SOLICITATION NUMBER: 72068721R10002
ISSUANCE DATE: May 21, 2021
CLOSING DATE: June 20, 2021

SUBJECT: Solicitation for a Cooperating Country National Personal Service Contractor Development Outreach & Communications Specialist, FSN-11 grade

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development Mission to Madagascar (USAID/Madagascar), is seeking offers from qualified persons to provide personal services under contract as described in this solicitation.

Offers must be in accordance with the Attachment 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 offers.

Any questions must be directed in writing to the Point of Contact specified in the Attachment.

Sincerely,

Debbie Jackson
Contracting Officer
ATTACHMENT
Solicitation for a Cooperating Country National Personal Service Contractor, CCNPSC
Development Outreach & Communications Specialist, FSN-11 Grade

I. GENERAL INFORMATION

1. SOLICITATION NUMBER 72068721R10002
2. ISSUANCE DATE May 21, 2021
3. CLOSING DATE June 20, 2021 FOR RECEIPT OF OFFERS
4. POINT OF CONTACT Josée Ramanaly AntananarivoUSAIDHR@usaid.gov Phone: + (261) 33 44 320 00
5. POSITION TITLE Development Outreach & Communications Specialist
6. MARKET VALUE MGA 56,908,746 to 93,899,453 per annum, equivalent to FSN-11, in accordance with AIDAR Appendix J and the Local Compensation Plan of USAID/Madagascar. Final compensation will be negotiated within the listed market value.

7. PERIOD OF PERFORMANCE The base period will be one year, estimated to start in October 2021. Based on Agency need, the Contracting Officer may exercise an additional option period of four years, estimated as follows:

<table>
<thead>
<tr>
<th>Period</th>
<th>Start Date</th>
<th>End Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>Base Period</td>
<td>01 October 2021</td>
<td>31 October 2022</td>
</tr>
<tr>
<td>Option Period</td>
<td>01 October 2022</td>
<td>31 October 2026</td>
</tr>
</tbody>
</table>

8. PLACE OF PERFORMANCE Antananarivo, Madagascar With possible travel as stated in the Statement of Duties

9. SECURITY LEVEL REQUIRED Facility & Computer Access

10. ELIGIBLE OFFERORS: This vacancy is open to Malagasy citizens and non-Malagasy citizens lawfully admitted for permanent residence in Madagascar. Non-Malagasy citizens, if selected, will be compensated on the same schedule of salaries and benefits as are Malagasy citizens.

11. STATEMENT OF DUTIES:

   1- Basic Function

The Development Outreach Communications (DOC) Specialist is based within USAID/Madagascar's Program Office in Antananarivo. S/he helps to lead USAID/Madagascar with
all public outreach, communication, and information efforts. These efforts, both for Malagasy and for American consumption, educate, and promote an understanding of USAID investments, programs, and impact. Under the supervision of the Mission’s DOC Advisor, the DOC Specialist collaborates closely with various Mission staff, USAID implementing partners, Embassy colleagues, and the private sector to advance the Mission's communication and outreach efforts and implement the Mission’s overall communications strategy. Activities for which the incumbent may be responsible include organizing and managing events; producing and disseminating print and electronic publicity materials; serving as the primary manager of website and social media presence on behalf of the Mission; engaging local and international media; designing, procuring, and managing DOC-related contracts and purchase orders; and training and guiding other staff on publicity issues and branding and marking. The DOC Specialist will provide translation services in French, English, and/or Malagasy languages. The position works with independence and vision to increase awareness of U.S. assistance in Madagascar through a variety of creative mechanisms. This includes radio, television, media briefings, public events, social media, and other means.

2- **Major Duties and Responsibilities**

**Communications and Outreach (70%)**

- Work closely with the USAID Mission DOC Advisor, technical offices, implementing partners, U.S. Embassy Public Affairs Section, and other U.S. government agencies to achieve maximum exposure and understanding of U.S. development assistance efforts and initiatives in Madagascar.

- Contribute to the update and implementation of the Mission's Strategic Communications Plan to increase understanding of, and support for, USAID programs to external target audiences.

- Manage the Mission’s social media accounts, creating content for the website, social media, and online platforms. Collects and develops compelling narratives and takes well-composed photos of all of the Mission's programs to tell USAID/Madagascar’s development stories. Proficiently gather information to develop original content and manage social media. Use social media analytics to schedule and post new content to the Mission’s platforms on an ongoing basis and use other forms of information dissemination.

- Collaborate with USAID and State Department staff to gather information and draft briefing materials, including success stories, program profiles, activity and project fact sheets, sector or topic specific promotional material, presentations (e.g., PowerPoint slides), and other briefing materials.

- Work with the DOC Advisor and offices managing projects to develop and draft articles and/or video content for the Mission’s Our Stories and multimedia platforms and the Agency’s Medium and Exposure blogs as well as other platforms, particularly those aimed at American audiences.

- Oversee the creative design, preparation, and presentation of promotional briefing materials to maximize the reach of information about USAID programs and their impact in Madagascar, including but not limited to, handouts, brochures, flyers, photographs, and presentations.

- Engage the media to enhance achievement of USAID/Madagascar’s Strategic Communications Plan, including arranging and preparing for press interviews, press conferences, briefings, tours of projects and interaction with Malagasy and American journalists.
- Be at all times up to date with USAID branding and marking requirements and advise and train Mission staff and USAID implementing partners on branding and marking as required.

- Provide guidance, training, and resources to USAID/Madagascar staff and local partners who implement or support USAID programs, increasing their capacity to produce high-quality, memorable communications that resonate with local and American audiences.

- Work closely with the Embassy Public Affairs Section and the DOC Advisor on media relations. Maintain relationships with local journalists to ensure smooth information flow and regular press coverage of USAID activities. Advise and work with the Embassy Public Affairs Section to expand opportunities for coverage of USAID efforts.

- In conjunction with the USAID DOC Advisor, organize and coordinate press events for USAID activities, (such as for activity launches, ribbon-cuttings, and global day celebrations). This includes drafting and/or editing briefing documents and press releases, preparing information packages, coordinating scheduling and participants, procuring products, arranging logistics, coordinating with stakeholders, and arranging media coverage.

- Serve as the Mission’s Webmaster and primary point of contact with the Bureau of Legislative and Public Affairs for submissions of stories and other inputs for the USAID/Madagascar website in English and in French.

- Monitor daily local press coverage and provide notification on relevant news items to the DOC Advisor; monitor local press awareness of and attitudes toward USAID programs.

- Prepare and manage purchase order contracts or agreements to fulfill communications functions, such as external translation support, graphic design services, and print orders.

- Act as editor for reports and documents for public distribution, as assigned.

- Comply with ethical codes that protect the confidentiality of information.

- Serve as the Acting DOC Advisor during the DOC Advisor’s absence.

**Translation (30 %)**

- Translate from French or Malagasy languages into English and from English into French or Malagasy languages for all USAID/Madagascar documentation (including social media posts, media materials, presentations, and talking points) requiring translation. Responsible for timeliness, accuracy, cultural appropriateness, and final editing of all translations.

- Check original texts or confer with authors to ensure that translations retain the content and meaning of the original material. Check terminology and translations by others to ensure that they are accurate and remain consistent throughout translation revisions.

- Comply with ethical codes that protect the confidentiality of information.

- Serve as the Interpreter for Mission staff or visitors. Perform simultaneous interpretation to translate words on-the-spot with a high level of accuracy, maintaining message content, context, and style as much as possible.

The contractor is required to perform work-related travel at 25%.

The contractor is eligible for temporary duty (TDY) travel to the U.S., or to other Missions abroad,
to participate in the "Foreign Service National" Fellowship Program, in accordance with USAID policy.

3- **Supervisory Relationship**

The DOC Specialist will receive supervision from the DOC Advisor.

4- **Supervisory Controls**

The DOC Specialist will not supervise staff but will oversee communication outputs from various offices in the Mission.

12. **PHYSICAL DEMANDS**

The work requested does not involve undue physical demands.

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

Offers will be initially screened by the Human Resources Office to determine whether they have met the minimum qualifications below. A list of qualified offers will be referred to the evaluation committee for further consideration and screening.

a. **Education:** Bachelor’s in journalism, communications, marketing, public relations, graphic or video design, liberal arts and/or related field.

b. **Work Experience:** 5 years of professional experience in journalism, communications, marketing, public relations, graphic or video design, and/or related field. Proven experience in successfully increasing awareness of a service or a product among Malagasy audiences is required. Experience in either public opinion research and/or design and management of mass media campaigns is required.

c. **Language Proficiency:** Language proficiency equivalent to level IV in English, French, and Malagasy. At this level an employee is required to possess a high degree of proficiency in both written and spoken language, including the ability to translate Malagasy and/or French language into precise and correct English, and vice versa.

d. **Job knowledges:** Advanced knowledge of the Malagasy media and economic, political, social, and cultural characteristics as they relate to development assistance activities and communication is required as well as advanced knowledge of the principles of public relations. Knowledge of best uses of social media platforms (including Facebook, Twitter, Whatsapp) and components of successful outreach and communications campaigns to engage with target audiences is required. Good knowledge of social media (including YouTube, Flickr, Facebook), website design and content management, and publication design.

e. **Skills and Abilities:** Ability to implement effective public relations/communications campaigns targeted at specific audiences and the general public. Ability to do basic research and analysis in a variety of technical subject matter fields in order to develop written and visual content. Ability to proactively work with across offices and stakeholders to obtain needed input. Ability to work independently, take initiative, manage several tasks at once, and work under pressure to meet deadlines. Excellent organizational and critical thinking skills. Excellent interpersonal skills. Excellent writing and editing skills in English, French, and Malagasy. Ability to provide translation services to ensure accurate content and meaning in accordance with strategic messaging guidance and cultural appropriateness. Must have strong interpersonal skills and able to establish and maintain collegial relations with press and media contacts, as well as Embassy and implementing counterparts,
and exercise sound judgment in representing the USG. Excellent computer skills, including working use of MS Office, MS PowerPoint, Word, Google suite, Adobe Cloud, video editing software, and infographic software are required.

f. Ability to obtain medical and security clearances.

g. For non-Malagasy citizens, a proof for the lawful residency in Madagascar at the time of offer 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 Contracting Officer (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. FAR provisions of this solicitation are available at https://www.acquisition.gov/browse/index/far.

An evaluation committee will evaluate each offer who meets the minimum qualifications, against the evaluation factors listed below. The committee may conduct interviews of the most highly ranked candidates before making a recommendation to the CO. The successful candidate will be selected based on a review of his/her qualifications, work experience, knowledge, skills, and abilities; interview; and the results of reference checks. The evaluation committee may check references that have not been specifically identified by the candidates and may check references before or after a candidate is interviewed. Testing of language skills may be required.

We will only contact the higher ranked candidates who will be shortlisted by the evaluation committee.

**EDUCATION (10 points):**
Additional points will be given for the following, which are above the minimum requirements:

a. Bachelor’s degree in journalism, communications, marketing, graphic or video design, liberal arts or related field

b. Supplemental degree(s) or professional certificate(s) in related field(s)

**EXPERIENCE (30 points):**

a. Relevant years of experience beyond five

b. Relevant experience in design and management of public communication campaigns

c. Proven experience in successfully increasing awareness of a service or a product among Malagasy audiences

d. Demonstrable experience providing professional written or oral translation services.

e. Relevant experience in public opinion research

**KNOWLEDGE (20 points):**
a. Demonstrated knowledge of: i) best uses of social media platforms (including Facebook, Twitter, YouTube), ii) components of successful outreach and communications campaigns to engage with target audiences, and iii) website design and content management, and publication design

b. Demonstrated knowledge of Madagascar’s media, economy, politics, and social and cultural characteristics as it relates to international development

c. Demonstrated advanced knowledge of the principles of public relations

SKILLS & ABILITIES (40 points):

a. Demonstrated written and spoken language skills above the minimum requirements, particularly as it pertains to communications, outreach, public relations, and development sector activities, including drafting, editing, and the ability to translate Malagasy and/or French language into precise and correct English, and vice versa

b. Demonstrated ability to work independently, take initiative, manage several tasks and priorities at once, work under pressure to meet deadlines, and organize and manage complex tasks to meet deadlines and deliver products that meet professional standards

c. Demonstrated strong interpersonal skills, including the ability to build and maintain a network of professional contacts, to work collaboratively with colleagues, and to provide effective leadership in a multicultural setting.

TOTAL 100 POINTS

IV. SUBMITTING AN OFFER

1. Eligible Offerors are required to submit electronically the following. Incomplete submissions will not be considered:


   b. Two justification letters: one in English and one in French: Specifically addressing each of the selection factors listed above in detail that makes the offeror qualified for the position:
      - Education and experience
      - Knowledge
      - Skills and abilities.

   c. Curriculum vitae (CV) or resume in English: with your telephone number and contact information (home or office address, e-mail address, etc.);

   d. Diplomas and certificates: photocopies of any documents demonstrating that the offeror meets the minimum qualifications. Offerors are encouraged to submit photocopies. Originals will not be returned;

   e. References: Offerors are required to provide at least five (5) references with complete contact information, including professional relationship, current e-mail address and telephone numbers, who are not family members or relatives. The offeror’s references
must be able to provide substantive information about his/her past performance and abilities. Reference checks will be made only for top-ranked candidates. If an offeror does not wish for the current employer to be contacted as a reference check, this should be stated in the AID 309-2 form. The selection committee will delay such reference check pending communication with the offeror;

f. **Additional documents for non-Malagasy citizens**: Photocopy of Malagasy long term “visa de séjour” at the time of offer, or any other residency justifications.

2. Offeror submissions 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** electronically to the e-mail address: AntananarivoUSAIDHR@usaid.gov.

3. Subject line for submission:

   “DOC Specialist *[your name]*”

   All documents should be in Adobe Acrobat Reader format (.pdf) and/or Word format (.doc or .docx). We will not open compressed files (.zip, .rar, etc.).

**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) Security Eligibility and Facility Access: Prior to award, the selected individual must be able to obtain the security clearance. Completed Overseas Vetting Questionnaire form will be required. USAID will assist in this. The Regional Security Officer (RSO) at the Mission will make a determination. Temporary clearances may be requested while a personal background investigation is conducted.

2) Medical Clearance and Certification: Prior to award, the selected individual will be required to obtain a medical clearance. S/he will go through a medical examination at a designated clinic. Pre-Employment Medical Information form will be provided.

**VI. BENEFITS AND ALLOWANCES**

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

1. **BENEFITS**
   - Employer contribution to Caisse Nationale de Prévoyance Sociale (CNaPS)
   - Employer contribution to a health insurance plan for the selected individual and eligible family members

2. **ALLOWANCES**
   - Transportation allowance is 25% of basic salary
   - Miscellaneous allowance is MGA 1,100,000/year
   - Annual bonus is 10% of annual basic salary

**VII. USAID REGULATIONS, POLICIES AND CONTRACT CLAUSES PERTAINING TO PSCs**

USAID regulations and policies governing **CCN PSC awards** are available at these sources:

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:

   **LINE ITEMS**

<table>
<thead>
<tr>
<th>ITEM NO (A)</th>
<th>SUPPLIES/SERVICES (DESCRIPTION)</th>
<th>QUANTITY (C)</th>
<th>UNIT (D)</th>
<th>UNIT PRICE (E)</th>
<th>AMOUNT (F)</th>
</tr>
</thead>
</table>
| 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 – 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 |


   - AAPD 21-01: Applicability of FAR 4.21 to USAID personal services contracts with individuals under the AIDAR Appendices D and J
   - AAPD 20-08: Leave and Holidays for CCNPSCs and TCNPSCs, including country leave for qualifying posts for eligible TCNPSCs
   - AAPD 06-08: AIDAR, Appendices D AND J: Using The Optional Schedule To Incrementally Fund Contracts
   - AAAPD 03-11: Revision of Contracts/Contract Procedures for Personal Services Contracts with Foreign Service Nationals (FSNs) to Work in Iraq and Afghanistan

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/resources_standards-of-conduct

5. **PSC Ombudsman**

   The PSC Ombudsman serves as a resource for any Personal Services Contractor who has entered into a contract with the United States Agency for International Development and is available to provide clarity on their specific contract with the agency. Please visit our page for additional information: https://www.usaid.gov/work-usaid/personal-service-contracts-ombudsman.

   The PSC Ombudsman may be contacted via: PSCOmbudsman@usaid.gov.

USAID IS AN EQUAL EMPLOYMENT OPPORTUNITY/AFFIRMATIVE ACTION EMPLOYER AND 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.

END OF SOLICITATION