



USAID | **VIETNAM**
FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72044021R00008

ISSUANCE DATE: July 16, 2021

CLOSING DATE/TIME: August 16, 2021 at 17:00 Hanoi local time

**SUBJECT: Solicitation for Resident-Hire U.S. Personal Service Contractor (USPSC) –
Development Outreach Communication 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, Sections I through VIII** 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 the attached information.

Sincerely,

/s/

Ken Seifert
Contracting Officer
USAID/Vietnam

ATTACHMENT

I. GENERAL INFORMATION

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking applications of qualified U.S. Nationals (USNs) currently residing in Vietnam in providing Personal Services Contract (PSCs) for the position of Development Outreach Communications Specialist for its Mission in Vietnam for a two-year period for the base contract with three (3) one-option years.

- 1) **SOLICITATION NO.:** 72044021R00008
- 2) **ISSUANCE DATE:** July 16, 2021
- 3) **CLOSING DATE/TIME FOR RECEIPT OF OFFERS:** August 16, 2021 at 17:00 Hanoi local time.
- 4) **POINT OF CONTACT:**

Ken Seifert, Contracting Officer at kseifert@usaid.gov and
Quyen Hoang, Human Resources Specialist at qhoang@usaid.gov
- 5) **POSITION TITLE:** Resident-Hire Development Outreach Communications Specialist
- 6) **MARKET VALUE:**

Position is classified at GS-12 with annual salary range of **\$66,829 - \$86,811** per annum.

Final compensation will be negotiated within the listed market value depending on experience, qualifications and salary history. Requests for salary over and above the top of the pay range is not negotiable.

- 7) **PERIOD OF PERFORMANCE:**

The base period will be two (2) years. Based on the Mission’s needs and fund availability, the Contracting Officer may exercise additional option year(s) of up to three (3) one-year extension.

This is a full-time position with 40 hours per week schedule (Monday to Friday).

Base Period	TBD two-year
Option Period 1	TBD one year
Option Period 2	TBD one year
Option Period 3	TBD one year

8) **PLACE OF PERFORMANCE:** Program Office (PRO), USAID/Vietnam office in Hanoi, Vietnam with possible travel upon the work requirements.

9) **ELIGIBLE OFFERORS/APPLICANTS:**

This vacancy is open to Resident-Hire U.S. Nationals (USNs) who are **currently residing in Vietnam and allowed to work legally in the country without needing a work permit**. The U.S Embassy Hanoi is neither responsible for providing any support to get work permit nor accepting the work permit guaranteed by a third party.

U.S. national means an individual who is a U.S. citizen or a non-U.S. citizen lawfully admitted for permanent residence in the United States.

NOTE: ALL ORDINARY RESIDENT APPLICANTS MUST HAVE THE REQUIRED RESIDENT PERMITS AND BEING ALLOWED TO WORK LEGALY IN COUNTRY WITHOUT NEEDING WORK PERMIT GRANTED BY THE GOVERNMENT OF VIETNAM BEFORE BEING ELIGIBLE TO APPLY.

10) **SECURITY LEVEL REQUIRED:** Facility Access

USAID will provide details regarding this requirement. If such clearance is not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.

11) **STATEMENT OF DUTIES**

1. INTRODUCTION AND BACKGROUND

This position of Development Communications Outreach Specialist (DOCS) is located within the DOC team, under the Program Office (PRO), USAID/Vietnam Mission. PRO provides strategic, programmatic, monitoring, evaluation, and budgeting guidance to the Mission to implement a portfolio of programs of more than \$145 million annually. PRO also manages external communications and relations with partners, donors, host country institutions, Washington, and the general public. Details about the Mission's portfolio may be found at <http://vietnam.usaid.gov>. One essential function of PRO is to lead the Mission's external outreach and communications efforts. Given the history of U.S.-Vietnam relations and the particular sensitivity of a number of program areas in which we work, the DOC team plays a central role in defining our programs and explaining them to Vietnamese, American, and international audiences.

The DOC team is responsible for collecting, researching, managing, and distributing information associated with the USAID programs in Vietnam and serves as the point of contact and liaison for all public information requests. The DOC team's recommendations on development outreach will assist USAID senior leadership in making strategic decisions, related to communications, messaging, and press relations. The DOC team collaborates closely with USAID/Vietnam technical teams (Economic Growth and Governance; Health; Environment and Social Development; and Higher Education) and numerous implementing partners to develop and

implement USAID/Vietnam's overall development outreach communications strategy. The team collaborates with the U.S. Embassy/Hanoi's Public Affairs Officer (PAO) to ensure that Embassy personnel are properly apprised of USAID program activities, achievements, and public events. The team will coordinate Mission efforts and liaise with the Agency's Legislative and Public Affairs (LPA) Bureau in Washington (USAID/W).

2. BASIC FUNCTION OF THE POSITION

The DOC team currently comprises one Offshore-Hire USPSC Senior DOCS, one Resident-Hire USPSC DOCS (this vacant position), two Country Cooperating Nationals (CCNs), however, is expanding to add a third CCN position and one Resident-Hire USPSC for a total team of six. Within the Mission, the team also includes communication points of contact in each of the technical offices. In addition, the DOC team has established linkages with communications professionals in each of the implementing partners.

In coordination with the other USPSC DOCS, the primary duty of this DOCS position is to implement USAID/Vietnam's communications strategy. As one of several DOCS positions in southeast Asia, it is important that the incumbent and the DOC team work with DOCS in neighboring missions and share information that will help tell the story effectively of USAID programs throughout the region. As part of the DOCS duties, close collaboration with USAID's Regional Development Mission Asia (RDMA) and USAID/Washington, including Asia Bureau as well as Legislative and Public Affairs, is essential.

3. MAJOR DUTIES AND RESPONSIBILITIES:

In coordination with the USPSC Senior DOCS, the specific duties will include the following:

1) Coordination

- In close coordination and collaboration with U.S. Embassy Hanoi's Public Affairs Section (PAS), other USG agencies, USAID/Washington, and other regional DOCS, develops strategic communications at the Embassy level and ensures that USAID communications are in line with the broader Embassy goals. This is to achieve maximum exposure and understanding of USAID programs and initiatives and understanding of the U.S. contribution to Vietnam's economic competitiveness and trade; its efforts to combat HIV/AIDS, tuberculosis, and infectious diseases; sensitive bilateral issues such as Agent Orange/Dioxin remediation and overcoming war legacies, including vulnerable populations; critical energy, environmental, and global climate change issues; response to disasters requiring rapid delivery of humanitarian assistance, and other emerging USAID funded development assistance activities.
- Serves as the primary liaison with PAS in the execution of USAID events, the dissemination of USAID publicity materials and on any other issues that may arise. Represents USAID in planning relevant Embassy events and site visits by the Ambassador and other high-level visitors.
- Ensures the overall quality, coherence and strategic application of the team's communications and outreach products and initiatives.
- Leads the development and implementation of the Mission's communication strategy and

outreach plan that promotes a better understanding of and support for USAID programs to external audiences. Ensures public awareness of programs and projects being funded by USAID and provide information to USAID/W and the U.S. Embassy.

- Formulates and manages the communication and outreach budget for the Mission. Given USG and agency directives to reduce expenditures on publications, travel and conferences, the incumbent must identify cost-effective ways to achieve communication goals.
- Monitors and evaluates progress toward communication objectives as outlined in the communication strategy. This includes establishing a monitoring and evaluation plan for the communication strategy, identifying indicators and measuring progress to assess effectiveness and impact of outreach activities. Also includes monitoring local and international press coverage, awareness and attitudes concerning USAID programs. Information gathered will inform ongoing activities and future programming.
- Formulates and implements innovative outreach activities that advance development objectives as outlined in the Mission's Country Development Cooperation Strategy (CDCS).
- Represents the Mission at the senior level in matters pertaining to public affairs and outreach activities with other branches of the USG, the Government of Vietnam, implementing partners and other donors.
- Mentors the DOC team and trains technical office staff and implementing partners on developing effective and executing communication plans and materials.
- Serves as the advisor to Mission management regarding all public information, media relations and outreach matters.
- Through well-established professional contacts with donors, NGOs, and leaders of other international and local organizations active in development activities, the DOCS will gather, analyze, and properly format data and information on local and international opinion concerning USAID programs for the purpose of gauging the effect of information dissemination strategies, providing feedback on ongoing activities and for planning future communications programming.

2) Public Information and Publicity Materials

- Coordinates information dissemination, media outreach and public events within the mission with technical offices and outside the mission with implementing partners.
- Builds the capacity of implementing partners to develop timely, accurate, effective and well-written media materials.
- Oversees the drafting, editing, organization and dissemination of a standard information package of publicity materials, including fact sheets, newsletters, project briefs, country profile, development objective summary, presentations, responses to requests for information and all other public information materials related to USAID/Vietnam activities. Materials must be tailored for both internal audiences (incoming staff, high-level visitors, LPA, Congress) and

external audiences (general public and media). Incumbent must be able to present development topics in clear, concise English and translate sometimes complex or highly technical language into a format easily understood by the general public.

- Serves as the coordinator and technical point of contact for implementation of Agency branding efforts. Ensure that USAID mission staff is familiar with the requirements of program/activity branding; as needed, work with Agency partners and implementers on ensuring compliance with Agency branding guidance.
- Prepares draft presentations, speeches, briefers, and talking points in response to requests for information and taskers, and for preparation of reports regarding Vietnam program activities.
- Generates and maintain a standard set of narrative data related to the Mission's development portfolio for general use in briefers, outreach materials, communications, etc.
- Develops and maintain online outreach, including websites, social media.
- Manages preparation of a weekly summary of events, submissions for USAID Frontlines and other USAID public information platforms including Facebook, Twitter, YouTube and other new and emerging social media sites.

3) Media and Public Relations

- Manages information and media outreach activities, in coordination with the Front Office and technical teams. Ensures strategic selection of events and optimal representation by USG personnel to more effectively and efficiently communicate USAID messaging.
- Advises and works with PAS to manage USAID/Vietnam's relationship with international, regional, and local press, including encouraging accurate reporting, equity, and trouble-shooting as necessary, expanding opportunities to keep media abreast of USAID/Vietnam programs, including TV, radio and other media. This may include initiating and coordinating interviews, preparing talking points, organizing briefings and media tours of USAID projects, drafting and reviewing speeches for the USAID Mission Director, the Ambassador, and other senior staff, providing content to USAID's storytelling platforms. Interacts with local media contacts regularly. Process materials and address any necessary changes to ensure that items go to press on time.
- Works closely with the Front Office and USAID staff on press and media relations to ensure targeted and coherent messages consistent with the Communication Strategy from all USAID staff and implementing partners.
- Builds media relations; cultivate media contacts - television, radio, newspaper etc. in Vietnam. Maintain media contacts database. Advises to the Mission and to USAID/LPA regarding appropriate press contacts.
- Photographs USAID/Vietnam program activities, events and impact providing USAID with

digital and other media to document and communicate USAID success and lessons learned. Coordinates and oversee use of photos, video and digital cameras, and digital video conference room equipment and supplies.

- Responds to inquiries from the general public, media and other sources about USAID/Vietnam programs and projects.
- Oversees the development of effective media outreach materials, ensuring accurate information and presentation of development topics and the impact of USAID/Vietnam programs in a format easily understood by the general public.

4) Publicity Events

- Maintains a calendar of USAID/Vietnam program events with the DOC team in close coordination with technical team staff and implementing partners or related stakeholders.
- Develops innovative publicity events used to further Mission strategic goals.
- Serves as advisor on the outreach component of events, in coordination with PAS, Front Office, technical teams and implementing partners. This includes conferences, openings, ribbon-cuttings and other ceremonies. Organizes press packets, deal with protocol issues, site selection, staging and logistical issues and identify USG representation.
- Organizes and coordinates with the USAID/Vietnam Technical Offices and PAS on all aspects of public events for USAID such as program/activity inaugurations and program assistance completions, including preparation and dissemination of press releases and background information, protocol issues, site selection and preparation, staging and logistical issues, scheduling and maintaining contact with speakers, and notification of appropriate U.S. and local government officials and media, as well as on-site coordination of media.
- Reviews and edits press releases, scene setters and talking points drafted by implementing partners for USAID/Vietnam events.
- Manages documentation of USAID/Vietnam events, including video, documentaries, photos, updates to Facebook, YouTube and Twitter accounts.
- Serves as the Mission's point of contact for publicity events and site visits by official visitors from the Embassy, USAID, Congress and other USG agencies or entities. Serve as control officer or participate in teams planning VIP visits. Lead preparation of briefing materials, scene setters and other information products to support these visits. Maintain a diverse list of potential site visit locations appropriate for a variety of high-level visitors throughout the country.

12) SUPERVISORY RECEIVED

The incumbent will report to the Director of the Office of Program Development, USAID/Vietnam or his/her designee. S/he is expected to display a high degree of independence in planning and carrying out his/her assignments.

13) **SUPERVISION/OVERSIGHT OVER OTHERS**

This position may supervise one mid-level FSN Communications Specialist and one Translator/Interpreter in the PDO.

12) **PHYSICAL DEMANDS**

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

The Development Outreach Communications Specialist shall have the following qualifications. In order to be considered those marked "required" must be met.

A. Education:

A Bachelor's degree in public relations, journalism, international development/relations, marketing, communications or other sciences is required.

B. Work Experience:

A minimum of three years of demonstrated successful experience in public relations, journalism, communications or marketing is required. Proven experience with writing and communications that demonstrate skills and hands-on experience in a combination of the following areas: public relations, editing, public information, publishing, and digital communications. Proven experience in developing and disseminating targeted information to a variety of audiences is required. Relevant marketing experience will be considered, as applicable. The incumbent must be able to mentor, guide, and build capacity of staff and implementing partners.

The successful candidate will have experience with local, regional, and international press.

C. Technical Knowledge:

The successful candidate must be capable of crafting strategic communication plans and information messages in various media formats (e.g. press releases, web-site, cables, social media, etc.), targeting a variety of audiences. Excellent leadership, coordination, and organizational skills within a multi-cultural work environment are required. Must have broad understanding of issues related to international development and be able to translate them to a general audience.

D. Skills:

This position requires a combination of leadership, analytical and technical expertise, and managerial skills. The incumbent must have native-level English skills (reading, writing, and speaking) and be able to meet strict deadlines in a fast-paced environment. The incumbent must be familiar with and be able to work well in an overseas environment with a wide range of

government and non-government counterparts. Strong communication, interpersonal skills, and ability to lead and work in teams are required. Excellent organizational, critical, and strategic thinking skills are required. Strong computer skills in the full range of MS software, including Word, Excel, PowerPoint, Google Apps are required.

E. Other Requirements: The incumbent must also be:

1. A U.S. National (USN) who are currently residing in Vietnam and allowed to work without needing a work permit granted by the Government of Vietnam.
2. In possession of, or able to obtain, facilities access authorization and a medical clearance in order to perform under the contract.
3. In possession of, or able to obtain, a medical clearance. The successful applicant must receive medical clearance for serving in Hanoi, Vietnam. Details of how to obtain US Department of State Medical Unit medical clearance will be provided once a job offer is made and accepted;
4. Available and willing to work outside the regular 40-hour workweek when required/necessary;
5. Willing to travel to work sites and other offices both in Vietnam and regionally as/when requested.

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. FAR provisions of this solicitation are available at <https://www.acquisition.gov/browse/index/far>.

A. Selection Process

After the closing date for receipt of applications, a committee will be convened to review applications and evaluate them in accordance with the evaluation criteria. Applications from candidates who do not meet the required selection criteria will not be scored. As part of the selection process, final candidates may be interviewed either in person or by telephone at USAID's discretion. Reference checks will be made only for applicants considered as finalists. Reference checks may be conducted with individuals not provided by the offeror.

If an applicant does not wish USAID to contact a current employer for a reference check, this should be stated in the applicant's cover letter, and USAID will delay such reference check pending communication with the applicant. Only finalists will be contacted by USAID with respect to their applications. The final selected candidates must obtain

security and medical clearances within a reasonable period of time (USAID will provide details regarding these clearances to the selected candidates). A substantial delay in obtaining either required clearance will make the applicant ineligible for selection.

B. Evaluation Factors

Applicants will be evaluated on the extent and quality of their education, relevant experience, language and work skills as they relate to this position against the following criteria:

1. Minimum Education and Experiences: Pass/ Fail
2. Written test and/or writing samples: Top scoring candidates will be invited for Interview
3. Interview
4. Reference check: pass/ fail

Applicants seeking the required qualifications for the position will be evaluated based on information presented in the application and reference checks. USAID reserves the right to conduct interviews with the most highly ranked applicants.

Additional Criteria:

- Management will consider nepotism/conflict of interest, budget, and resident status in determining successful candidacy.
- Applicants must not appear as an excluded party in the System for Award Management.

IV. APPLYING

1. 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, item 4. Late, incomplete or unsigned applications will NOT be considered.
 - a. A resident card granted by the GVN and/or supporting document showing that s/he can legally work in Vietnam without needing a work permit granted by the GVN.
 - b. Cover letter addressing each of the evaluation factors, describing specifically and accurately what experience, training, education and/or awards or recognition the applicant has received relevant to each evaluation factor described above.
 - c. Most current curriculum vitae (CV) or resume;
 - d. Contact information (telephone numbers and email addresses) for at least three references with knowledge of the applicant's prior work skills. Please be advised that references may be obtained independently from other sources in addition to the ones provided by an applicant; and,
 - e. Eligible offerors/applicants are required to complete and submit the signed copy of the offer form **AID 309-2**, "Offeror Information for Personal Services Contracts with Individuals," available at <http://www.usaid.gov/forms>. Applicants should note

that the salary history for the purposes of the AID-309-2 is the base salary paid, excluding benefits and allowances (if applicable).

Incomplete/un-signed offers will not be considered.

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, item 4. Late, incomplete or unsigned applications will NOT be considered.
3. To ensure consideration of offers for the intended position, Offerors must prominently reference the Solicitation number in the offer submission.
4. The attachment to e-mail must be in Adobe Acrobat format (.pdf). The attachment should be formatted with a 10MB limit per email. Package in zip or other compressed formats will be rejected. The U.S. Government will not be responsible for incomplete/corrupted or missing information in electronic submission. USAID will not ensure quality or completeness of electronic files attached to the e-mail.

V. LIST OF REQUIRED FORMS PRIOR TO USPSC HIRES

Once the 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.

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. Fingerprint Card (FD-258)

VI. BENEFITS/ALLOWANCES

As a matter of policy, and as appropriate, a Resident-Hire USPSC is normally authorized the following benefits and not allowances in accordance with the Agency International Development Acquisition Regulation (AIDAR) Appendix D.

1. Employer's FICA Contribution
2. Contribution toward Health & Life Insurance
3. Pay Comparability Adjustment
4. Annual Increase (upon a satisfactory performance evaluation)
5. Eligibility for Worker's Compensation
6. 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 USPSCs

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> .
- 3) 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	Base Period – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Firm-Fixed-Price - Product Services Code: R497 - Accounting Info: TBD	1	LOT	-	\$TBD at award after negotiations with Contractor
1001	Option Period 1 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Firm-Fixed-Price - Product Services Code: R497 - Accounting Info: TBD	1			\$TBD at award after negotiations with Contractor
2001	Option Period 2 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Firm-Fixed-Price - Product Services Code: R497 - Accounting Info: TBD	1			\$TBD at award after negotiations with Contractor
3001	Option Period 3 – Compensation, Fringe Benefits and Other Direct Costs (ODCs)	1			\$TBD at award after negotiations with Contractor

	<ul style="list-style-type: none"> - Award Type: Firm-Fixed-Price - Product Services Code: R497 - Accounting Info: TBD 				
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- 4) 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> .
- 5) **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> .

Equal Employment Opportunity Policy

The U.S. Embassy in Hanoi, Vietnam 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 Mission also strives to achieve equal employment opportunity 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___