



USAID | WEST AFRICA

FROM THE AMERICAN PEOPLE

ISSUANCE DATE: April 17, 2014

CLOSING DATE: May 1, 2014 AT 17:00 Hours Accra Time

**SUBJECT: SOLICITATION NUMBER 624-14-011
RESIDENT HIRE U.S. PERSONAL SERVICES CONTRACTOR
SENIOR DEVELOPMENT OUTREACH AND COMMUNICATIONS SPECIALIST**

Ladies and Gentlemen,

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking applications of qualified U.S. citizens resident in Ghana interested in providing Personal Services Contract (PSC) services as described in the attached solicitation.

Submission of applications shall be in accordance with this solicitation and at the place and time specified. In order to be considered for the position a candidate must meet the minimum qualifications listed in the position description. The Senior Development Outreach and Communications Specialist position will be located in Accra, Ghana. The attached Position Description describes the requirements for this service. Please submit your applications indicating your interest and declaration of availability no later 17:00 Hours Accra local time on May 1, 2014.

Any questions on this solicitation should be directed in writing to Vida Aggrey at vaggrey@usaid.gov . Applicants should retain for their records copies of all enclosures which accompany their applications.

All applications packages are to be submitted to:

Via courier **Regional Executive Office
USAID/West Africa
No. 24 Fourth Circular Rd. CT
P.O. Box 1630
Accra, Ghana**

Via email: accrapsc@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 in a format compatible with Microsoft Word 2003 or PDF and not zipped. Note that attachments to email must not exceed 3 MB.

Late applications will not be accepted and will be handled in accordance with Federal Acquisition Regulations (FAR) 52.215.1.

This application does not constitute an award commitment on the part of the U.S. government nor does it commit the government to pay for costs incurred in the preparation and submission of the quotation. Further, the Government reserves the right to reject any or all applications received and to accept any applications deemed to be in the best interest of the U.S. government.

Applicants are required to complete the OF-612. Applications that are received without a signature will not be considered for the position. Downloadable forms are available on the USAID website, <http://www.usaid.gov/forms>

USAID reserves the right to award all or none of the contracts contemplated herein, subject to availability of funds

If you have any questions, please contact Vida Aggrey at vaggrey@uaid.gov or the undersigned at jasoctl@usaid.gov.

Yours Sincerely,

Janine Scott
Executive Officer

SOLICITATION NUMBER: 624-14-011

ISSUANCE DATE: April 17, 2014

CLOSING DATE/TIME: May 1, 2014 17:00 Hours Accra Time

POSITION TITLE: Senior Development Outreach and Communications Specialist

MARKET VALUE: (\$85,544.00 - 111,203.00) the market value for this position is equivalent to GS-14 level. Final compensation will be negotiated within the listed market value based upon the candidate's past salary, work history and educational background. **Salaries over and above the top of the pay range will not be entertained or negotiated.**

PERIOD OF PERFORMANCE: Two years with an option to extend. Extensions will be contingent on satisfactory performance, continued need for the services and availability of funds.

PLACE OF PERFORMANCE: Accra, Ghana

SECURITY ACCESS: The final selected candidates must obtain security and medical clearances within a reasonable period of time (USAID will provide details regarding these clearances to the selected candidate). If such clearances are not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.

AREA OF CONSIDERATION: Open to U.S. Citizens resident in Ghana.

1.0 BACKGROUND:

USAID/West Africa (USAID/WA) Mission serves 21 countries including: Benin, Burkina Faso, Cameroon, Chad, Côte d'Ivoire, Cape Verde, Equatorial Guinea, Guinea, Guinea Bissau, Gabon, Ghana, Liberia, Mali, Mauritania, Niger, Nigeria, São Tomé & Príncipe, Senegal, Sierra Leone and Togo. USAID/WA coordinates and enhances other USAID programs in the region and works with regional institutions to focus on achievements in four priority areas: Peace & Security, Governing Justly & Democratically, Investing in People and Economic Growth.

USAID/WA had an annual program budget of approximately \$80 million dollars in FY 2013. With the addition of activities in non-presence countries or limited presence countries, the funding level increases to over \$140 million dollars. The USAID/WA portfolio includes a broad range of conflict mitigation, democracy and governance, economic growth, and health activities, which require Development Outreach and Communications (DOC) support.

USAID/WA requires an experienced DOC Specialist to provide senior-level technical expertise to develop and implement a communication strategy designed to educate the West African population and other stakeholders on the work USAID/WA is

performing to the benefit of the West Africa Region. In addition, the DOC Specialist will apply strategic planning to raise awareness in the region about USAID/WA programs and their contributions to: improving health services; increasing economic competitiveness; expanding economic opportunities in the region; mitigating conflict; and strengthening democratic institutions.

2.0 MAJOR DUTIES AND RESPONSIBILITIES

Development Outreach and Communication Strategy:

- Counsels the USAID/WA mission on all communication and outreach efforts; facilitates information access and sharing within the entire U.S. government (USG) in West Africa; and strengthens mission reporting functions to USAID/Washington, the Department of State, and the U.S. Congress;
- Develops and manages a comprehensive Development Outreach and Communication Strategy to increase understanding of, and support for, USAID/WA programs to internal and external audiences, ensuring public awareness of programs and projects being funded by USAID/WA and other USG Agencies;
- Leads in developing appropriate public information programs, oversees all USAID/WA branding, provides guidance to USAID/WA staff and partners in their direct contacts with the media, and ensures a targeted, coherent, and consistent message from the mission.
- Serves as a lead for all official USAID/WA visitors, from the US Embassy, USAID/Washington, VIPs, etc. and handles all logistics related to visits.
- Manages and maintains site visit schedules, prepares briefing materials and scene setters, coordinates meetings and briefings with regional implementing partners, constituents, other donors, and officials.

USG Coordination:

- Assists the U.S. Embassy in Accra's Public Affairs Office (PAO), USAID/WA, USAID Offices and U.S. Embassies in Limited Presence Countries and regional implementing partners in West Africa to achieve maximum exposure and understanding of USAID and USG humanitarian and development assistance efforts and initiatives;
- Manages all development outreach and communications-related contracts for the implementation of the strategy including the oversight and execution of the approved outreach campaigns; produces media-savvy clips and campaign slogans, to ensure target audience awareness of programs/projects/activities funded by USAID/WA throughout the region; provides USAID/Washington and relevant USAID bilateral missions, USAID Offices, and embassies in West Africa with information on programs;

- Advises mission management and other USAID/WA staff on press and media relations; ensures a broadcasted, targeted, coherent, and consistent message comes from all USAID/WA staff and regional implementing partners.

Development Outreach and Media Activities:

- Manages the preparation and maintenance of information packages on the USAID/WA and USG programs in the region with standard basic packages for differing purposes (media, the public, educational institutions, the region and district and local level governments, etc.), for briefings and for distribution to the public and the media; and, for USAID/Washington, US Embassies, etc.;
- Oversees the drafting of press releases on program successes, project inaugurations, and significant developments, and provides drafts to the relevant PAOs for dissemination, as appropriate; follows up with media to encourage and support coverage of public events;
- Coordinates with staff from throughout the mission to develop and maintain public relations materials, to the extent possible in English, including fact sheets, brochures, newsletters, presentations, websites, and other visual displays on USAID/WA programs and their objectives; distributes reports on field trips and assessments conducted by USAID/WA staff, and participates in field trips as necessary;
- Represents USAID/WA and the USG at a senior level in all matters pertaining to Development Outreach and Communication activities with the West Africa region, other donors, the UN, domestic and international media, and other groups and institutions; Leads as a creative agent for dissemination of important information through the West Africa region intermediaries;
- Manages a major multi-media outreach campaign that targets and informs specific portions of the West Africa region, including assisting in the design of Scopes of Work to be used in Requests for Proposals; may include participation in the evaluation and selection of parties to execute campaigns; and, may include in-kind assistance to the West Africa region contractors executing promotional campaigns.

Press and Media Coordination:

- Monitors local and international press coverage for awareness of, and attitudes toward, USAID/WA and USG programs; provides feedback to inform USAID staff on ongoing activities and future programming;
- Serves as lead for USAID/WA for contacting representatives of local and international media in the region, in order to promote story ideas and feature stories on USAID programs;

- Organizes media tours and facilitates contacts among members of the media and USAID/WA regional implementing partners, in order to encourage in-depth coverage of USAID/WA programs in the local and international media;
- Organizes and coordinates press events for USAID/WA activities or programs, such as inaugurations, ribbon-cuttings, and project completions, including writing press releases, organizing background briefings for the media, compiling and disseminating press packets, dealing with protocol issues, site selection, staging and logistical issues, identifying and scheduling speakers, providing liaison with US and local government officials, and on-site coordination of media; and, assists the media to ensure coverage of public events;
- Travels to the field for familiarization with USAID/WA activities to capture success stories for dissemination through the website, outreach folders, and the media, and to coordinate media coverage;
- Responds to general inquiries from the public and media about USAID/WA and USG programs, practices, and other general information requests; and, maintains an archive of USAID press and media exposure articles for analysis and historical documentation, in an easily accessible database;
- Expected to perform other duties as assigned or required.

3.0 POSITION ELEMENTS

Supervision

- a) Supervision received: The incumbent will report to the USAID/WA Program Office Director or his/her designate.
- b) Supervision exercised: The DOC Specialist may supervise one Foreign Service National (FSN) staff. On occasions, the DOC Specialist will supervise other mission staff tasked to important outreach efforts for VIPs, regional visits, and embassy-generated outreach efforts. The successful candidate will also be required to act as a mentor to the FSN. The DOC Specialist may be required to occasionally take on more responsibility during periods when superiors are absent or preoccupied, on leave, or out of the country on TDY.

4.0 MINIMUM REQUIRED QUALIFICATIONS:

To be considered for this position, applicants must meet the following minimum required qualifications.

- Bachelor's degree plus at least eight (8) years working experience or Master's degree plus at least six (6) years working experience in international development and/or some combination of journalism, public relations, communications, and outreach;
- High level of proficiency in written and oral communication skills in English;

- Demonstrated ability to manage multiple activities simultaneously and effectively; strong management and organization skills;
- Proven experience in operating effectively in cross-cultural environments;
- Demonstrated teamwork and leadership skills.

5.0 EVALUATION SELECTION CRITERIA:

A. Education and Training (15 Points):

- Bachelor's or Master's degree with significant study in a relevant field such as journalism, communications, international relations, international development, public administration, development/area studies, and social studies;
- Additional training in one or more of the following areas will also be taken into consideration: development outreach and communications, writing, journalism, web site content management, presentation skills or other areas that are relevant to the detailed duties and responsibilities outlined in Section 2: Major Duties and Responsibilities.

B. Work Experience (30 Points):

- A minimum of eight to ten years of professional experience in journalism, communication or public relations, preferably in an international setting, which would include work in an international organization, a corporation, for a foreign government, or an NGO is required;
- Overseas experience in a less developed or developing country for extended time periods is desirable, preferably in conjunction with development and/or economic assistance activities;
- Proven experience in disseminating information to a variety of target audiences is required, as is demonstrated expertise in designing and implementing effective public relations/communications campaigns directed at both closely targeted audiences and the general public. Prior experience disseminating information on USAID activities or programs is not required, but is desirable.

C. Knowledge, Skills, and Abilities (20 Points):

- Demonstrate the ability to craft information messages in various media formats, targeting a variety of audiences;
- Demonstrate outstanding coordination and organizational skills within multi-cultural work environments;
- Proven ability to manage multiple tasks simultaneously, to work effectively under pressure; and, exercised considerable initiative and creativity in past work environments;

- Demonstrate past experience in performing successfully at high levels, through samples of prior work or through a narrative description of earlier communication strategies developed and/or implemented;
- Demonstrate a strong sense of initiative in media campaigns, special programs, press conferences, etc.

D. Communication Proficiency (20 Points):

- High level of proficiency in written and oral communication skills; interpersonal skills;
- Demonstrate computer skills and proficient in all appropriate Microsoft Office Suite applications including desktop publishing software and one or more website development applications, and Adobe Photoshop.

E. Language Proficiency (15 points):

- Required to read, write and speak fluent English (Level IV) and French (Levels Speaking-3/Reading-3) is desired.

6.0 OTHER SIGNIFICANT FACTORS

Guidelines: Guidelines include Agency regulations, Automated Directives System (ADS) requirements, Office of Foreign Assistance guidance, Africa Bureau procedural guidance, Agency procurement guidance, Mission Orders and professional development literature. All of these are general, presenting options and approaches rather than blueprints.

Complexity: USAID/WA's activity portfolio is complex, consisting of both purely regional activities as well as bilateral activities that are implemented in the West African region. As a result, the DOC Specialist for USAID/WA will be required to coordinate and reconcile reporting, outreach and communications protocols with U.S. embassies in the region. There are very few, if any, guidelines to help guide the DOC Specialist in this endeavor.

Due to this complexity, the DOC Specialist must be able to assess alternatives and interpret Agency policies and guidelines accordingly. Excellent judgment and the ability to deal with ambiguity are essential.

Nature, Level and Purpose of Contacts: Frequent contacts with the Mission Director and Deputy Mission Director, Office Directors, and other mission staff, as well as with U.S. Ambassadors and Deputy Chiefs of Mission, Public Affairs Officers and other relevant senior level embassy staff working on USG development assistance activities in USAID Limited Presence and/or Non-Presence countries for coordination on events, newsletters, high level visits, reporting, information, reference interviews, etc. The DOC Specialist will also have frequent contact with relevant host country senior level government officials, local representatives of partner institutions, local organizations, and target groups for information outreach and monitoring of mission activities and interests, and other donors.

Work Environment/Physical Demands: The incumbent will be physically located at the US Embassy USAID building in Accra. The incumbent will travel throughout West Africa to visit regional and bilateral activities under the responsibility of USAID/WA to capture success stories and support events on behalf of the regional mission for dissemination, outreach, media promotion and oversight of compliance with branding and marking guidelines. Travel to the field can be physically demanding, including transport on unpaved roads and rudimentary conditions. While the DOC Specialist represents USAID/WA at events in rural communities, they must adhere and respect the local culture and customs.

7.0 INSTRUCTIONS TO APPLICANTS:

Interested individuals are required to submit fully completed and hand-signed copy of an Application for Federal employment (SF-171) or an Optional Application for Federal Employment Form (OF-612), forms are available at <http://www.usaid.gov/forms/>.

In addition, a cover letter and a current resume/curriculum vita (CV). 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.

Applicants must provide a minimum of three and a maximum of five references within the last five years of the applicant's professional life from individuals who are not family members or relatives. Three references must be from direct supervisors who can provide information regarding the applicant's knowledge of the job. Applicants must provide e-mail addresses and/or working telephone numbers for all references.

8.0 LIST OF REQUIRED FORMS FOR PSCS:

Forms outlined below can found at: <http://www.usaid.gov/forms/>

1. Standard Form 171 or Optional Form 612.
2. Contractor Physical Examination (AID Form 1420-62). *
3. Questionnaire for Sensitive Positions (for National Security) (SF-86), or *
4. Foreign Activity Data (AID 6-85). *
5. Finger Print Cards (SF-87). *
6. E-QIPS Signature Forms.*
7. Notice Required By Privacy Act (AID 500-5).*
8. Fair Credit Reporting Act (AID 500-4).*

* Forms 2 through 8 shall be completed only upon the advice of the Contracting Officer that an applicant is the successful candidate for the job.

9.0 ACQUISITION AND ASSISTANCE POLICY DIRECTIVES (AAPDs) contain information or changes pertaining to USAID policy, regulation and procedures concerning acquisition and assistance including Personal Service Contracts. Please refer to the USAID website http://www.usaid.gov/procurement_bus_opp/procurement/psc_solicit/ to locate relevant AAPDs.

10.0 BENEFITS/ALLOWANCES:

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

BENEFITS:

- Employee's FICA Contribution
- Contribution toward Health & Life Insurance
- Pay Comparability Adjustment
- Annual Increase
- Eligibility for Worker's Compensation
- Annual and Sick Leave

FEDERAL TAXES: USPSCs are not exempt from payment of Federal and State Income Taxes.

END OF SOLICITATION