



**SOLICITATION NUMBER: 72038620R00007 - Re-advertisement**

**ISSUANCE DATE: September 21, 2020**

**CLOSING DATE/TIME: October 20, 2020, Indian Standard Time (IST)**

**SUBJECT:** Solicitation for U.S. Personal Service Contractor (USPSC) – Offshore, Senior Development Outreach and Communication (DOC) Specialist

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,

Edward Michalski  
Contracting Officer

**I. GENERAL INFORMATION**

1. **SOLICITATION NO.:** 72038620R00007 - **Re-advertisement**
2. **ISSUANCE DATE:** September 21, 2020
3. **CLOSING DATE AND TIME FOR RECEIPT OF OFFERS:** October 20, 2020, Indian Standard Time
4. **POINT OF CONTACT:** Ms. Vandana Sharma, Human Resources Specialist, e-mail at vsharma@usaid.gov.
5. **POSITION TITLE:** Senior Development Outreach and Communication (DOC) Specialist (Offshore USPSC)
6. **MARKET VALUE:** \$ 92,977 - \$ 120,868 equivalent to **GS-14**  
Final compensation will be negotiated within the listed market value.
7. **PERIOD OF PERFORMANCE:** The period of performance for this contract will be two years with two one-year extensions subject to the Mission's needs and funds availability.  
  
The base period will be two years. Based on Mission's need and funds availability, the Contracting Officer may exercise additional option periods of two one-year extensions.  
  
This is a full-time position with 40 hours per week schedule (Monday to Friday, 8:30 a.m. to 5:00 p.m.).
8. **PLACE OF PERFORMANCE:** USAID/India, U.S. Embassy, New Delhi, India (with possible travel as stated in the Statement of Duties).
9. **ELIGIBLE OFFERORS:** All U.S. Citizens and U.S. Resident Aliens. U.S. Resident Alien means a non-U.S. citizen lawfully admitted for permanent residence in the United States.
10. **SECURITY LEVEL REQUIRED:** Facility Access.

**11. STATEMENT OF DUTIES:**

**1. General Statement of Purpose of the Contract:**

The USAID/India Senior Development Outreach and Communication (DOC) Specialist supports implementation of the Mission's new Country Development Cooperation Strategy through strategic planning, project implementation and far-reaching knowledge of program impact by developing and executing a Mission-wide communications and outreach strategy

and work plan in collaboration with Technical Offices, Cooperating Country National (CCN) staff, and members of the U.S. Government Interagency Team.

S/he engages a diverse community of development practitioners, beneficiaries, government and non-government officials to elevate public knowledge of U.S.-India development collaboration. S/he participates actively in Agency-wide and broader U.S. Government's public diplomacy efforts. S/he offers communications advice and provides guidance to USAID staff, formulates and executes communications strategic plans, and coordinates a range of communications activities to inform Indian, American, and global audiences of USAID/India development activities and achievements. S/he also advances the USAID/India communications strategy to enable the Mission to more effectively manage for results. The Mission is responsible for the development, implementation and oversight of USAID-funded programs operating in India. Due to the country's strategic importance to the U.S. Government (USG), the Mission maintains a high level of complex and innovative outreach activities and hosts visits by senior-level officials.

From 2020-2024, USAID/India will implement the new Country Development Cooperation Strategy (CDCS) prioritizing key aspects to further India in its journey to self-reliance (J2SR) and how USAID partners with the GOI on regional development issues that are integral to the U.S. Government's (USG's) Indo-Pacific Vision. To achieve the CDCS and Indo-Pacific program goals, the USPSC DOC will interact and work closely with DOCS in USAID Missions in the region, as well as Embassy Public Affairs Offices (PAOs) in all countries. The DOC Specialist will set up effective, collaborative relationships and systems with the Indo-Pacific USAID Missions and Embassy PAOs.

The incumbent provides assistance to the implementation of USAID/India's new CDCS, which will work primarily in the following sectors: maternal and child health, infectious diseases including TB, water, sanitation and hygiene, biodiversity and habitat protection, education quality, and impact of pollution on health with cross-cutting issues including government effectiveness, private sector engagement, inclusive development, and gender equality. S/he guides and collaborates with USAID/India staff to ensure new or amended projects and activities follow USAID and Mission-specific processes and requirements for branding and marking and the Mission's communications and outreach strategy.

The Senior DOC will provide technical expertise and assistance on the development and implementation of the communication strategy for USAID/India's Indo-Pacific Regional program, in coordination and consultation with members of the Indo-Pacific Office's Communications Specialist, Program Support's DOC team, LPA and the USAID bilateral Missions' outreach strategies. Coordination with the Indo-Pacific team is key to ensuring an integrated communications approach on bilateral and regional programs.

The Indo-Pacific region, spanning the west coast of the United States to the west coast of India, is home to about half of the world's population, major trade routes, and some of the world's largest and fastest-growing economies. USAID is advancing America's vision for a free and open Indo-Pacific by supporting bilateral and regional efforts focused on three objectives: 1) strengthen democratic systems; 2) foster economic growth; and 3) improve the

management of natural resources. USAID/India's Indo-Pacific Office is working with India to engage in free, fair, and reciprocal trade and improve the management of natural resources. USAID will build a new partnership with India's Development Partnership Administration (DPA) to deliver development assistance to countries in the region and globally. The Mission will support the Asia Enhancing Development and Growth through Energy (Asia EDGE) initiative and contribute to the Digital Connectivity and Cybersecurity Partnership (DCCP) and Infrastructure Transaction and Assistance Network (ITAN) initiatives.

## **2. Statement of Duties to be Performed**

The position is in USAID/India's Office of Program Support (PS). The incumbent is the lead actor of the Mission's Strategic Communications and Outreach and reports to the Program Support Office Director (a U.S. Direct Hire). The incumbent manages the full range of public information and outreach activities in support of all USAID/India's programs including those in support of the Indo-Pacific Strategy and other programs new or pending. Information will be targeted to specific audiences in accordance with the Mission's multi-year outreach and communications strategy and the Indo-Pacific outreach strategy.

The incumbent coordinates closely with all technical offices at USAID/India and Embassy's Public Affairs Section (PAS), including the Embassy Information Officer (IO) and the PAS Minister Counselor, in planning and organizing USAID's public engagement activities. Together, the PS Office and PAS execute public outreach to Indian and American audiences.

The position involves extensive writing, editing, and use of social media. The incumbent drafts, edits, and/or clears internal USAID communications for submission to the USAID Mission Director, Deputy Mission Director, U.S. Ambassador, the Deputy Chief of Mission, and other senior Embassy officials.

The PS Office Outreach team also ensures that Embassy personnel, including senior staff, are apprised of USAID activities and achievements that will advance the USG's foreign policy objectives. S/he facilitates USAID/India communications with the Bureau of Legislative and Public Affairs (LPA) and other outreach and communication staff in the Asia Bureau.

Incumbent may be required to travel domestically to project sites for success stories, support VIP visits, and run campaigns, and internationally for conferences and training.

### **i. Supervision and Coordination Role (30%)**

- Lead a DOC team comprised of two Foreign Service Nationals (FSN) and one resident-hire USPSC to ensure overall quality, timeliness, and coherence of the team's communications and outreach products and initiatives.
- Lead, mentor, coach, and train the DOC team, Mission staff, and implementing partners, to further develop the team's skills and enhance effective team performance.
- Ensure proper management and execution of USAID-attended public and media events; ensuring a cohesive, unified approach to outreach events and activities.

- Serve as the advisor to the Mission in matters pertaining to public affairs and outreach activities, including with the Chief of Mission, USAID Mission Director, other Missions in South Asia in support of the Indo-Pacific Strategy, Public Affairs Section (PAS), the interagency, implementing partners, and donors.
- Coordinate with PAS, other USG agencies, and USAID implementing partners to achieve maximum exposure and understanding of U.S. development efforts and initiatives, as defined by the USAID Mission Director.
- Manage the Mission’s current and future Social-Media accounts and determine the best strategic engagement to enhance viewership and expand the reach of USAID programs to targeted audiences.
- Maintain up-to-date knowledge of all USAID/India projects and activities and DOC processes, as well as a keen awareness of political, economic, and policy issues.
- Oversee the quality and publication of materials, including developing success stories, directing photography, and coordinating graphic design; direct USAID digital communications work, including social media outreach, website updates, and digital photos and videography.
- Serve as resident expert on USAID branding and style guidelines, ensuring staff and partners use and apply guidance as outlined in ADS 320 and the Agency’s Graphic Standards Manual, recommending revisions as appropriate. Advise USAID staff and implementing partners regarding branding, collaboration, potential synergies in external communications, and well as on communications media strategy and relations.
- In coordination with all technical offices, develop and implement sector-specific communication strategies, including outreach plans and related budget proposals, which measure and evaluate progress toward communication objectives, that are aligned with the Mission’s CDCS and the overall communications and outreach strategy.
- Prepare and/or supervise the preparation of communication products.
- Keep up to date with communications and outreach tools, such as uses of new technology, and ensure the integration of outreach and communications into project designs and implementation processes. This includes reviewing statements of work, proposals, and work plans, and branding and marking plans.
- Develop methods of performance monitoring and evaluating the effectiveness of outreach tools.
- Establish/revise and maintain effective policies and procedures for Mission communications that clarify roles within the Mission, with the Embassy, and with implementing partners, including templates for communications tools, and guidelines for Mission materials and events.

ii. **Writing and Results Reporting (25%)**

Writes, edits, and works as part of a fast-paced team to develop and disseminate internal and external communication products and reports about USAID/India’s development efforts. These products and reports include but are not limited to communication products to advance the Indo-Pacific Strategy and programs in health, education, Water, Sanitation and Hygiene (WASH), new and sustainable energy, forestry, air pollution, gender equality, private sector engagement, inclusive development, Tibet, and other sectors.

- Works with all technical offices to help define and describe measurable impact and tell a human story through products that provide an accurate and compelling picture of USAID/India's strategy, portfolio, and achievements. Plays a leading role to craft and send out various types of outreach messages for the entire Mission. This involves ensuring that these products and reports are submitted within their deadlines and contain the required detail, data, and well-written narratives that are congruent with one another, using U.S. Government style guide.
- Contributes to public diplomacy beyond USAID/India by collaborating with USAID/Washington and coordinating closely and frequently with senior U.S. Embassy public affairs personnel to provide information on USAID's role in India. As necessary, coach and prepare the Mission Director or other Mission staff in advance of major speeches and media events based upon prepared materials.

iii. **Managing Public Events, Visitors, and Media Opportunities (30%)**

- Identify and oversee implementation of targeted events and media outreach activities, in coordination with LPA. These activities are specifically designed to push accurate information about USAID programs deep into local, regional, and national markets through the selective use of social media platforms, radio, television, newspapers, magazines, public service announcements, advertisements, billboards, public events, and media tours.
- As needed, accompany the Ambassador, Deputy Chief of Mission, Mission Director, PS Director, and/or other Mission colleagues to public speaking engagements, conferences, public affairs activities and site visits, providing input and assistance at the event.
- Prepare briefing materials in collaboration with technical offices for USAID events in which the Embassy Front Office, Mission Director or PS Director participates. Ensure that scene setters, backgrounders, schedules, talking points, and speeches are prepared in a timely fashion and meet quality standards.
- Follow up with the media to promote coverage of public events. Manage and/or supervise the posting of all event information and materials to the Mission website and social media sites.
- Provide recommendations on interview requests and seek the appropriate approvals.
- Lead the photograph/video production of USAID events for appropriate websites, social media feeds, and mission archives.
- Ensure smooth planning and events in a changing environment with conflicting possible technical solutions.
- Ensures that all event information (scheduling memos, briefing memos, scene setters, talking points, speeches, etc.) have been prepared, meeting quality standards and time requirements, for project site visits or events that involve the Ambassador, Deputy Chief of Mission, USAID/India Mission Director, USAID/India Deputy Mission Director, USAID/Washington visitors, CODELs, STAFFDELs and other VVIP visitors.
- Coordinates and consults with technical offices and the USAID/India Mission Director or Deputy Mission Director on project signing ceremonies or other milestone events – including finalizing press releases, ensuring logistics are handled, etc. S/he organizes special outreach events such as Open House, Partners' Meetings, etc.

iv. **Strategic Communication for Engagement with the Private Sector (15%)**

- Collaborate with the private sector engagement team to create publicity materials, events, social media engagement in support of the creation of new partnerships. Material and events will cut across all sectors in the Mission's strategy.
- Strategize on communication campaigns and activities to strengthen existing partnerships and foster new partnerships.

3. **USAID Consultation or Orientation (if applicable):** Will be provided if and as applicable.

4. **Supervisory Relationship:** The incumbent reports to the Office of Program Support Director (a US Direct hire) or his/her designee.

5. **Supervisory Controls:** Regularly meets with the PS Director who will provide strategic direction and guidance on the Mission's CDCS and the Communications and Outreach Strategy. The incumbent will interact with the Deputy Mission Director and Mission Director in coordination with the FSN DOC Team Leader.

**12. PHYSICAL DEMANDS:** The work requested does not involve undue physical demands.

## **II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION**

1. **Education:** A bachelor's (or equivalent) degree in journalism, marketing, business administration/management or a related field to the statement of duties is required.

2. **Work Experience:** A minimum of ten years of progressively responsible experience in related fields is required, with at least seven years of experience in one of the following fields: marketing, public relations, journalism, social media and/or communications. Relevant overseas work experience is required.

3. **Job Knowledge:** The incumbent must speak and write English fluently, have excellent knowledge of English grammar and American word usage and spelling. The incumbent must demonstrate writing and editorial experience. The incumbent must understand how various social media platforms, including Facebook and websites function. The incumbent must possess an understanding of and experience with international development issues. S/he must have mastery of, or ability to use, diverse computer software to produce on-line and print communications materials, including MS Word, MS PowerPoint, MS Excel, and a photo editor and graphic illustrator along with some understanding of a web content management application.

4. **Skills and Abilities:**

- Excellent interpersonal skills and the ability to work professionally in a high-stress, multi-cultural team setting with diverse stakeholders.

- Ability to professionally represent USAID before senior government officials and other high-level visitors and to effectively communicate USAID's development objectives and achievements.
- Ability to develop and maintain relationships with media and high-level representatives, and exercise sound judgment while representing the USG is crucial.
- Demonstrated skills to supervise staff and workflows, and to participate as a solid team member while providing leadership in his/her areas of competence.
- Excellent ability to work independently with minimal supervision along with the ability to manage multiple projects and prioritize on tight deadlines. The ability to convert planning concepts into firm plans is crucial.
- Abilities in developing success stories, directing photo shoots, coordinating graphic design, and directing digital communications work.
- Advanced experience with social media platforms, social media outreach, website updates, and digital photo and videography.
- Conversant with the important terminology, concepts and organizations associated with international development work.

5. **Language Proficiency:** Fluency (Level IV) in written and oral English is required.

### **III. EVALUATION AND 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. The FAR provisions referenced above are available at <https://www.acquisition.gov/browse/index/far>.

**EVALUATION FACTORS:** To be considered for this position, applicants must meet the minimum qualifications noted above. For those who do, further consideration and selection will be based on panel assessment of the Selection Criteria listed below. Candidates will be evaluated and ranked based on the following selection criteria to a maximum score of 100 points:

- a) Demonstrated high level analytical, organizational, and creative thinking skills. (20 points)
- b) Demonstrated excellence in writing abilities on development issues that are engaging for local contexts and compelling to a wide range of audiences. (20 points)
- c) Demonstrated creative and analytical skills written communications, especially in the areas of speech writing, success stories, and media formats such as press releases, websites, feature articles, and briefing materials. (30 points)

- d) Demonstrated ability to manage complex tasks, to meet deadlines, to manage multiple priorities, and to deliver products that meet professional standards. (15 points)
- e) Interpersonal skills and ability to work with staff and manage workflows, work as a team member with diverse colleagues, and provide leadership in areas of competency. (15 points)

Total = 100 points

#### **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 with Individuals,” available at [https://www.usaid.gov/sites/default/files/documents/1861/USPSC\\_Application\\_Form\\_-\\_Cover\\_Form\\_and\\_Form\\_AID\\_309-2\\_-\\_Latest\\_0.docx](https://www.usaid.gov/sites/default/files/documents/1861/USPSC_Application_Form_-_Cover_Form_and_Form_AID_309-2_-_Latest_0.docx)
2. Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted to the Point of Contact in **Section I**.
3. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents.
4. Offerors may attach a covering letter and/or resume/curriculum vitae to support their application.
5. Submit **electronic copies** of applications to: [indiaper@usaid.gov](mailto:indiaper@usaid.gov).

#### **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. Instructions and forms related to mandatory security clearance.
2. Instructions and forms related to mandatory pre-employment medical examination and clearance, as applicable.

#### **VI. BENEFITS AND ALLOWANCES**

As a matter of policy, and as appropriate, a USPSC 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

2. ALLOWANCES:

Allowances are described in [Department of State Standardized Regulations \(Government Civilians Foreign Areas\)](#), available at [https://aoprals.state.gov/content.asp?content\\_id=282&menu\\_id=101](https://aoprals.state.gov/content.asp?content_id=282&menu_id=101)

For applicable allowances, please refer to Appendix D of USAID Acquisition Regulation (AIDAR), linked below in Section VIII.

**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,” including **contract clause “General Provisions”** available at [https://www.usaid.gov/sites/default/files/documents/1868/aidar\\_0.pdf](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>  
Pricing by line item is to be determined upon contract award as described below:

ITEM NO (A)	SUPPLIES/SERVICE (DESCRIPTION) (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
0001	<b>Base Period - Compensation</b> - Award Type: Firm-Fixed-Price - Product Service Code: R497 - Accounting Info: BBFY: 2018 EBFY: 2019 Fund: ES OP: INDIA Prog	1	LOT	-	\$TBD at Award after negotiations with Contractor

0002	<b>Base Period - Benefits</b> - Award Type: Firm-Fixed-Price - Product Service Code: R497 - Accounting Info: BBFY: 2018 EBFY: 2019 Fund: ES OP: INDIA Prog	1	LOT	-	\$ TBD at Award after negotiations with Contractor
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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. **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>.

The U.S. Mission in New Delhi provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. The Department of State also strives to achieve Equal Employment Opportunity (EEO) in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.

**END OF SOLICITATION**