



USAID | PHILIPPINES

FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72049220R00011
ISSUANCE DATE: September 29, 2020
CLOSING DATE AND TIME: November 12, 2020 / 4 PM
PH time

SUBJECT: Solicitation for a Resident-Hire U.S. Personal Service Contractor (USPSC) – Supervisory Regional Development Outreach and Communications (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,

Thomas G. Bayer

Thomas G. Bayer
Contracting Officer

ATTACHMENT 1

I. GENERAL INFORMATION

1. **SOLICITATION NO.:** 72049220R00011
2. **ISSUANCE DATE:** September 29, 2020
3. **CLOSING DATE / TIME FOR RECEIPT OF OFFERS:** November 12, 2020,
4:00PM (PH time)
4. **POSITION TITLE:** Supervisory Regional DOC Specialist
5. **MARKET VALUE:** \$92,977 - \$120,868 (per annum) equivalent to GS-14; Final compensation will be negotiated within the listed market value.
6. **PERIOD OF PERFORMANCE:** The base period will be two years, estimated to start o/a March 2021. Based on Agency need, availability of funds and satisfactory performance, the Contracting Officer may exercise additional option periods of up to three years as follows:

Base Period	o/a March 2021 - March 2023
Option Period 1	o/a March 2023 - March 2024
Option Period 2	o/a March 2024 - March 2025
Option Period 3	o/a March 2025 - March 2026

7. **PLACE OF PERFORMANCE:** Manila, Philippines. (Travel to project sites in the Philippines, Pacific Islands, and Mongolia may make up 15% of the incumbent's time.)
8. **ELIGIBLE OFFERORS:** U.S. citizens
9. **SECURITY LEVEL REQUIRED:** Secret
10. **STATEMENT OF DUTIES:**

The Supervisory Regional Development Outreach and Communications (DOC) Specialist is expected to establish effective, collaborative relationships, and systems with USAID staff, implementing partners, and the U.S. Embassy Public Affairs Officers (PAOs). S/he leads the analysis, collection, and distribution of information associated with USAID's foreign assistance program in the region. S/he maintains regular contact and collaborates with U.S. Embassy Public Affairs Sections (PAS) to ensure that the Senior Embassy personnel are properly apprised of USAID-managed public activities and projects and that policies and procedures regarding outreach communications are strictly adhered to and that the United States Government (USG) interests are protected. S/he also serves as principal liaison with the Agency's Asia Bureau and Legislative and Public Affairs Bureau in Washington (USAID/LPA).

The Specialist is the head of the Development Outreach and Communications (DOC) Team, a unit that includes approximately six Foreign Service National (FSN) DOC Specialists and local hire U.S. Personal Services Contract DOC Specialists based in Manila Philippines, Suva Fiji and Port Moresby Papua New Guinea. S/he takes strategic direction from the USAID Mission Director and serves as the Mission Director's main advisor on all public communications. The position is located in the Office of the Director and reports directly to the Mission Director.

The Supervisory DOC Specialist's recommendations on development outreach will assist Mission management in making strategic policy and programmatic decisions. The Supervisory Regional DOC Specialist also collaborates closely with the technical offices and implementing partners to develop and implement the Mission's overall communication strategy. The overall DOC function is to promote a better understanding of, and sustained support for, U.S. development assistance amongst targeted host country audiences.

Major Duties and Responsibilities

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

1) Develop and oversee implementation of outreach and communication strategies: 20%

- a. Leads the DOC Team to develop strategic communication strategies for Philippines, Pacific Islands, and Mongolia, including corresponding work plans and metrics for success.
- b. Ensures effective implementation of USAID's Regional Communications Strategy, in coordination and consultation with USAID's Bureau of Legislative and Public Affairs, USAID's Asia Bureau and the USAID staff in the Philippines, Pacific Islands, and Mongolia.
- c. Oversees target-setting and performance monitoring of the strategy and recommends adaptive management as appropriate.
- d. Oversees the DOC annual budget management and advocates for resources required to achieve the communication strategy goals and objectives.

2) Oversee strategic outreach activities - 30%

- a. Leads the DOC Team to plan for strategic outreach activities (e.g. site visits, public events, social media campaigns, press releases) that raise USAID's profile in the region.
- b. Works with the DOC Specialists to design and manage public events and site visits. This includes but is not limited to overseeing speechwriting, event planning logistics, media invitations, media management, etc. S/he coordinates or oversees coordination of public

affairs activities in field travel for VIPs such as U.S. Ambassadors and other senior U.S. government officials. S/he ensures that any briefing material meets quality standards and time requirements and is cleared as appropriate.

- c. Responsible for overseeing the implementation of policies and procedures for USAID regional communications, including developing templates for various communications tools, standards for DOC materials, and guidelines for planning and managing events.
- d. Supervises social media campaign development and posting on all USAID Philippines, Pacific Islands, and Mongolia social media platforms. Analyzes social media analytics and recommends strategic approaches.
- e. Serves as an advisor on regional media engagement. As a subject matter expert, s/he maintains close, frequent professional contact with PAOs, the Department of State Regional Media Hub, and regional and local media outlets.
- f. Advises USAID staff on appropriate media protocol and coaches USAID staff to effectively represent the U.S. Government in public fora.
- g. Oversees media monitoring in the Philippines, Pacific Islands, and Mongolia, as well as relevant American media that may affect USAID programming. Analyzes significant media trends and keeps USAID staff abreast of significant events that may affect policy or programmatic decisions.

3) Oversee public communications approaches and products - 30%

- a. Supervises the DOC Team to plan for, develop, and disseminate relevant and timely communications products, such as stories, audio-visual products, and briefers, that effectively communicate USAID's work to the public.
- b. Serves as the main face of the Mission's public communications to USAID's Asia Bureau and LPA. As such, s/he is responsible for coordinating responses to information requests from Washington that have a public communications component, such as Congressional Budget testimonies, speeches for USAID/Washington staff, etc.
- c. Ensures the accuracy, quality, and timeliness of briefers, portfolio handbooks, fact sheets, and any other written products for public consumption. Coordinates with USAID technical offices, USAID implementing partners, the Asia Bureau, and LPA to produce and disseminate these products.
- d. Supervises and advises the DOC Specialists working on audiovisual materials (e.g. videos, podcasts, photo essays) to ensure that material is appealing, culturally and politically appropriate, and contains human interest element.

- e. Supervises the DOC Specialists in the management of all online platforms (currently including websites, Facebook, Twitter, YouTube, and Flickr for Philippines, Pacific Islands, and Mongolia), ensuring that content is accurate and up-to-date.
- f. Serves as an authority on communications approaches and products that will resonate with the American public. Works closely with local DOC Specialists and Embassy Public Affairs staff to determine culturally appropriate communications approaches and products that will have local appeal.
- g. Responsible for ensuring that appropriate USAID branding and marking plans are developed and enforced. As the mission authority on branding, s/he approves any branding and marking waivers or exemptions when doing so is not in the best interests of the U.S. Government.

4) Build capacity and collaboration on public outreach and communications - 20%

- a. Supervises and is responsible for the performance and professional development of an FSN Senior DOC Specialist, two FSN technical-level DOC Team members, and a local-hire USPSC Writer. Working closely with senior-level Foreign Service Officers based in Fiji and Papua New Guinea, s/he oversees the outreach and communications work of, and provides strategic direction for, two local-hire USPSC DOC Specialists based in these countries. (Note: DOC Team composition subject to change based on need and hiring timelines.)
- b. Liaises frequently with PAOs and other Embassy sections to collaborate on strategic outreach and communications opportunities, such as joint events, field travel, social media campaigns, etc. Ensures that USAID is prominent among U.S. Embassy communications efforts.
- c. Works with the DOC Team to build capacity of USAID staff on writing, presentation skills, representing the U.S. government, and other communications skills through coaching, seminars, workshops, etc.
- d. Works with the DOC Team to build the capacity of USAID implementing partners on event management, social media posting, photography, branding, marking, and other communications skills through seminars, coaching, workshops, etc.

Supervisory Relationship and Supervisory Controls

Supervision is exercised in a broad and general manner. The Supervisory Regional DOC Specialist reports/consults directly to the Mission Director or his/her designee on relevant policy issues. S/he is expected to take self-initiative in planning and carrying out his/her assignment. S/he supervises approximately up to six senior- to mid-level, geographically dispersed FSN DOC Specialists and local hire USPSC DOC Specialists based in Manila, Suva, and Port Moresby.

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 communications, journalism, public affairs, international development, or in a related field is required. A Master's degree in communications, journalism, public affairs, international development, or in a related field is highly desirable.
3. **Prior Work Experience:** A minimum of eight years of demonstrated successful experience in communications, public relations, international development, or related field is preferred. At least five years of experience in managing teams is required.
4. **Job Knowledge:** (1) Mastery of a wide range of methods effective, state state-of-the-art outreach and communications strategies and media formats; (2) Strong command of U.S. foreign policies. S/he must be able to apply the most recent communications approaches in an evolving policy and programming environment and guide the Front Office in public communications that may significantly influence public policies or programs; (3) Skill to articulate and advocate for U.S. programs and priorities that involve substantial agency resources to a wide range of audiences; (4) Good knowledge of the different press outlets and influential organizations in the region, and ability to make judgments and provide advice on best press outlets available.
5. **Skills and Abilities:** With demonstrated exceptional leadership, management, and supervisory skills. Excellent English writing, oral communication skills, and interpersonal skills are required. Good coordination, teamwork, and organizational skills within a multi-cultural work environment are required. Ability to manage several tasks simultaneously and to work effectively under pressure is a must, as is the ability to take initiative and be creative. Knowledge of word processing and PowerPoint and online media platforms is required. Skills in Adobe Photoshop, social media, photography, and videography are a plus.

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 communications, journalism, public affairs, international development, or in a related field is required. A Master's degree in communications, journalism, public affairs, international development, or in a related field is highly desirable.
2. **WORK EXPERIENCE (35 points):** A minimum of eight years (or ten without a Master's degree) of demonstrated successful experience in communications, public relations, international development, or related field is preferred. At least five years of experience in managing teams is required.
3. **JOB KNOWLEDGE (30 points):** The position requires: (1) Mastery of a wide range of methods effective, state-of-the-art outreach and communications strategies and media formats; (2) Strong command of U.S. foreign policies. S/he must be able to apply the most recent communications approaches in an evolving policy and programming environment and guide the Front Office in public communications that may significantly influence public policies or programs; (3) Skill to articulate and advocate for U.S. programs and priorities that involve substantial agency resources to a wide range of audiences; (4) Good knowledge of the different press outlets and influential organizations in the region, and ability to make judgments and provide advice on best press outlets available.
4. **SKILLS AND ABILITIES (20 points):** With demonstrated exceptional leadership, management, and supervisory skills. Excellent English writing, oral communication skills, and interpersonal skills are required. Good coordination, teamwork, and organizational skills within a multi-cultural work environment are required. Ability to manage several tasks simultaneously and to work effectively under pressure is a must, as is the ability to take initiative and be creative. Knowledge of word processing and PowerPoint and online media platforms is required. Skills in Adobe Photoshop, social media, photography, and videography are a plus. Applicants must provide at least two writing samples with their application. These samples should be 350 to 1,500 words (preferably 750 to 1,000 words), and should demonstrate the applicant's ability to

clearly communicate complex ideas to the public. Samples must be written by the applicant; co-written articles are not accepted. A writing test may be administered to successful applicants.

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, with copy to: 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. 72049220R00011**) 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 .
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 --