



SOLICITATION NUMBER: 72068521R00002

ISSUANCE DATE: November 25, 2020

CLOSING DATE: December 15, 2020 - 5:00 p.m. (GMT)

**SUBJECT: SOLICITATION FOR A RESIDENT HIRE U.S. PERSONAL SERVICES CONTRACTOR -
DEVELOPMENT OUTREACH & COMMUNICATIONS ADVISOR - SENEGAL**

Dear Prospective Offerors:

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

Offers must be in accordance with **Attachment 1, 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 offers.

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

Sincerely,

Cheryl Wilson
Supervisory Regional Executive Officer

I. GENERAL INFORMATION

- 1. SOLICITATION NUMBER: 72068521R00002**
- 2. ISSUANCE DATE: November 25, 2020**
- 3. CLOSING DATE/TIME: December 15, 2020 - 5:00 p.m. (GMT)**
- 4. POINT OF CONTACT:** Recruitment team, usaiddakar-hr@usaid.gov
- 5. POSITION TITLE:** Development Outreach & Communications Advisor - Senegal
- 6. MARKET VALUE:** GS-13 (\$78,681 – \$102,288 per annum) *(Final compensation will be negotiated within the listed market value.)*
- 7. PERIOD OF PERFORMANCE:** Immediate upon receipt of security/medical clearances *(The duration of the US Personal Services Contract will be for one (1) year, with four (4) one-year option periods, subject to satisfactory performance, availability of funds and continuing need of the position.)*
- 8. PLACE OF PERFORMANCE:** Dakar, Senegal
- 9. ELIGIBLE OFFERORS:** Resident U.S. Citizen
- 10. SECURITY LEVEL REQUIRED:** Facility Access
- 11. STATEMENT OF DUTIES:**

Basic Function of the Position

This position is located in the bilateral Program Office at USAID/Senegal. The Development Outreach and Communications (DOC) Advisor reports to the Supervisory Program Officer, but will have extensive interaction with the USAID Mission Director, Deputy Director, Technical Office Directors, the Regional DOC (covering the Sahel Regional Office), Implementing Partners, the U.S. Embassy's Public Information Officer (PIO) and Public Affairs Officer (PAO). S/he also serves as principal liaison with the Agency's Legislative and Public Affairs Bureau (LPA) and the Africa Bureau communications team in Washington (USAID/W).

The purpose of the position is to lead the DOC team in implementing the Mission's Communications Strategy. The main objective of the strategy is to promote stakeholders' understanding of USAID/Senegal assistance and how it contributes to Senegal's Plan Senegal Emergent, the Journey to Self-Reliance, and U.S. foreign policy goals.

Intermediate results:

1. Increased identification / acknowledgement of USAID in all external communications products;
2. Increased flow of information from Mission to target audiences;
3. Increased accessibility of information for target audiences.

S/he has the broad responsibility of working with the Front Office, Program Office, Technical Teams and implementing partners to formulate and present public relations materials to target audiences that convey USAID and Senegal's Mission's work and successes. S/he ensures that USAID sends out a clear message that all USAID-funded projects are paid for by U.S. taxpayers and, as such, are contributions from the American people. S/he is responsible for supervising the Cooperative Country National Personal Service Contractor (CCNPSC) DOC Specialist in creating content for both the USAID/Senegal external website, updating information periodically, conveying all updated information to USAID website in AID/W for final publication on the server housed in Washington.

In Senegal, USAID is promoting development in the following areas: health (family planning, maternal/child health, malaria, HIV/AIDS, infectious diseases, health systems), economic growth, agriculture, natural resources management, water and sanitation, education, democracy and governance, and peace-building in the Casamance. In FY 2020, USAID provided over \$120 million in development assistance to Senegal.

Duties and responsibilities

A. Management of the DOC Unit: Responsible for the overall management of the DOC unit including: 1) serving as direct supervisor of the DOC Specialist FSN-10; 2) overseeing the performance of the part-time DOC Coordinator on communications related tasks; 3) setting work priorities and fostering collaboration among communications specialists in the Program Office and technical offices to accomplish Mission Communications Strategy objectives; 4) managing the budget for DOC activities; 5) supervising the organization of DOC materials and files. Requires regular high-level contacts within the U.S. community in both Senegal and Washington, D.C. (including with the USAID Mission Director and Deputy, U.S. Ambassador, Deputy Chief of Mission and PAO; and USAID/W senior staff), and occasional contact with the host country community (such as mid-level ministry officials, governors, mayors, and local NGOs), and regular contact with Chiefs of Party and Communications Advisors of implementing partners. The DOC Advisor will be expected to provide backup support as necessary to the Regional DOC in USAID/Senegal's Sahel Regional Office.

B. USAID Communications Strategy: Develops, reviews, and implements the Mission's Communications Strategy and action plan to promote the Mission's program to external and internal audiences, facilitating information access and sharing within the Mission. The strategy should optimize communications tools and distribution to strategic audiences. The incumbent counsels the USAID Mission on the selection, targeting, and placement of potential DOC materials in keeping with USAID's country development and cooperation strategy (CDCS). S/he takes into account the need to identify and focus on key sectors that have an appeal to local interest and USG policies; the importance of ensuring that publicity material used is noncontroversial, visually appealing, well-defined, and contains a human interest element. S/he is responsible for putting in place policies and procedures for Mission communications that clarify roles and responsibilities within the Mission and Embassy and with implementing partners, including templates for various communications tools, standards for creating and finalizing DOC materials, and guidelines for planning and managing events. S/he will train implementing partners or staff in a variety of DOC-related subjects, such as, how to write a story, work with the press, write a

press release, comply with branding requirements, etc. The DOC Advisor may be called upon to act as the Mission's photographer or videographer during site visits or other events.

C. Media Relations: Responsible for USAID/Senegal media activities including monitoring media trends that affect the USAID program. Maintains professional contact with Senegal's media to fulfill this requirement and coordinates with Embassy PAO and USAID/W LPA. This may include arranging interviews, drafting press briefings, organizing media tours of USAID projects; and escorting journalists during programmatic events attended by U.S. senior leaders. S/he also:

1. Keeps abreast of USAID public events (and will work with implementing partners as necessary) to ensure that appropriate press coverage is provided. Advises Mission's Front Office and staff if press coverage is not recommended for any reason.
2. Reviews the daily press to keep abreast of coverage that relates to USAID activities. Selects, edits, or summarizes items of interest for the USAID Director and staff.
3. Plans, researches, drafts, and/or edits press releases and fact sheets. Coordinates with USAID technical offices, the Embassy's PIO and PAO and implementing partners to produce and release timely, accurate, and useful written material for local and/or other media.
4. Advises and works with the Embassy PIO and PAO, technical offices and implementing partners to expand opportunities for coverage of USAID assistance, including social media, TV and radio. Helps USAID technical offices define appropriate activities for coverage, participates in field inspections and final selection, and accompanies TV/radio crews to site locations for filming.
5. Prepares and coaches USAID officials in delivering remarks, speeches or other public events. The DOC will normally accompany the Mission Director and other USAID staff when press is known or requested to be at the event. At such events, the DOC will arrange and supervise the press corps in any interviews if they occur. The DOC will also ensure appropriate documents are shared with the press including press briefings and copies of speeches.

D. Public Events and Activities: Plans, schedules, publicizes, and carries out activities to present Mission programs to the public, which may include a range of communications tools and distribution to a variety of audiences, with particular field trips to specific events or activities, as well as outreach and media coverage for overall programming. S/he also:

1. Coordinates with technical offices the field travel and public affairs activities of the Mission Director and if applicable, working with PAO, the Ambassador and/or DCM and visiting VIPs for USAID events. Prepares schedules and briefings in collaboration with Mission staff and arranges for photo/video and media coverage when appropriate.
2. For USAID site visits or events that involve the Ambassador, Deputy Chief of Mission (DCM), USAID Director and Deputy Director, working with PAO, ensures that event

information (e.g., backgrounders /scene setters, schedules, talking points, speeches, etc.) has been prepared, meeting quality standards and time requirements.

3. Coordinates signing ceremonies, inaugurations, and/or dedications of USAID projects, including drafting press releases for placement in Senegal's press and on the USAID/Senegal website, and coordinating with appropriate Senegalese and USAID officials on logistics, schedules, guest lists, seating, and other arrangements related to the events.

E. Publicity Materials: Oversees the production of materials created by the DOC unit, including weekly reports and briefs submitted to the Mission Director, PAO and DCM; stories in video and print format; features for newspapers and websites; materials for updating the website, and others as necessary. S/he has the primary responsibility to ensure that all produced documents meet quality standards.

In addition:

1. Develops and/or reviews proposed speeches, and communications products created by USAID activities, such as: brochures, booklets, handouts, signs, videos, and other public relations materials. In this review, s/he evaluates the quality, propriety in terms of sensitivity to local culture, and accuracy of content. Ensures that all materials meet USAID branding guidance. Recommends revisions, reprinting, or other appropriate action. Works closely with USAID implementing partners and advises them on the quality of publicity material.

2. As needed, supports the CCNPSC DOC Specialist in reviewing implementing partner Branding Strategies and Marking Plans, working with the Contracts Officer to achieve approval of these final documents.

3. Works with USAID technical staff to develop briefing materials, reports, and other oral or written products.

4. Ensures the preservation of USAID/Senegal promotional materials by archiving all articles and photos used or for future use on the website, as well as transcriptions from key interviews.

5. Travels to the field where Mission activities are being implemented, conducting interviews and taking photographs to gather material for stories.

F. Performance Reporting: Acts as occasional editor of official performance reports and related correspondence produced by the Mission, including the annual report, yearly funding requests, portfolio reviews, and periodic data calls on development topics. The incumbent may be called on to manage and draft inputs for information requests from Congress and USAID/Washington on the implementation and progress of development activities.

G. USAID/Senegal Internal and External Websites and Social Media Platforms: Supports the CCNPSC DOC Specialist in updating (and redesigning as necessary) USAID/Senegal external website and social media platforms to ensure that its content will have optimal impact in providing information about USAID/Senegal and its programs for a wide range of audiences. Collaborates with extended DOC team to determine content for the DOC

webpage of the USAID/Senegal internal website. Periodically reviews and provides feedback on the selection, updating, placement, or removal of information displayed on the external website. Works with new staff to ensure they are trained on digital communication tools including using the external and internal websites' content management systems.

POSITION ELEMENTS

Supervision Received: Reports to the American direct-hire Program Officer.

Supervision Exercised: Supervises one CCNPSC DOC Specialist- FSN-10.

Exercise of Judgment: Substantial reliance is placed on the employee's use of judgment concerning priority and effectiveness of public relations documentation and activities. Incumbent will periodically have to make important decisions out of the office (perhaps out of town) with perhaps no ready facility for consulting with USDH supervisor. Incumbent must react to and interpret changing priorities and circumstances in Senegal's media and their effects on his/her work in coordination with various mission elements. Many important decisions will be based on incumbent's experience and managerial skills. The incumbent must plan his/her work schedule independently.

Authority to Make Commitments: Responsible for budget planning and the preparation of procurement requests for publicity materials and related technical services, which will be processed through a USDH staff member and/or Mission Director.

Willingness to Travel: The incumbent must be willing to travel extensively and frequently (up to 10%) in Senegal.

Available Guidelines: USAID general guidelines regarding allowable communications activities and relationships with PAO and the media, including the Graphic Standards Manual; standard Agency procurement and contracting procedures; priorities set by approved strategies; and U.S. Embassy guidelines on public outreach and media relations.

12. PHYSICAL DEMANDS: The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

a. Education: A bachelor's degree in journalism, communications, international relations or development, public administration, or a related field is required.

b. Work Experience: Five years of progressively responsible experience in related fields is required, with at least three years' experience in public relations, journalism, or communications required. Previous experience supervising others or coordinating teams is required. Previous work experience with the U.S. government or another international development organization is required.

c. Language Skills: Native level fluency in English (reading, writing, and speaking) is required. Good working knowledge of French is required. Given the nature of the position, demonstrated effective written and oral communication is a requirement.

d. Knowledge, Skills & abilities: i) Demonstrated skills and/or experience in public relations; ii) A broad understanding of issues related to international development and transition economies; iii) Experience in the region is required; iv) The ability to establish and maintain collegial relations with press and media contacts and exercise sound judgment in representing the U.S. government while discussing program activities with the press and media are essential elements of the job; v) A demonstrated ability to work as a team member and provide leadership in the areas of his/her competencies; vi) The incumbent qualified person must possess planning experience, analytical ability, excellent oral and written communication skills and the capacity to convert planning concepts into firm plans to meet a variety of contingencies; vii) S/he must be comfortable working independently, managing several activities at once, and working under pressure to meet short deadlines; viii) S/he must have human resources management skills to provide supportive supervision to direct reports and others working on the extended DOC team to accomplish the Mission Communications Strategy.

e. Specialized skills: Excellent working use of Google applications, MS Office, and knowledge of digital communication tools. Skills in website management is required, as are skills in one or more of the following: scanning software, Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Image Ready software, video editing and production, and graphic design.

III. SELECTION AND EVALUATION FACTORS

Determines basic eligibility for the position. Offerors who do not meet all of the selection factors are considered NOT qualified for the position.

- Offeror is a U.S. Citizen;
- All documentation submitted; (See Section IV for requirements)
- Ability to obtain an Employment Authorization;
- Ability to obtain a Department of State medical clearance;
- Satisfactory verification of academic credentials.

A USAID Employment Authorization and Department of State medical clearance are required prior to issuance of the contract for this position.

Selection Process

After the closing date for receipt of application, a Selection Committee will convene to review applications that meet the minimum requirements and evaluate them in accordance with the evaluation criteria. Incomplete applications from applicants who do not meet the minimum requirements will not be scored. As part of the selection process, only shortlisted applicants will be invited to participate in an oral interview. Required reference checks will be conducted only for shortlisted applicants who meet the specified requirements. The applicant's references must be able to provide substantive information about his/her performance and abilities.

Evaluation factors

Education: 10 points

Work Experience: 30 points

Knowledge, Skills and Abilities: 40 points

Language proficiency: 20 points

Total Possible Points: 100 points

In order to be considered for the position, applicants must meet the Minimum Qualifications listed above. Consideration and selection will be done by the Selection Committee based on the Evaluation Factors.

PAST PERFORMANCE/PROFESSIONAL REFERENCE CHECKS

Applicants are required to provide no less than five (5) references with an accurate email address. The references will be asked to provide a general assessment of the applicant's suitability for the position. It is the responsibility of the applicant to ensure submitted references are available to provide a written reference in a timely manner. In addition to comments from references, the Selection Committee will take into account awards or other evidence of outstanding performance in any areas related to the above selection criteria. USAID/Senegal reserves the right to obtain from previous employers' relevant information concerning the applicant's past performance and may consider such information in its evaluation.

IV. SUBMITTING AN OFFER

Offers must be received by the closing date and time at the address specified in Section I, item 3, and submitted electronically to: usaiddakar-hr@usaid.gov **with the Solicitation number in the application submission.** **Note that applications from non-U.S. citizens cannot be considered.**

Qualified applicants are required to submit:

1. A Cover letter with current résumé/curriculum vitae (CV) attached. The CV/résumé must contain sufficient relevant information to evaluate the application in accordance with the stated evaluation criteria. Broad general statements that are vague or lacking specificity will not be considered as effectively addressing particular selection criteria.
2. Applicants are required to provide a minimum of five (5) references within the last ten (10) years from the applicant's professional life namely individuals who are not family members or relatives. References should be from direct supervisors who can provide information regarding the applicant's work knowledge and professional experience. Applicants must provide e-mail addresses and/or working telephone numbers for all references.
3. Offeror Information for Personal Services Contracts form **AID 309-2** which can be found 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 such as housing, travel, educational support, etc. **Offerors are required to complete and sign the AID 309-2 form.**

Please note that incomplete and/or unsigned applications will not be considered.

V. LIST OF REQUIRED FORMS PRIOR TO AWARD

Once the Contracting Officer (CO) informs the successful applicant about being selected for a contract award, the CO will provide the successful applicant instructions about how to complete and submit the following forms:

Forms outlined below can found at: <http://www.usaid.gov/forms>

1. Medical History and Examination form (DS-6561)
2. Questionnaire for Sensitive Positions (for National Security) (SF-86), or Questionnaire for Non-Sensitive Positions (SF-85)
3. Finger Print Card (FD-258)
4. Declaration for Federal Employment (OF-306)

VI. BENEFITS AND ALLOWANCES

A U.S. Resident Hire Personal Services Contractor is not eligible for any fringe benefits, differentials, or allowances; and is only eligible for contributions for FICA, health insurance, and life insurance.

VII. TAXES

USPSCs are required to pay Federal income taxes, 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>.
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/OGES%20Regulations>.

Equal Employment Opportunity Policy

The United States Government does not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual

orientation, marital status, disability, genetic information, age, membership in an employee organization, retaliation, parental status, military service, or other non-merit factor.

Please note that only shortlisted applicants will be contacted to participate in the oral interview process.

END OF SOLICITATION