



**SOLICITATION NUMBER: 72069619R00017**

**ISSUANCE DATE:** October 05, 2020

**CLOSING DATE/TIME:** October 23, 2020/5:30 p.m. CAT

**SUBJECT:** Solicitation for a *Resident Hire U.S. Personal Services Contractor (USPSC)*

Dear Prospective Offerors/Applicants:

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 a contract as described in this solicitation.

Offers must be in accordance with **Attachment 1, Sections I through V** 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,

//signed//

Reid H. Ahl, CM  
Contracting Officer &  
Supervisory Executive Officer

**I. GENERAL INFORMATION**

1. **SOLICITATION NO.:** 72069619R00017
2. **ISSUANCE DATE:** October 05, 2020
3. **CLOSING DATE/TIME FOR RECEIPT OF OFFERS:** October 23, 2020/17:30 Central Africa Time (CAT)
4. **POSITION TITLE:** Senior Development Outreach and Communications Specialist
5. **MARKET VALUE:** \$78,681 to \$102,288 equivalent to GS-13. Final compensation will be negotiated within the listed market value.
6. **PERIOD OF PERFORMANCE:** Initial period of performance of one to two years, with options to review annually for a maximum of five years per contract mechanism.
7. **PLACE OF PERFORMANCE:** Kigali, Rwanda
8. **SECURITY LEVEL REQUIRED:** Facility Access
9. **STATEMENT OF DUTIES**

The Senior Development Outreach and Communications Specialist (SDOC) works with the leadership and staff of the U.S. Agency for International Development (USAID) in Rwanda to formulate Mission-wide messages and implement development outreach and communications efforts to increase awareness of USAID programs in Rwanda. S/he reports to the Deputy Mission Director or designate. The SDOC also coordinates and collaborates with the U.S. Embassy's Front Office and Public Affairs Section (PAS) to ensure consistency in messaging and strong coordination between USAID and other U.S. Government (USG) colleagues under the U.S. Foreign Assistance umbrella. The SDOC liaises frequently with USAID's Bureau for Legislative and Public Affairs and with the Africa Bureau DOC in USAID/Washington. S/he supervises USAID's Development Outreach Communications Specialist, a Cooperating Country National employee. The position will also coordinate with USAID/Rwanda's implementing partners.

## **MAJOR DUTIES AND RESPONSIBILITIES**

The SDOC will manage the full range of public information and outreach activities, supervising and guiding the Development Outreach Communications Specialist, to collaboratively support USAID/Rwanda's programs and development objectives, targeting information to specific audiences in both the U.S. and Rwanda.

Specific duties include, but are not limited to, the following:

### **Communications Strategy:**

- Lead the development and implementation of USAID/Rwanda's communications strategy and outreach plan on an annual basis to increase understanding of, and support for, USAID programs to external target audiences.
- Coordinate with the Embassy Public Affairs Section (PAS), other USG agencies, and implementing partners to promote press and media coverage of USAID activities, ensuring quality control and standard messages with a priority on expanding USAID engagement in Kinyarwanda, particularly through radio, with the assistance of the locally employed Development Outreach and Communications Specialist. Facilitate local media coverage of selected events, including press conferences, background briefings and ceremonies.
- Ensure targeted, coherent, and consistent messaging from all USAID staff and implementing partners.
- Monitor and analyze local and international press coverage, awareness, and attitudes concerning USAID programs and monitor effectiveness of the communications strategy. Provide recommendations to inform ongoing activities and future programming.
- Utilizing analysis of local press coverage and understanding of attitudes toward USAID programs, as well as USAID's Outreach and Communications Strategy, counsel the technical teams on the selection, targeting, and placement of potential USAID outreach materials in keeping with USAID's country program strategy.
- Propose and develop innovative outreach events and approaches that into account the interest of local audiences and U.S. policy; the importance of ensuring that publicity material used will be noncontroversial; and the visual appeal, accuracy, and human interest element of the materials.
- Establish and lead a Mission-wide development outreach and communications team, ensuring overall quality and coherence of the team's communications and outreach products and initiatives. Work with other PEPFAR partners within the U.S. Mission to ensure a coordinated communications strategy on PEPFAR-funded activities.
- Develop and maintain contacts and working relationships with implementing partners, international and local NGOs, bilateral and multilateral donors, and other USG agencies to collect and share information, including media and other communications strategies. Develop and cultivate long-term relationships with Rwandan journalists who report in English and Kinyarwanda and encourage broad media coverage of USAID programs and events.

**Branding and Marking:**

- Serve as a resident expert 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.
- Oversee and provide regular trainings to USAID staff and implementing partners on the appropriate use of branding and marking. Work closely with Contracting and Agreement Officer's Representatives to ensure adherence to branding on public materials, at events, and in the field.
- Review and provide feedback and clearance on branding and branding strategies proposed by implementing partners.
- Serve as technical point of contact on waivers to branding requirements in relationship to media, liaising with the Africa Bureau, USAID Legislative and Public Affairs Bureau, and the Regional Legal Advisor as necessary.

**Outreach Materials:**

- Advise USAID staff and implementing partners on developing appropriate public information programs and initiatives.
- Collect, design, research, develop, update, and disseminate outreach materials to promote USAID programs to target audiences and the media. These materials include fact sheets, press releases, photo essays, videos, and public service announcements for broadcast and print media.
- Travel to the field to capture success stories for dissemination through the USAID/Rwanda website, outreach folders, and the media.
- Coordinate updates to the USAID/Rwanda public website and intranet, including relevant content on [map.usaid.gov](http://map.usaid.gov).
- Maintain a Mission photo library based on project site visits and other events.
- Manage strategy and content for Mission social media sites

**Media Relations:**

- Serve as USAID/Rwanda's point of contact for all press relations, both international and local media.
- Work closely with the PAS on press relations and maintain contacts with high-level Western and local journalists from all media outlets.
- In collaboration with and under the guidance of the PAS, arrange press conferences, round tables, and other media events to keep the media abreast of USAID/Rwanda's programs.
- In collaboration with and under the guidance of the PAS, serve as the principal USAID contact for representatives of the local and international media in Rwanda to promote story ideas and feature stories on USAID programs.
- As appropriate, organize media tours and facilitate contacts among members of the media and USAID implementers to encourage in-depth coverage of USAID programs in the local and international media.

- In collaboration with and under the guidance of the PAS, advise the Mission Director and USAID staff on press and media relations.
- Coordinate with GOR public relations offices, maintaining good relations and advising on working with Rwanda and international media.
- In conjunction with the PAS, the USAID Mission Director and Deputy Director, technical teams, and implementing partners, organize and coordinate press events for USAID projects. Write press releases, speeches, and talking points; organize background briefings for media; compile and disseminate press packets; deal with protocol issues, site selection, staging, and logistical issues; identify and schedule speakers; liaise with U.S. and local government officials; and provide on-site coordination of media. Follow up with media to ensure coverage of public events.

#### **Events Management:**

- Maintain a calendar of USAID program events in close coordination with the PAS, implementing partners, Contracting and Agreement Officer's Representatives, and Activity Managers.
- Serve as the primary Mission point of contact for site visits by official visitors from the U.S. Embassy, USAID/Washington, Congress, and other USG agencies or entities. Coordinate VIP schedules and site visits as necessary.
- Lead the preparation of briefing materials, speeches and talking points, scene setters, and other information products and processes to support the Mission Director, Ambassador, or other USG representatives and VIPs.
- Advise the Mission and serve as the main Program Office point of contact on the implementation of and necessary updates to the VIP Visits Mission Order.
- Develop and update basic events management templates and trackers.
- Coordinate with USAID technical teams, implementing partners, and PAS in planning public diplomacy, press conferences and field events related to USAID activities. This will involve developing key messages and event schedules, coordinating meetings and briefings with partners, other donors and officials, ascertaining staging requirements, negotiating protocol with government officials and, and on-site coordination of media.
- Photograph program activities and events as needed, coordinate photo files, ensure compliance with copyright regulations and photo releases, and oversee use of photos and video.

#### **Information Requests:**

- Serve as the Mission's primary point of contact for information requests about USAID/Rwanda programs and activities. These may include requests from USAID/Washington, the Embassy, the GOR, international development partners working in Rwanda, and other stakeholders.
- As directed by the Mission Director, Deputy Director, or the Supervisory Program Officer, and in collaboration with the PAS, respond to inquiries from the general public, media, and other sources about USAID programs and projects.

- As directed by the Supervisory Program Officer, coordinate responses to Freedom of Information Act requests that pertain to USAID/Rwanda programs and activities.

**Build Mission Capacity for More Effective Public Outreach:**

- Provide guidance to technical teams and implementing partners on issues related to communications, branding, and public outreach activities. Advise technical teams and partners on USAID outreach and communication policies and provide creative leadership in implementation through projects and public events.
- Develop and implement internal Mission programs to increase Mission staff awareness of public outreach efforts. Provide training and support to staff through regular programs or on an ad hoc basis, with an emphasis on enhancing the capacity of USAID staff and implementing partners on how to publicly represent USAID programs, with an emphasis on Kinyarwanda press.
- Implement monitoring and evaluation tools for the Mission's outreach and communication activities. This includes maintaining press tracking mechanisms to monitor coverage of USAID events and news stories.
- Develop and standardize various Mission processes and policies related to public outreach and event planning. Bring best practices used in other missions and replicate similar ideas for the mission to enhance USAID's public image in Rwanda.
- Lead and plan Communications Working Group meetings with communications-leads from implementing partners to improve their ability to do effective communications at the activity level.

**10. AREA OF CONSIDERATION:** Open to US Citizens. 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. Resident Hire U.S. Personal Services Contractor (PSC) means a U.S. citizen or resident alien who, at the time of hire as a PSC, resides in the cooperating country –

- (i) for reasons other than employment that provides for repatriation to the U. S., including--
  - a. with a U.S. government agency;
  - b. under any U.S. government-financed contract or agreement; or
  - c. under any other contract or employment arrangement.
- (ii) as a spouse or dependent of a U.S. citizen with employment that provides for repatriation to the U.S., including –
  - a. with a U.S. government agency;
  - b. under any U.S. government-financed contract or agreement; or
  - c. under any other contract or employment arrangement.

**11. PHYSICAL DEMANDS**

The work requested is primarily sedentary and does not involve undue physical demands.

**12. POINT OF CONTACT:** USAID Human Resources Office, email [kigalhr@usaid.gov](mailto:kigalhr@usaid.gov).

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

*Education and work experience requirements must be met at time of application.*

- a. **Education:** At least a bachelor's degree in journalism, communications, public affairs, international relations, public policy, public administration, international development, development/area studies, political science, and economics.
- b. **Prior Work Experience:** At least five years of experience that includes significant media, writing, outreach, or other communications responsibilities, such as journalism, project management, international development, marketing, and/or business development. organizations, other donor agencies, or other development partner organizations.
- c. **Job Knowledge:** Demonstrated success in developing and disseminating information to a variety of target audiences.
  - Demonstrated success in designing and implementing effective public relations/communications campaigns targeted at specific audiences as well as the general public.
  - Demonstrated success in planning and executing media campaigns and programs.
  - Demonstrated success in crafting information messages in various media formats (press releases, web sites, fact sheets, success stories, talking points, scene setters, etc.) that target a variety of audiences.
  - Evidence of broad understanding of issues related to international development.
  - Extensive writing and editing experience.
  - Knowledge of Rwandese political, economic, and social environments.
  - Demonstrated success in establishing and maintaining collegial relations with press and media contacts.
  - Previous work experience with the USG or another international development organization in an overseas context is highly desirable.

## **III. SELECTION PROCESS**

To meet the basic eligibility requirements for this position the offeror must:

- Be a U.S. citizen;
- Submit a complete application submitted as outlined in the section IV;
- Be eligible to attain clearance for Facility Access;
- Be cleared medically to work in Rwanda;
- Be available and willing to work additional hours beyond the established 40-hour workweek, including weekends, as may be required or necessary.

After the closing date for receipt of applications, those that meet the minimum qualification requirements (Education and Experience) will be referred to a technical evaluation committee (TEC). Applications from candidates who do not meet the minimum requirements will not be referred.

The TEC will review the applications and create a short list of applicants to be interviewed. Short-listed candidates will be evaluated based on information presented in the application and interview and obtained through reference checks. References of short-listed candidates will be checked; applicant references must be able to provide substantive information about past performance and abilities. *(If an applicant does not want a current employer contacted, please highlight such a request in the application cover letter. USAID will delay such reference checks pending the applicant's concurrence.)*

## **BASIS OF RATING**

Applicants are rated on the evaluation factor and their interview performance, as outlined below. Reference checks will be conducted and are rated as pass or fail.

Evaluation Factor	35 points
Interview Performance	65 points

Interview questions will revolve around the candidate's:

- Knowledge in planning and executing media campaigns and programs;
- Demonstrated ability in successfully crafting information messages in various media formats (press releases, web sites, fact sheets, success stories, talking points, scene setters, etc.) that target a variety of audiences;
- Demonstrated ability in extensive writing and editing experience; and
- Demonstrated ability in successfully establishing and maintaining collegial relations with press and media contacts.

Total Possible Points: 100 points

Reference Check Pass/Fail

## **IV. APPLYING**

1. Eligible offerors are required to complete and submit the offer form **AID 309-2**, "Offeror Information for Personal Services Contracts," available at <http://www.usaid.gov/forms>
2. In addition to the AID 309-2, offerors will submit a cover letter with their résumé or curriculum vitae.
3. 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 12**.
4. To ensure consideration of offers for the intended position, Offerors must prominently reference the Solicitation number in the offer submission.

## **V. LIST OF REQUIRED FORMS FOR PSC 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. Finger Print Card (FD-258)

#### **VI. BENEFITS/ALLOWANCES**

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

- (a) Employer's FICA Contribution
- (b) Contribution toward Health & Life Insurance
- (c) Annual Increase (when approved by Congress, and pending a satisfactory performance evaluation)
- (d) 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>.
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>

See: AAPD 18-02, AAPD 16-03, AAPD 15-02, AAPD 10-01, AAPD 06-10, AAPD 06-08, CIB 99-15

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>.