of contact for USAID/Madagascar in planning and execution of site visits for official, high-level visitors from Congress, USAID/Washington, and other agencies. Be responsible for leading coordination and working with technical offices to ensure that logistic arrangements, briefing materials, schedules, and outreach materials conform to requirements.

Public Information and Publicity Materials (30% of time)

- Support the USAID Mission by overseeing the drafting, editing, and dissemination of timely and accurate information, fact sheets, press releases, responses for requests for information, and other public-information materials relating to USAID/Madagascar 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.

- Prepare submissions for the Weekly Success Story report through the CLO office and prepare submissions for USAID Frontlines and other USAID public-information platforms including the Administrator's Blog and social-media outlets in Madagascar and Washington.
- Serve as a resident expert on USAID branding and style guidelines, ensuring regulations are implemented. Recommend revisions and appropriate action.
- Manage preparation and maintenance of updated standard information package on the USAID program in Madagascar 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 Madagascar.
- Direct the development and maintenance of public-relations materials in English and in French and Malagasy, including fact sheets, brochures, newsletters, presentations, web materials and other visual displays on USAID's programs and objectives.
- Possess the ability to guide a strategic, rather than programmatic communications plan. In other words the incumbent is able to guide and develop means of messaging which go beyond reporting. This will be realized through use of the right channels and usages of multiple mediums.

Media Relations and Press (20% of time)

- Promote separate, pro-active, targeted, information and media outreach activities for Madagascar and the United States. These activities are designed to push accurate information about USAID programs deep into local, regional and national markets in the United States, Madagascar and elsewhere, through advertisements, bill boards, magazines, newspapers, radio, television, public service announcements, and other outlets.
- Serve as the Mission's point of contact with U.S. and international news organizations and represents the Mission to the U.S. Ambassador and the Embassy Public Affairs Office in matters pertaining to USAID public affairs.
- Oversee monitoring of Madagascar and U.S. news coverage and reports on placement of USAID-related articles in the Madagascar and U.S. press to the Embassy, Mission, and Washington.
- Maintain up-to-date knowledge of all USAID/Madagascar activities and monitors the public- events calendar.
- Oversee writing and distribution of press releases and follows up to encourage and support news coverage.
- Coordinate with technical offices, Embassy's PAS, and USAID/Washington to produce and release accurate, timely, useful and well-written information to local and international news outlets.
- Advise and work with Embassy PAS to expand opportunities for coverage of USAID assistance. This responsibility may include arranging briefings, interviews, tours of USAID projects, escorting journalists, and recording activities.

- Market USAID/Madagascar to target audiences in country through various news media.

Public Events, Activities, and Interaction with USAID Offices and Implementing Partners: (20% of time)

- Represent the Mission at the senior level on public-affairs and outreach matters with other branches of the USG, the Government of Madagascar, the U.S. Military, other donor nations, the UN, World Bank and other groups and institutions.
- Direct and coordinate USAID/Madagascar's public events, including ceremonies, conferences, openings, and ribbon-cuttings.
- Supervise drafting, editing, and distribution of fact sheets, press releases, and public documents. Manage posting of all information and materials to the Mission website, including photographs, success stories, fact sheets, and links to USAID partners.
- Maintain close contact with USAID/Madagascar implementing partners and sub-contractors to guide and supervise their communications and media relations.

Supervisory Role: (5% of time)

Advise and oversee development outreach and communication specialists at the Mission and in the field. Monitor and evaluate progress toward communications objectives as outlined in the Mission-approved Communications Strategy.

B. POSITION ELEMENTS

Supervision Received

Incumbent works with minimum direction from the Supervisory Program Officer, who provides overall objectives, may suggest approaches to consider, and reviews completed reports and other assignments. Incumbent is expected to use initiative and sound judgment in planning and carrying out assignments and to function with substantial independence. S/he is expected to be able to plan work for a time horizon of up to one year. Work is evaluated for effectiveness of results, quality of insights and analysis, professionalism, and compliance with prevailing policies, regulations, directives and objectives.

Supervision Exercised

Incumbent fully supervises one locally hired DOC assistant. Incumbent will set overall objectives and resources available; employee consults with incumbent to develop deadlines, projects and work to be done. Provides technical guidance related to language training and communications outreach to Mission staff, particularly professionals who work in program and support offices and their supervisors. The incumbent is expected to coordinate with Mission staff and partners in producing communication materials.

14. MINIMUM QUALIFICATIONS AND EVALUATION FACTORS:

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

Education (10 points)

Minimum requirement is completion of an undergraduate university degree (bachelor's degree or equivalent), preferably in journalism, public administration, or an area relevant for international development programs. A master's degree is highly desirable.

Languages (10 points)

- Level V Fluency in English is required. At this level, which is a US government standard for language proficiency, a person has complete native fluency in English.
- Level of fluency in French is preferred.

Prior Relevant and Overseas Work Experience (40 points)

A minimum of seven (7) years proven relevant experience is required. Direct experience working in the media as a journalist or producer is highly valued. This experience may include working for a media outlet or an agency which is designed to disseminate information. Desired skills will entail: preparing communications geared toward a variety of target audiences, use of social media and the ability to produce videos and products in house. Candidates must be familiar with or have professional experience in a developing country. Must be a self-starter and have a strong background in press, radio, television, public information and web management. Knowledge of the development context within Madagascar is highly desirable. Previous experience must demonstrate ability to function at a fully successful level within 12 months.

Knowledge, Skills, and Abilities (40 points as broken out below)

Applicants are strongly encouraged to expand on skills and abilities in a cover letter as part of the application. Depth and relevance of abilities and skills will be assessed by a review of candidates' applications, interviews and a written test.

- Must have demonstrated, relevant creative, analytical and oral/written presentation skills. This includes the ability to craft information targeted for a variety of audiences in various media formats, such as press releases, websites, feature articles, reports or briefing papers. (10 points)
- Must have good computer skills. Experience using Microsoft Office Suite and Google Apps required. Experience using design software is a plus (Photoshop, Adobe, etc.). (10 points)
- Must possess familiarity with website development, video, social media strategy and photo editing software. (10 points)
- Must have demonstrated ability to manage complex tasks, juggle multiple priorities, meet deadlines and deliver products that meet professional standards. Must have a demonstrated ability to exercise sound, independent, professional judgment; mentor junior staff; and manage an office of public information professionals. (5 points)

- Must be able to work in fast-paced and sometimes difficult or dangerous environment and have strong sense of teamwork and interpersonal skills and possess emotional reliance and stability, humor and the ability to remain calm and think clearly under pressure. Must have demonstrated strong interpersonal skills, including an ability to build a network of professional contacts, work collaboratively with junior and senior colleagues on complex tasks in a multicultural setting and provide leadership in areas of his/her competence. (5 points)

Other requirements

The incumbent must be US citizen, EFM (Eligible Family Member to US Government employee), Green Card holder, or English speaking Third Country National residing in Madagascar. Madagascar work and/or residency permits will be required.

15. BASIS OF RATING:

Applicants who meet the Education/Experience requirements will be further evaluated based on scoring of the Evaluation Factor responses. Those applicants determined to be competitively ranked may also be evaluated on interview performance and satisfactory professional reference checks.

16. START DATE:

The Contractor should be available to start as soon as possible subject to appropriate medical and security background checks.

17. PLACE OF PERFORMANCE

USAID/Madagascar
U.S. Embassy
Lot 207 A, Point Liberty
Andranoro Antehiroka
Antananarivo 105
Madagascar

18. POINT OF CONTACT :

Any questions regarding this solicitation may be directed to
Ms. Dany Randrianatoavina
HR Specialist
USAID/Madagascar
E-mail: AntananarivoUSAIDHR@usaid.gov

19. INSTRUCTIONS TO APPLICANTS:

A) **APPLYING**

For applicants to be considered for this position, the following guidelines will be adhered to and forms completed, signed and submitted, to allow the evaluation committee to thoroughly and objectively review your application vis-a-vis the requirements of the position.

1. AID-302-3, Offeror Information for Personal Services Contracts

Qualified applicants are requested to submit complete and hand-signed Offeror Information for Personal Services Contracts (AID-302-3) available at the USAID website, on www.usaid.gov/forms. Applicants are required to sign and scan the certification at the end of the AID-302-3.

2. Application Letter, Resume/Curriculum Vitae

Applicants shall submit an application letter and a resume which will contain the following information:

- a) Personal Information: Full name, mailing address, email address, day and evening phone numbers, country of citizenship, highest professional grade held;
- b) Education: high school, name, city and state, date of diploma or GED; colleges and universities, name, city and state, majors, type and year of any degrees received (if no degree, show total credits earned and indicate whether semester or quarter hours);
- c) Work Experience: provide the following information for your paid and non-paid work experience related to the job for which you are applying (do not send job descriptions); job title (include series and grade if federal job), duties and accomplishments, employer's name and address, supervisor's name and phone number, starting and ending dates (month and year), hours per week, salary. Indicate if we may contact your current supervisor. In addition, applicants should highlight or make special note of relevant significant awards and achievements;
- d) Other Qualifications: Other pertinent information related to the qualifications required for the position, as noted above including job-related training courses (title and year), job-related skills; for example, other languages, computer software/hardware, tools, machinery, typing speed, job-related certificates and licenses (current only), job-related honors, awards, and special accomplishments, for example, publications, memberships in professional or honor societies, leadership, activities, public speaking and performance awards (give dates but do not send documents unless requested).
- e) A writing sample from your previous work of no more than three pages.

3. Appendix

Applicants are required to submit a supplemental document specifically addressing the Evaluation Factors listed in the solicitation.

4. Reference Persons

Applicants are required to provide three (3) to five (5) references with complete contact information, including E-mail address and telephone numbers, who are not family members or relatives, with working telephone and email contacts. The references must be able to provide substantive information about your past performance and abilities. Reference checks will be made only for applicants considered as finalists. 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 AID-302-3 form. The interviewing committee will delay such reference check pending communication with the applicant.

5. Madagascar work or residency permit

Applicants are required to provide any relevant documents which clearly show that she or he is permitted to work in Madagascar.

6. Application Submission

Submit your application by 14:00, August 14, 2015 to:

USAID/ Madagascar
EXO/HR
US EMBASSY
Lot 207A, Point Liberty (Route Digue)
Andranoro, Antehiroka
Antananarivo 105 Madagascar

or to the following e-mail address: AntananarivoUSAIDHR@usaid.gov

Attachments to your e-mail should be in Adobe Acrobat Reader format (.pdf) and/or Word format (.doc or .docx) ONLY. Applications with any other format will be rejected (zip, jpg, etc.).

- a) If you submit your application physically, please mark the envelop:
“SOL-687-15-000008”
- b) If you submit your application electronically, please put as subject:
“SOL-687-15-000008 [your name]”

Any application which does not include ALL the required documents and information, and not received at USAID Office by the above deadline will be rejected.

7. Late Submissions

Qualified individuals should note that 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 Contracting Officer determines that the documents were mishandled by the receiving agency. The closing time for the receipt of applications is 14:00, local time (GMT+3), on the date specified on the covering letter to this solicitation. You are directed to Federal Acquisitions Regulation, Part 15.208 “Submission, modification, revision, and withdrawal of proposals” for further information. USAID/Madagascar reserves the right not to award any contract as a result of this solicitation.

B) SECURITY AND MEDICAL CLEARANCES

i). Medical Clearance: Prior to signing a contract, the selected individual and eligible dependents will be required to obtain a medical clearance in the same manner as local staff. Instructions for obtaining the medical clearance will be forwarded to the selected individual once negotiations have been concluded.

ii). Security Clearance: Prior to signing a contract, the selected individual will be required to obtain an employment authorization from AID/SEC or from the US Department of State of the applicant’s country. Instructions for obtaining the security clearance will be forwarded to the selected individual once negotiations have been concluded.

20. BENEFITS

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

- Employee's FICA Contribution for US citizens
- Annual Contribution towards Health and Life Insurance
 - 72% of health Insurance Annual Premium (not to exceed \$20,399 for a family and \$7,266 for employees without dependents)
 - 50% of Life Insurance Annual Premium (not to exceed \$500)
- Pay Comparability Adjustment - Annual across the board salary increase for USG employees and USPSCs
- Worker's Compensation
- Annual increase
- Vacation and Sick Leave

Federal and State taxes: US citizen contractors are not exempted from payment of Federal Income taxes. USAID does not withhold state taxes from compensation payments.

CONTRACT INFORMATION BULLETIN (CIBs) AND ACQUISITION AND ASSISTANCE POLICY DIRECTIVES (AAPDS) PERTAINING TO PSCS:

CIBs and AAPDs contain changes to USAID policy and General Provisions in USAID regulations and contracts.

Please refer to <http://www.usaid.gov/work-usaid/aapds-cibs#psc> to determine which CIBs and AAPDs apply to this contract.

Additionally, AIDAR Appendix J and D can be found at: <http://www.usaid.gov/ads/policy/300/aidar>

ALL QUALIFIED APPLICANTS 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.

END OF SOLICITATION