



# USAID | PHILIPPINES

FROM THE AMERICAN PEOPLE

**SOLICITATION NUMBER:** 72049220R00009  
**ISSUANCE DATE:** September 16, 2020  
**CLOSING DATE AND TIME:** October 30, 2020 / 4 PM  
PH time

**SUBJECT: Solicitation for a Resident-Hire U.S. Personal Service Contractor (USPSC) – Development Outreach and Communications (DOC) Specialist, Port Moresby, Papua New Guinea**

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,

*Thomas G. Bayer*

Thomas G. Bayer  
Contracting Officer

**ATTACHMENT 1**

**I. GENERAL INFORMATION**

1. **SOLICITATION NO.:** 72049220R00009
2. **ISSUANCE DATE:** September 16, 2020
3. **CLOSING DATE / TIME FOR RECEIPT OF OFFERS:** October 30, 2020, 4:00 PM  
(PH time)
4. **POSITION TITLE:** DOC Specialist
5. **MARKET VALUE:** \$66,167 - \$86,021 (per annum) equivalent to GS-12; Final compensation will be negotiated within the listed market value.
6. **PERIOD OF PERFORMANCE:** The base period will be one year, estimated to start o/a February 2021. Based on Agency need, availability of funds and satisfactory performance, the Contracting Officer may exercise additional option periods of up to four years as follows:

Base Period	o/a February 2021 – February 2022
Option Period 1	o/a February 2022 – February 2023
Option Period 2	o/a February 2023 – February 2024
Option Period 3	o/a February 2024 – February 2025
Option Period 4	o/a February 2025 – February 2026

7. **PLACE OF PERFORMANCE:** Port Moresby, Papua New Guinea. (Travel to project sites in the following Pacific Islands countries (*subject to change based on priorities and staffing needs*): PNG, Solomon Islands, Vanuatu, and other Pacific Islands countries as needed. Travel may take up to 15% of the incumbent’s time.)
8. **ELIGIBLE OFFERORS:** U.S. citizens
9. **SECURITY LEVEL REQUIRED:** Facility Access
10. **STATEMENT OF DUTIES:**

The primary responsibility of the Development Outreach and Communications (DOC) Specialist is the production and dissemination of public information regarding USAID’s development portfolio. Under the supervision of the USAID Senior Development Advisor, the DOC Specialist in Papua New Guinea (PNG), works in close coordination with the Manila-based DOC Team and the DOC Specialist in Suva, Fiji to lead outreach efforts to coordinate, design, manage, and disseminate strategic messaging of USAID foreign assistance programs in the Pacific Islands. The Specialist works to promote communication messaging and strengthen the understanding of USAID programs for

audiences in the Pacific Islands and the United States. S/He is responsible for outreach and communications in the following Pacific Islands countries (subject to change based on priorities and staffing needs): PNG, Solomon Islands and Vanuatu.

The Specialist is expected to coordinate closely with the Manila-based DOC Team, relevant U.S. Embassy Public Diplomacy Sections (PDS) in PNG, Suva, and Manila, USAID Pacific Islands staff, the DOC Specialist in Fiji, the USAID Pacific Islands Front Office, local news agencies, and USAID implementing partners. S/He collaborates closely with technical staff and implementing partners, providing oversight, advice, and guidance to implement the USAID/Pacific Islands Communication Strategy.

The Specialist also works closely with the USAID's Deputy Mission Director for the Pacific to support USAID/Pacific Islands' strategic goals including, but not limited to, those outlined in the Mission's Strategic Approach.

The position is supervised by the USAID Senior Development Advisor in Port Moresby, Papua New Guinea. S/He works closely with the Supervisory Regional DOC Specialist, who is the principal liaison with the Agency's Asia Bureau Outreach and Communications Team and the Agency's Legislative and Public Affairs (LPA) Bureau staff in Washington regarding communications on the Philippines, Pacific Islands, and Mongolia. S/He is an essential member of the USAID/Philippines, Pacific Islands, and Mongolia DOC Team, which includes a Supervisory Regional DOC Specialist based in Manila, a Senior DOC Specialist based in Manila, three mid-level DOC Specialists based in Manila and the Pacific Islands, an online media specialist based in Manila, and DOC writer based in Manila.

## **Major Duties and Responsibilities**

### **Public Information and Publicity Materials (25%)**

- 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/Pacific Islands, in coordination with the Manila-based DOC Team.
- Draft proposed speeches and public statements for USAID Pacific Islands staff and U.S. ambassadors to PNG, Solomon Islands, Vanuatu and other Pacific Islands countries as needed when they engage in USAID events.
- Prepare content for briefing materials, videos on project activities, the website and social media, brochures, booklets, handouts, signs, and other public relations materials.
- Contribute to the quality and timely updating of relevant websites.
- Create campaigns and content for the USAID/Pacific Islands Facebook, Twitter and Flickr accounts, as well as contributions to the Embassy's social media channels, as appropriate.
- Work with technical staff and implementing partners to develop content for USAID's storytelling platforms, such as blogs and photo essays.

- Serve as advisor 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.

### **Media and Public Relations (25%)**

- Promote proactive and targeted information and media outreach activities for the Pacific Islands press through the selective use of radio, television, newspapers, and social media. Ensure strategic selection of events and optimal representation by USAID personnel to more effectively and efficiently communicate messaging.
- Oversee media requests. Work closely with PDS on press relations to maintain USAID/Pacific Island’s relationship with press outlets.
- Work with Embassy PDS to expand opportunities for coverage of USAID assistance in the Pacific Islands, including radio, television, newspapers, and social media. This may include, but not be limited to: arranging interviews, preparing talking points, recording “podcasts”, and organizing briefings and media tours of USAID projects.
- Photograph USAID/Pacific Islands activities, events, and impact, providing USAID with digital and other media to document and communicate USAID success and lessons learned.
- Ensure accurate information and presentation of development topics and the impact of USAID/Pacific Islands programs in a format easily understood by the general public.

### **Events Coordination and Representation (20%)**

- Organize and coordinate with USAID/Pacific Islands technical staff and U.S. Embassy PDS on all aspects of public events for USAID, such as program/activity inaugurations, ribbon-cuttings, and program assistance completions.
- Maintain a calendar of USAID/Pacific Islands program events in close coordination with technical staff and implementing partners.
- Serve as the USAID/Pacific Islands primary point of contact in PNG, Solomon Islands, Vanuatu and other Pacific Islands countries as needed for VIP publicity events and site visits by official visitors from the U.S. Embassy, USAID/Washington, Congress, and other USG agencies or entities. Lead the preparation of briefing materials, scene setters, and other information products and processes to support the visits. Maintain a list of potential site visit locations appropriate for a variety of high-level visitors throughout the region.
- Coordinate and promote USAID-related events at the American Corner in Lautoka and the American Resource Center in PNG. When on regional travel the American Spaces in Samoa, Kiribati, Nauru, and Tuvalu can be utilized.

### **Strategic Communication Planning and Implementation (20%)**

Together with the Supervisory Regional Development Outreach and Communications Specialist, the DOC Specialist is responsible for aligning USAID/Pacific Islands communications and outreach activities with USAID-wide messaging and campaign

initiatives (for example, USAID’s Journey to Self-Reliance and the U.S. Indo-Pacific Vision). The ultimate goal of the DOC function is to promote a better understanding of and sustained support for U.S. development assistance amongst targeted host country audiences.

The incumbent performs the following:

- Contribute to the development and implementation of the communications and outreach strategy to increase understanding of and support for USAID/Pacific Islands programs among external target audiences.
- Ensure communication materials and engagements are strategically supportive of USAID/Pacific Islands initiatives.
- Coordinate with USAID staff, U.S. Embassy PDSs in the region, other USG agencies, and USAID implementing partners to achieve maximum exposure and understanding of U.S. development efforts and initiatives.
- Coordinate with technical staff 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.

#### **Administrative Duties (10%)**

- Maintain an organized records and file management system of the development and outreach communications (DOC) products
- Schedule, organize appointments and manage logistical arrangements related to high-level visits to the region.
- Submit to the Embassy system (MyServices) USAID routine requests such as vehicle requests, visitor access requests, etc.
- Assist in the office management related activities.

#### **Supervisory Relationship and Supervisory Controls**

The Development and Outreach Communications Specialist works under the general guidance and supervision of the Senior Development Advisor in PNG. S/He works closely with the Supervisory Regional DOC Specialist based in Manila, Philippines who is the principal liaison with the Agency’s Asia Bureau Outreach and Communications Team and the Agency’s Legislative and Public Affairs (LPA) Bureau staff in Washington regarding communications on the Philippines, Pacific Islands, and Mongolia. S/He is delegated substantial responsibility and authority to plan, schedule and carry out his/her assignments.

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

12. **POINT OF CONTACT:** Ms. Weng Salud, HR Assistant, rsalud@usaid.gov

## II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

To be considered for this position candidates must meet the following minimum qualifications:

1. **United States citizenship.** The candidate must be a **resident-hire U.S. citizen.**

*\* (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. A U.S. citizen for purposes of this definition also includes persons who at the time of contracting are lawfully admitted permanent residents of the United States.)*

2. **Education:** A Bachelor's degree 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 degree in Strategic Communication, Journalism, Writing, or International Relations is desired. Specialized certifications in areas such as digital tools, graphic design, video production, and/or photography are encouraged.
3. **Prior Work Experience:** A minimum of two years of experience as a communications professional (work in international development or international affairs setting is preferred). Relevant fields include – but are not limited to – journalism, communications, public relations or affairs, international relations, international development, public administration, development/area studies, and social studies. Previous experience with an international development donor organization, implementing partner or non-governmental organization is preferred.
4. **Technical Knowledge:** Must be capable of crafting strategic communication plans and information messages in various media formats (e.g. press releases, websites, fact sheets, talking points, social media, etc.), targeting a variety of audiences. Experience in planning, strategizing, and application of policies and procedures regarding outreach communication activities, such as branding and marketing, are preferred. Must have understanding of issues related to international development and be able to translate to a general audience. Knowledge of regional development issues is desirable.
5. **Skills and Abilities:** Native level fluency in English (reading, writing, and speaking) is required. Strong communication, interpersonal skills, and ability to work with teams but also as an individual with minimal guidance is required. Excellent organizational, critical, and strategic thinking skills required. Excellent coordination and organizational skills within a multicultural work environment is a must. Strong computer skills in the full range of MS software, including Word, Excel, PowerPoint, and Google apps is required. Experience with Facebook, Twitter, YouTube, Flickr, is strongly preferred. Knowledge

of Adobe Creative Suite for photo and video editing, as well as graphic design, is preferred.

### **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>.

For applicants meeting the minimum qualifications under **Section II**, further consideration and selection will be based on panel assessment of the selection factors listed below.

1. **EDUCATION (15 points):** A Bachelor's degree in Journalism, Media and Communication, English Literature, Public Relations, Marketing, Business Administration, International Studies, International Relations, or Writing is required. (Educational requirements must be met at the time of application for the subject position). A Master's degree in Strategic Communication, Journalism, Writing, or International Relations is desired. Specialized certifications in areas such as digital tools, graphic design, video production, and/or photography are encouraged.
2. **WORK EXPERIENCE (30 points):** A minimum of two years of experience as a communications professional (work in international development or international affairs setting is preferred). Relevant fields include – but are not limited to – journalism, communications, public relations or affairs, international relations, international development, public administration, development/area studies, and social studies. Previous experience with an international development donor organization, implementing partner or non-governmental organization is preferred.
3. **TECHNICAL KNOWLEDGE (25 points):** The position requires: technical knowledge and the capability of crafting strategic communication plans and information messages in various media formats (e.g. press releases, websites, fact sheets, talking points, social media, etc.), targeting a variety of audiences. Must have understanding of issues related to international development and be able to translate to a general audience. Knowledge of regional development issues is desirable.

The candidate is expected to exhibit tact, judgement, diplomacy, leadership, and teamwork, which are all critical skills to designing and executing communication campaigns and outreach.

4. **SKILLS AND ABILITIES (30 points):** Native level fluency in English (reading,

writing, and speaking) is required. Strong communication, interpersonal skills, and ability to work with teams but also as an individual with minimal guidance is required. Excellent critical and strategic thinking is required. Excellent coordination and organizational skills within a multicultural work environment is a must. Strong computer skills in the full range of MS software, including Word, Excel, PowerPoint, and Google apps is required. Experience with Facebook, Twitter, YouTube, Flickr, is strongly preferred. Knowledge of Adobe Creative Suite for photo and video editing, as well as graphic design, is preferred.

**Maximum Points Available: 100**

## **SELECTION PROCESS**

After the closing date for receipt of offers, a committee will be convened to review offers and evaluate them in accordance with the evaluation criteria. Offers which do not meet the required selection criteria will not be scored. **Only finalists will be contacted by USAID with respect to their offers.** As part of the selection process, finalist offerors may be interviewed either in person or by telephone at USAID's discretion. 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 the oral interview.

Reference checks will be made only for offerors considered as finalists. The selected offeror must obtain required security clearance level, within a reasonable period of time, from USAID's Office of Security in Washington, D.C. USAID will provide further guidance to the successful offeror.

USAID expects to award a personal services contract for the period of performance commencing as early as practically possible subject to security and medical clearances and funds availability.

## **IV. APPLYING**

**Offers must be received on or before the closing date and time specified in the cover letter via e-mail to: [aidmnlhr@usaid.gov](mailto:aidmnlhr@usaid.gov), with copy to: [rsalud@usaid.gov](mailto:rsalud@usaid.gov). Please indicate the Solicitation Number in the subject line.**

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 <http://www.usaid.gov/forms>. Offerors are required to complete sections A through I. **This form must be signed and scanned.**
2. Complete, current resume.
3. Supplemental documentation specifically addressing the evaluation factors and qualifications shown in the solicitation (*Section III. Evaluation and Selection Factors*).

4. A minimum of three and a maximum of five references, including two references who are direct supervisors who can provide information regarding the offeror’s knowledge.

To ensure consideration of applications for the intended position, offerors must prominently reference the Solicitation number (**SOL NO. 72049220R00009**) in the application submission.

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

## **V. LIST OF REQUIRED FORMS FOR PSC HIRES**

Once the Contracting Officer (CO) informs the successful Offeror about being selected for a contract award, the CO will provide the successful Offeror instructions about how to complete and submit the following forms (as applicable):

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 (FD-258)

## **VI. BENEFITS AND ALLOWANCES**

As a matter of policy, and **as appropriate**, a USPSC recruited locally is normally authorized the following benefits and allowances:

### **BENEFITS**

- Employer’s FICA and Medicare Contribution
- Contribution toward Health and Life Insurance (*except spouse of a current or retired Civil Service, Foreign Service, Military Service and who is covered by their spouse's Government health insurance policy and retired U.S. Government employees shall not be paid additional contributions for health or life insurance under this contract*)
- Annual and Sick Leave

## **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.	Supplies/Services (Description)	Quantity	Unit	Unit Price	Amount
0001	Base Period – Compensation, Fringe Benefits and Other Direct Costs (ODCs) Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	Lot	\$ TBD	\$ TBD at Award after negotiations with Contractor
1001	Option Period 1 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	Lot	\$ TBD	\$ TBD at Award after negotiations with Contractor
2001	Option Period 2 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	Lot	\$ TBD	\$ TBD at Award after negotiations with Contractor
3001	Option Period 3 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	Lot	\$ TBD	\$ TBD at Award after negotiations with Contractor
4001	Option Period 4 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) Award Type: Cost Product Service Code: R497 Accounting Info: TBD	1	Lot	\$ TBD	\$ TBD at Award after negotiations with Contractor

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>

-- End of Attachment 1 --