



**REQUEST FOR PROPOSAL (RFP)**

<p><b>A. RFP no. and Date:</b></p> <p><b>B. Subject:</b></p> <p><b>C. Issuing Office/Section:</b></p>	<p><b>001/2019 – August 19, 2019</b></p> <p><b>Writer/editor services for USAID/Burma</b></p> <p><b>USAID RDMA, Executive Office</b> <b>25<sup>th</sup> Fl, Athenee Tower</b> <b>63 Wireless Road,</b> <b>Bangkok 10330, Thailand</b></p>
<p><b>D. Closing date for receipt of proposals:</b></p>	<p><b>August 30, 2019 – (12pm, Rangoon Time)</b></p>
<p><b>E. Type of Award:</b></p>	<p><b>Fixed Price – Purchase Order</b></p>
<p><b>F. Basis for Award:</b></p>	<p><b>Soliciting competition, evaluation of proposals or offers, award and documentation (FAR Part 13.106)</b></p>

**Description of Requirements**

The United States Government, represented by the U.S. Agency for International Development (USAID), invites qualified companies/individuals to submit proposal of the services specified below. This is to support the operation of USAID/Burma.

Proposal submission and questions regarding this Request for Proposal (RFP) shall be ONLY via email to [BANGKOKUSAIDPROC@usaid.gov](mailto:BANGKOKUSAIDPROC@usaid.gov) by the time/date specified above.

The award of a contract hereunder is subject to the availability of funds. Issuance of this RFP does not constitute an award or commitment on the part of the U.S. Government, nor does it commit the U.S. Government to pay for costs incurred in the preparation and submission of a proposal. **Please be advised that all interested parties are required to be registered in Dun and Bradstreet and are subject to SAM registration before an award can be made.** Information on obtaining the Data Universal Numbering System (DUNS), can be found at this website: <http://fedgov.dnb.com/webform>. Offerors are also required to register their business on the U.S. Government’s System for Award Management (SAM) at [www.sam.gov](http://www.sam.gov). Information on this process for foreign vendors is available [here](#). Prospective offerors are encouraged to register in SAM prior to the submittal of proposals.

# WRITER/EDITOR SERVICES FOR USAID/BURMA

## BACKGROUND

Burma has embarked on a long and challenging road of democratic and economic reforms. The political evolution that started in 2011 set in motion numerous critical transitions: moving Burma toward an inclusive, parliamentary democracy; negotiating ceasefires after decades-long civil wars; and shifting to a market-oriented economy. While the 2015 parliamentary election was an important milestone in Burma's long struggle for democracy, significant challenges remain, particularly following the events of August 2017 and thereafter. The United States is involved in this lengthy and challenging process, and is committed to improving the welfare and well-being of the people in Burma.

## BASIC FUNCTION

The Writer/Editor will assist the USAID's Senior Development Outreach Communications Specialist (SDOCS), in the full range of public information and outreach activities to support USAID/Burma's programs and objectives. The Development Outreach Communications (DOC) Team disseminates information to audiences in Burma, regionally, and the U.S., in accordance with the Mission's strategy and evolving circumstances.

The Writer/Editor will work offsite, but will have regular meetings at the U.S. Embassy in Rangoon requiring visitor access clearance. The Writer/Editor will submit deliverables to the SDOCS, who is the activity manager for this project. The Contracting Officer's Representative for this purchase order is the Program Office Director. All deliverables for this contract will be in English.

The Writer/Editor will draft USAID Facebook posts for the U.S. Embassy's Facebook page, tweets for USAID/Burma's Twitter account, and write and edit pages for USAID/Burma's website. S/he will write and edit USAID fact sheets, edit U.S. Embassy spreadsheets detailing U.S. Government assistance in Myanmar, and edit or rewrite "End of Week" news updates that recap USAID/Burma's activities for Washington and international audiences. The Writer/Editor will draft and/or edit decision memos, briefing checklists (BCLs), speeches, cables, success stories and blogs.

Working on strict deadlines, the writer/editor will edit large volumes of material drafted by USAID's staff, its contractors and grantees. Excellent copyediting skills are required. The incumbent will also research, analyze and prepare data for reports, meetings, special events and ongoing projects at USAID/Burma. While much of the work is independent, preparation of materials will require close collaboration with USAID/Burma's staff.

The Writer/Editor will provide services for up to one year, as determined by the SDOCS and Program Office Director. S/he will work with USAID/Burma's leadership and staff to help craft Mission messages and outreach and communication efforts to increase awareness of USAID's humanitarian and economic assistance programs in Burma.

The Writer/Editor will occasionally liaise with the U.S. Embassy's Public Affairs Office (PAO) to ensure consistency in messaging and strong coordination between USAID and other U.S. Government colleagues under the U.S. foreign assistance umbrella. The incumbent may occasionally be called upon to liaise with USAID's Bureau for Legislative and Public Affairs (LPA) and USAID's Asia Bureau in Washington, D.C.

## DUTIES AND DELIVERABLES

### Duties and responsibilities:

1. Drafting accurate, timely USAID posts for the U.S. Embassy's Facebook page (<https://www.facebook.com/usembassy.rangoon/>);
2. Writing and editing pages for USAID/Burma's website (<https://www.usaid.gov/burma>);

3. Drafting and/or editing items for Twitter, Exposure, USAID's Transforming Lives and Impact Blog, and other new or emerging social media;
4. Drafting and/or editing Decision Memos, Briefing Checklists (BCLs; i.e. scene setters), speeches/talking points, cables, and reports on tight deadlines for USAID outreach and official visits;
5. Rewriting and/or editing End of Week news updates that recap activities for Washington and international audiences;
6. Copyediting for USAID Performance and Planning Report;
7. Working with USAID/Burma's staff to develop and update fact sheets and press materials, including fact sheets, brochures, newsletters, presentations, websites, and other visual displays about USAID's programs and their objectives;
8. Editing USAID matrixes detailing U.S. Government assistance in Burma;
9. Working as part of the DOC team to ensure that press releases, fact sheets, scene setters, social media posts, photos/videos, etc. are of uniformly high quality, correctly branded, and that they project consistent messaging;
10. Ensuring that ADS 320 regulations and the Agency's Graphic Standards Manual are being followed.

**Deliverables:**

The Writer/Editor (Contractor) will submit a report every two weeks on Friday to the Senior Development Outreach Communications Specialist (SDOCS) detailing projects and time expenditures. This will serve as the basis for payment.

**Payment Schedule:**

Payment will be made in equal installments in U.S. dollars. Payment will be made every two weeks following the completion and acceptance of each bi-weekly report detailing projects and time expenditures.

**Relationships and Responsibilities:**

The Contractor shall report and submit all deliverables to the SDOC, USAID/Burma, or his/her designee. The Contractor is providing writing and editing services for the DOC Team and USAID/Burma, and is not at USG employee. As such, the Contractor will not speak on behalf of the USG or formally represent USAID/Burma and will not direct other contractors.

**Period of Performance:**

The period of performance of this Purchase Order is estimated to be October 1, 2019 – September 30, 2020. The expected level of effort (LOE) is 20 hours per week.

**MINIMUM REQUIREMENTS**

In order to be considered, offeror must meet the minimum qualifications listed below.

**Education:** The candidate should hold at least an undergraduate degree with significant coursework in relevant fields. These include – but are not limited to – journalism, communications, public relations, international relations, international development, public administration, and development.

**Work Experience:** Relevant experience should include work in journalism, public relations, communications, publishing, social media, editing, development and/or assistance.

**Language Proficiency:** The candidate must be fluent in written and spoken English.

**Skills and Abilities:**

The candidate must have demonstrated capacity in the following:

- Excellent written and verbal communication skills with the ability to distill highly technical material into easily understood narratives;

- Superior project and time management skills to take ownership of projects, solve problems creatively, and see projects through to completion under tight deadlines;
- Understanding of the principles and practices of public relations and journalistic reporting, writing and editing;
- Mastery of Microsoft Word,

## **SELECTION CRITERIA AND PROCESS**

**The criteria for selection are divided into three parts:**

### **Technical Knowledge/Work Experience (15 points)**

- At least three years' experience in relevant fields such as journalism, public relations, communications, publishing, social media, editing, development and/or assistance.
- Demonstrated writing and editing experience.
- Demonstrated ability to craft informational messages in a variety of media formats (press releases, Facebook, Twitter, etc.).
- Ability to work independently, managing several activities at once, and to work under pressure to meet tight deadlines.

### **Writing Skills (25 points)**

Applicants must provide two writing samples with their application. The samples should be between 500 and 1,500 words. They do not have to concern development or be written specifically for this solicitation. The samples should demonstrate the applicant's ability to clearly communicate complex ideas to the public. The samples must be written by the applicant; co-authored articles are not acceptable.

### **Writing Test (50 points)**

Short-listed candidates will be asked to take a two hour writing test, producing a press release and social media posts from technical source materials that will be provided. The test can be taken remotely and submitted via email. Submissions will be evaluated on grammar, spelling, clarity of writing, synthesis of the source materials, and ability to adapt the writing style for different audiences.

### **Education and Training (10 points)**

At least an undergraduate degree, preferably in journalism, communications, public relations or affairs, international relations, international development, public administration, development or a related field.

**Total Possible Points: 100**

### **Reference Checks**

Applicants must provide three references with current contact information, preferably an e-mail address and a telephone number. The references will be asked to provide a general assessment of the applicant's suitability for the required services. It is the responsibility of the applicant to ensure submitted references are available to provide a written or verbal reference in a timely manner.

## **HOW TO APPLY**

Please cite "USAID Writer/Editor" in subject line of email applications. Attachments submitted via email must be Microsoft Word or PDF. Attachments must not exceed 5 MB. Applications sent by email are preferred to [BANGKOKUSAIDPROC@usaid.gov](mailto:BANGKOKUSAIDPROC@usaid.gov).

## **SUBMISSION REQUIREMENTS**

1. A cover letter of no more than two pages that details the candidate's qualifications meeting the job requirements;
2. A resume that describes the candidate's experience, education and career achievements;
4. Two writing samples of 500 to 1,500 words;
5. Names and contact information (preferably e-mail and phone number) of three references with knowledge of the applicant's abilities to perform the duties detailed in this solicitation;
6. Cost proposal detailing the hourly rate

All of the above must be included for the application package to be considered complete.

The evaluation of the offeror's proposal shall deal with whether the price is fair and reasonable. The USAID Contracting Officer will determine the "Best Value to the Government" based on prices that are realistic, fair and reasonable in relation with the Independent Government Cost Estimate. The Contracting Officer may enter into negotiations with the offeror to discuss areas where the proposal could be improved and costs reduced. Upon successful negotiations with the offeror, a fixed-price Purchase Order will be issued to procure the services.