



USAID
FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72068720R00013
ISSUANCE DATE: September 1, 2020
CLOSING DATE: September 20, 2020

**SUBJECT: Solicitation for U.S. Personal Service Contractor (USPSC) and
Third Country National Personal Service Contractor (TCNPSC)
Development Outreach and Communications (DOC) Advisor**

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 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 offer.

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

Sincerely,

Debbie Jackson
Contracting Officer

ATTACHMENT

Solicitation for USPSC and TCNPSC
Development Outreach and Communications (DOC) Advisor, GS-14

I. GENERAL INFORMATION

- 1. SOLICITATION NUMBER** 72068720R00013
- 2. ISSUANCE DATE** September 1, 2020
- 3. CLOSING DATE
FOR RECEIPT OF OFFERS** September 20, 2020
- 4. POINT OF CONTACT:** Dany Randrianatoavina
antananarivoUSAIDHR@usaid.gov
Phone: + (261) 33 44 320 00.
- 5. POSITION TITLE** Development Outreach and Communications
(DOC) Advisor
- 6. MARKET VALUE:** From \$92,977 to 120,868 per annum equivalent
to GS-14. Final compensation will be negotiated within
the listed market value.
- 7. PERIOD OF PERFORMANCE:** The base period will be two years, estimated start date in
February 2021. Based on Agency need, the Contracting
Officer (CO) may exercise additional option periods for 3
years, for the dates estimated as follows:

Base Period	o/a February 2021 to o/a February 2023
Option Period 1	o/a February 2023 to o/a February 2024
Option period 2	o/a February 2024 to o/a February 2025
Option period 3	o/a February 2025 to o/a February 2026

Multiple option years can be exercised at the same time
per CO discretion.

- 8. PLACE OF PERFORMANCE:** USAID/Madagascar
U.S. Embassy
Lot 207 A, Point Liberty
Andranoro Antehiroka
Antananarivo 105
Madagascar
With possible travel as stated in the Statement of Duties
- 9. ELIGIBLE OFFERORS:** This vacancy is open to U.S. nationals and third country
nationals.
U.S. nationals (**USN**) means an individual who is a U.S.
citizen or a non-U.S. citizen lawfully admitted for
permanent residence in the United States.
Third country national (**TCN**) means an individual who
is neither a Malagasy citizen nor a USN, but is a citizen

or lawful permanent resident (or equivalent immigration status) of any country other than the countries which are prohibited sources.

10. SECURITY LEVEL REQUIRED: Facility & Computer Access.

11. STATEMENT OF DUTIES:

BASIC FUNCTION OF THE POSITION

The United States Agency for International Development Mission to Madagascar, USAID/Madagascar, with an annual program budget of approximately \$100 million, includes program objectives in health, food security, the environment, and democracy and governance. The Mission frequently receives additional funds for disaster and emergency response. The Development Outreach and Communications (DOC) Advisor is responsible for coordinating and managing all outreach and communications for the entire USAID assistance program in Madagascar. S/he assists the Mission to establish and implement a schedule of public outreach events. S/he also assists the Mission in complying with communications standards and recommended best practices established the USAID Bureau for Legislative and Public Affairs and by the US Department of State. This includes ensuring that communications and events about program progress and successes are produced regularly and conform to guidelines for timeliness, style, format, and content. S/he serves as a 'translator' of complex USAID processes (e.g., budget, procurement, project design, etc.) to the broader interagency audience to ensure the intricacies of those process are conveyed to the final recipient whether it is a journalist, the Ambassador, or a visiting Congressional Delegation. The DOC Advisor coaches staff to establish and accomplish learning objectives as well as transfer knowledge to local hire staff.

The DOC Advisor manages a wide range of public-information and outreach activities in support of USAID/ Madagascar's programs and objectives, targeting information to specific audiences in both the United States and Madagascar, in accordance with the Mission's public strategy and evolving circumstances. S/he serves as the Mission's principal liaison with all mission teams, implementing partners, and the Embassy Public Affairs Section on the development and implementation of the Mission's overall communications strategy, including the formulation of mission-wide messages. The DOC Advisor collaborates closely with, and follows media policy set by, the U.S. Embassy Public Affairs Officer on all media outreach, interagency events, and VIP visits. It is therefore critical that the incumbent is able to develop strategic messaging which is politically sensitive, nuanced and shapes opinions. The DOC Advisor also serves as the primary liaison with USAID's Bureau for Legislative and Public Affairs (LPA), and with the relevant communications teams based in the Agency's headquarters in Washington, DC, USA.

The DOC Advisor is a member of USAID Senior Staff team in Madagascar. S/he interacts with senior managers throughout the Embassy, with local and international press contacts, and with senior Government of Madagascar and visiting U.S. Government (USG) officials. The DOC team advises and works closely with implementing partners on production of videos, stories and other publicity materials and on the planning and logistics for outreach and local media events which are numerous due to limited mass media and internet access around the country. Use of social media is increasingly important for messaging and it is essential that the incumbent is well versed in all mediums and able to produce products in house. The DOC also collaborates closely with technical offices and implementing partners, providing oversight, advice and guidance in developing and implementing the Mission's Development Outreach and Communications Strategy.

DUTIES AND RESPONSIBILITIES

Management and Coordination

- Work closely with USAID Mission teams, partners and the U.S. Embassy Public Affairs Section, to provide oversight, advice, and guidance to achieve maximum exposure and understanding of U.S. development and humanitarian assistance efforts and special initiatives in Madagascar, as defined by the Chief of Mission and USAID Mission Director, and to set priorities for USAID media and public outreach accordingly.
- Update and implement a communications strategy to promote a better understanding of and support for USAID programs to various audiences. The Mission Communications Strategy should take into account the cost/benefits of particular inputs to outputs in order to optimize communications tools and distribution to the broadest numbers of priority audiences possible. Recommend approaches designed to achieve maximum exposure and understanding of U.S. development assistance by various audiences in Madagascar. Explore, recommend, and apply a variety of formats for promoting Mission programs and activities through outlets such as public events, radio, television, and print media. Identify communications strategies for key audiences.
- Lead the Mission's Development Outreach and Communications team, including staff in other Mission offices with direct responsibilities for communications and outreach.
- Develop an annual work plan with input from technical offices and ensure that roles/responsibilities are executed as planned. Conduct periodic reviews of implementation at least semi-annually and update with input from Mission staff.
- Manage any communications-related contracts for services to implement the strategy, such as events management, photography, video production, advertising, translation, and so forth. When warranted, develop and execute blanket purchase agreements for these services. Incumbent will manage DOC annual budget and performance monitoring.
- Serve as the primary point of contact for USAID/Madagascar in planning and execution of site visits for official, high-level visitors from Congress, USAID/Washington, and other agencies. Be responsible for leading coordination and working with technical offices to ensure that logistic arrangements, briefing materials, schedules, and outreach materials conform to requirements.

Public Information and Publicity Materials

- Support the USAID Mission by overseeing the drafting, editing, and dissemination of timely and accurate information, fact sheets, press releases, responses for requests for information, and other public-information materials relating to USAID/Madagascar activities. These documents must be written in clear, concise English, prepared for both reporters and general audiences, and designed for print, video, public talks and web use.
- Prepare submissions for USAID internal, USG interagency, and public-information platforms including the Administrator's Blog and social-media outlets in Madagascar and Washington.
- Serve as a resident expert on USAID branding and style guidelines, ensuring regulations are implemented. Recommend revisions and appropriate action.

- Manage preparation and maintenance of the standard information package on USAID's programs in Madagascar for briefings and for distribution to the public and journalists, and for USAID/Washington, Department of State, Congress, and other agencies. These materials include scene setters, program briefing papers, project status reports, maps, photos, information about other donors, and general information about Madagascar.
- Direct the development and maintenance of public-relations materials in English and in French and Malagasy, including fact sheets, brochures, newsletters, presentations, web materials and other visual displays on USAID's programs and objectives.
- Possess the ability to guide a strategic, rather than programmatic communications plan. In other words the incumbent is able to guide and develop means of messaging which go beyond reporting. This will be realized through use of the right channels and usages of multiple mediums.

Media Relations and Press

- Promote separate, pro-active, targeted, information and media outreach activities for Madagascar and the United States. These activities are designed to push accurate information about USAID programs deep into local, regional and national markets in the United States, Madagascar and elsewhere, through advertisements, bill boards, magazines, newspapers, radio, television, public service announcements, and other outlets.
- Serve as the Mission's point of contact with U.S. and international news organizations and represents the Mission to the Chief of Mission and the Embassy Public Affairs Office in matters pertaining to USAID public affairs. Maintain contacts with high-level Western and local journalists from all media outlets.
- Oversee monitoring of Madagascar and U.S. news coverage and reports on placement of USAID-related articles in the Madagascar and U.S. press to the Embassy, Mission, and Washington.
- As directed by the Mission Director and/or Supervisory Program Officer and in collaboration with PAS, respond to inquiries from the general public, media, and other sources about USAID programs and projects.
- Maintain up-to-date knowledge of all USAID/Madagascar activities and monitor the public events calendar.
- Oversee writing and distribution of press releases and follow up to encourage and support news coverage.
- Coordinate with technical offices, Embassy's PAS, and USAID/Washington to produce and release accurate, timely, useful and well-written information to local and international news outlets.
- Advise and work with Embassy PAS to expand opportunities for coverage of USAID assistance. This responsibility may include arranging briefings, interviews, and tours of USAID projects; escorting journalists; and recording activities.
- Market USAID/Madagascar to target audiences in country through various news media.

Public Events, Activities, and Interaction with USAID Offices and Implementing Partners

- Represent the Mission at the senior level on public-affairs and outreach matters with other branches of the USG, the Government of Madagascar, the U.S. Military, other donor nations, the UN, World Bank, and other groups and institutions.
- Direct and coordinate USAID/Madagascar's public events, including ceremonies, conferences, openings, and ribbon-cuttings.
- Supervise drafting, editing, and distribution of fact sheets, press releases, and public documents. Manage posting of all information and materials to the Mission website, including photographs, success stories, fact sheets, links to USAID partners, and other key information about the Mission for dissemination to public audiences.
- Maintain close contact with USAID/Madagascar implementing partners and sub-contractors to guide and supervise their communications and media relations.

Supervisory Role

Advise, oversee and transfer knowledge to Development Outreach and Communication specialists at the Mission and in the field. Monitor and evaluate progress toward communications objectives as outlined in the Mission-approved Communications Strategy.

If a TCN is selected for award, during the period of this contract, the TCN personal services contractor must provide at least 10 % of working hours to train a cooperating country national (CCN) designated by USAID. The PSC Supervisor will establish a training plan with benchmarks to measure the TCNPSC's progress toward achieving this training requirement.

A. Supervisory Relationship

Incumbent works under the direct supervision of the USAID Supervisory Program Officer or designee.

B. Supervisory Controls

Incumbent works with minimum direction from his/her supervisor, who provides overall objectives, may suggest approaches to consider, and reviews completed reports and other assignments. Incumbent is expected to use initiative and sound judgment in planning and carrying out assignments and to function with substantial independence. S/he is expected to be able to plan work for a time horizon of up to one year. Work is evaluated for effectiveness of results, quality of insights and analysis, professionalism, and compliance with prevailing policies, regulations, directives and objectives.

12. PHYSICAL DEMANDS:

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

a. Education

Bachelor's degree or equivalent in journalism, public administration, or an area relevant for international development programs.

b. Prior Work Experience

A minimum of five (5) years or progressively responsible experience in communications, public relations or journalism.

c. Language Proficiency

- Minimum requirement is Level V (native proficiency) in English. At this level, which is a US government standard for language proficiency, a person has complete native fluency in English.
- Minimum requirement is Level II (limited working proficiency) in French.

d. Clearances

Ability to obtain and maintain USG Facility Access Certification and a Department of State medical clearance for Madagascar in a timely manner.

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>.

USAID policy specifies that USNs are preferred over TCNs. Therefore, USN and TCN offers will not be evaluated together. USAID will evaluate USN offers first and if the CO determines that there are no qualified USNs, only then will USAID evaluate TCN offers.

Offerors who meet the minimum qualifications will be further evaluated, through their offer package, based on the factors listed below. Offerors must address each factor on a separate sheet describing specifically the experience, training, and/or education that s/he has relevant to each criterion. The committee may conduct interviews of the most highly ranked candidates before making a selection recommendation to the Selecting Official. The successful candidates will be selected based on a review of their qualifications, work experience, knowledge, skills, and abilities; interview; and the results of reference checks. The hiring panel may check references that have not been specifically identified by applicants and may check references before or after a candidate is interviewed.

1- Education (10 points):

Additional points will be given for a degree in public relations or communications specifically; while a bachelor's degree is the minimum qualification, additional points will be given for an advanced degree in a relevant area.

2- Experience (30 points):

Additional points will be given for relevant experience beyond five years, for relevant experience in a developing country, and/or for relevant experience working with foreign or international development activities or organizations.

3- Interpersonal, Coordination and Time Management Skills (30 points)

- a) 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 multi-cultural setting.
- b) Initiative and proactive engagement with colleagues to complete assigned tasks in accordance with agreed timetables.
- c) Ability to work independently, managing several activities at once, and to work under pressure to meet very short deadlines.

4- Knowledge and Abilities (30 points)

- a) Demonstrated creative and analytical skills and the ability to make cogent arguments clearly and succinctly in oral and written communications, especially in the areas of media formats such as press releases, websites, feature articles, and briefing materials.
- b) Demonstrated ability to manage complex tasks and to deliver products that meet professional standards.
- c) Demonstrated knowledge of standard computer applications, such as Microsoft suites.
- d) Demonstrated familiarity with website development and video and photo editing.

Total possible points = 100

IV. SUBMITTING AN OFFER

DOCUMENTS REQUIRED

1. AID 309-2, Offeror Information For Personal Services Contract Form

Eligible offerors are required to complete and submit a hand-signed form AID 309-2, "Offeror Information For Personal Services Contracts", available at the USAID website, on www.usaid.gov/forms. Offerors are required to sign and scan the certification at the end of the form.

2. Resume/Curriculum Vitae

Offerors will submit a resume or a curriculum vitae containing the following information:

- a) Personal Information: Full name, mailing address (with zip/postal code), email address, day and evening phone numbers, and if applicable highest federal civilian grade held (also give job series and dates held);
- b) Education: date of diploma or GED; colleges and universities, name, city and state, majors, type and year of any degrees received (if no degree, show total credits earned and indicate whether semester or quarter hours);

- c) Work Experience: provide the following information for each of your paid and non-paid work experience related to the job for which you are applying: job title (include series and grade if federal job), duties and accomplishments (do not send job descriptions), employer's name and address, supervisor's name and phone number, starting and ending dates (month and year), hours per week, salary. Indicate if we may contact your current supervisor. In addition, offerors should highlight or make special note of relevant significant awards and achievements. This may include information that was listed in the AID 309-2 form.

3. Appendix

Supplemental document specifically addressing the selection factors listed in the solicitation. Include other pertinent information related to the qualifications required for the position, such as job-related training courses (title and year), job-related skills, job-related certificates and licenses (current only), job-related honors, awards, and special accomplishments, for example, publications, memberships in professional or honor societies, leadership, activities, public speaking and performance awards (give dates but do not send documents unless requested).

4. Reference Persons

Offerors are required to provide five (5) reference persons who are not family members or relatives, with working telephones and email contacts. The references must be able to provide substantive information about offerors past performance and abilities. Reference checks will be made only for offerors considered as finalists. If an offeror does not wish for the current employer to be contacted as a reference check, this should be stated in the offeror's AID 309-2 form and/or resume. The interviewing committee will delay such reference check pending communication with the offeror.

SUBMISSION OF OFFER

- Offers must be submitted to the e-mail address: antananarivoUSAIDHR@usaid.gov
- Subject line of your e-mail should read: "**DOC Advisor [your name]**"
- E-mail attachments should be in Adobe Acrobat Reader format (.pdf) and/or Word format (.doc or .docx)
- Offers must be received by the closing date and time specified in **Section I, item 3**.

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. Other additional forms may be required to be completed.

- DS 6561, Pre-Assignment for Overseas Duty for Non-Foreign Service Personnel. Found at <http://www.state.gov/m/med/c35188.htm> (USN and TCN)
- SF-85P, Questionnaire for Non-Sensitive Positions (TCN)
- SF-85, Questionnaire for Non-Sensitive Positions (USN)
- OF-306, Declaration of Federal Employment (USN)
- SF-86, Questionnaire for National Security Positions (USN)
- SF-87, Finger Print Card (USN)
- AID 500-4, Fair Credit Reporting Act of 1970, as Amended (USN)
- AID 6-85, Foreign Activity Data (USN)
- OF-126, Residence and Dependency Report (USN and TCN)
- SF-144, Statement of Prior Service – Worksheet (USN and TCN)
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VI. BENEFITS AND ALLOWANCES

- **USPSC:**

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

1. BENEFITS:

- (a) Employer's FICA Contribution
- (b) Contribution toward Health & Life Insurance
- (c) Pay Comparability Adjustment
- (d) Annual Increase (pending a satisfactory performance evaluation)
- (e) Annual and Sick Leave

2. ALLOWANCES (if applicable):

Section numbers refer to rules from the Department of State Standardized Regulations (Government Civilians Foreign Areas), available at

https://aoprals.state.gov/content.asp?content_id=282&menu_id=101

- (a) Temporary Quarter Subsistence Allowance (Section 120)
- (b) Living Quarters Allowance (Section 130)
- (c) Cost-of-Living Allowance (Chapter 210)
- (d) Post Allowance (Section 220)
- (e) Separate Maintenance Allowance (Section 260)
- (f) Education Allowance (Section 270)
- (g) Education Travel (Section 280)
- (h) Post Differential (Chapter 500)
- (i) Payments during Evacuation/Authorized Departure (Section 600).

- **TCNPSC:**

In accordance with the applicable and approved Alternate Compensation Plan, a TCNPSC is authorized the following benefits and allowances, at the discretion of the CO.

1. BENEFITS:

- (a) Contribution toward Health & Life Insurance
- (b) Pay Comparability Adjustment
- (c) Annual Increase (pending a satisfactory performance evaluation)
- (d) Annual and Sick Leave

2. ALLOWANCES (if applicable):

Section numbers refer to rules from the Department of State Standardized Regulations (Government Civilians Foreign Areas), available at

https://aoprals.state.gov/content.asp?content_id=282&menu_id=101

- (a) Temporary Quarter Subsistence Allowance (Section 120)
- (b) Living Quarters Allowance (Section 130)
- (c) Cost-of-Living Allowance (Chapter 210)
- (d) Post Allowance (Section 220)
- (e) Separate Maintenance Allowance (Section 260)
- (f) Education Allowance (Section 270)
- (g) Education Travel (Section 280)
- (h) Post Differential (Chapter 500)
- (i) Payments during Evacuation/Authorized Departure (Section 600).

VII. TAXES

USPSCs are required to pay Federal income taxes, FICA, Medicare and applicable State Income taxes. TCNPSCs are required to pay either Malagasy income taxes, or his/her income taxes of his/her country of origin.

VIII. USAID REGULATIONS, POLICIES AND CONTRACT CLAUSES PERTAINING TO PSCs

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

1. USAID Acquisition Regulation (AIDAR): available at https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf

For USPSC: 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”.

For TCNPSC: Appendix J, “Direct USAID Contracts With a Cooperating Country National and with a Third Country National for Personal Services Abroad,” including contract clause “General Provisions”.

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>.

- AAPD 18-02 REVISED: Extends and revises implementation of medevac regulations for USPSCs and TCNPSCs under AIDAR Appendix D and J, § 12, clauses #25 in Appendix D, and #21 in Appendix J.
- AAPD 15-02: REVISED Extends Implementation Of The USAID Policy For Leave And Holidays, Including Family And Medical Leave
- AAPD10-01: Changes in USG Reimbursement Amounts For Health Insurance And Physical Examination Costs
- AAPD 06-10: PSC Medical Expense Payment
- AAPD06-08: Using the Optional Schedule to Incrementally Fund Contracts

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>.

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