

SOLICITATION NUMBER: 72066320R00001

ISSUANCE DATE: 11/06/2019

CLOSING DATE/TIME: 12/05/2019

SUBJECT: Solicitation for U.S. / Personal Service Contractor (USPSC) – Senior Development Outreach and Communications (DOC) 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 1, Sections I through VIII** of this solicitation. Late, 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 toward 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 in **Section I, item 12**.

Sincerely,

Annamarie McGillicuddy
Supervisory EXO

U.S. Agency for International Development
US Embassy
Entoto Road
P. O. Box 1014
Addis Ababa, Ethiopia

Tel. : 251-11-306002
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2030 Addis Ababa Place
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72066320R00001

I. GENERAL INFORMATION

- 1. SOLICITATION NO.: 72066320R00001**
- 2. ISSUANCE DATE: 11/06/2019**
- 3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS: DATE 12/05/2019 (5:00pm Addis Ababa Local Time)**
- 4. POSITION TITLE: Senior Development Outreach and Communication (DOC) Specialist**
- 5. MARKET VALUE: \$106,595 to \$138,572 equivalent to GS-15.** The final compensation will be negotiated within the listed market value based on the successful candidate's salary history, work experience, and educational background. **Salaries over and above the top of the pay range will not be entertained or negotiated.**
- 6. PERIOD OF PERFORMANCE:** Two years, with three additional one-year extensions pending approval, need, performance, and funding. Not to exceed five years.
- 7. PLACE OF PERFORMANCE:** Addis Ababa, Ethiopia with domestic and international travel as stated in the Statement of Work.
- 8. SECURITY LEVEL REQUIRED: Secret:** The final selected candidates must obtain both the appropriate security and medical clearances within a reasonable period of time. If such clearances are not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.

9. STATEMENT OF DUTIES

1. General Statement of Purpose of the Contract

Ethiopia is the second largest country in Africa and is ranked as one of the world's poorest countries, creating immense development challenges. Its rapidly growing and young population is mostly engaged in subsistence farming and nearly 10 percent of Ethiopians are chronically food insecure. Overcoming an approximate 33 percent extreme poverty rate is difficult. This situation is exacerbated by Ethiopia being located in a troubled region, including shared borders with Sudan, South Sudan, Eritrea, Kenya and Somalia. After several years of protests against government oppression, human rights violations, and ethnic marginalization, Ethiopia has embarked on a historic political transition. Since his appointment as Prime Minister in April 2018, Abiy Amhed has announced a series of sweeping political, economic, and diplomatic reforms, and committed to holding free and fair

multiparty elections in 2020. These developments, and ongoing reform efforts since then, have created an unprecedented opportunity for a promising transition towards a free, market-based economy and a democratic future.

In this context, USAID/Ethiopia manages one of the Agency's largest development and humanitarian assistance portfolios in the world (with a budget of approximately \$800 million anticipated in FY19), tackling some of the most pervasive, complex and intractable development challenges in the continent. The Mission manages multiple Presidential Initiatives, including Feed the Future (FtF), Global Health (GH), Power Africa, the President's Emergency Plan For AIDS Relief (PEPFAR), and the Presidential Malaria Initiative (PMI). USAID/Ethiopia's 2019-2024 Country Development and Cooperation Strategy (CDCS) addresses development challenges in the areas of Democracy, Demographics, and Disasters at both the levels of systems and institutions, as well as citizens and communities. The CDCS and ongoing programs firmly support the reform efforts underway in Ethiopia, and the USG priorities in the country.

USAID/Ethiopia also oversees the country program in the neighboring Djibouti, focused on achieving inclusive and sustainable development through economic growth, health, education, and democracy and governance programs. Djibouti, roughly the size of Massachusetts, is home to approximately 1 million people and it is located on the strategic passage between the Mediterranean Sea and Indian Ocean. Djibouti's strategic location affords promising economic opportunities as a gateway to much larger markets, such as landlocked Ethiopia. Djibouti is also located in a conflict prone region and hosts military bases from seven countries, including the U.S. and China, which provide security, stability and revenue to the country. However, Djibouti faces a plethora of development challenges. The climate in Djibouti is harsh and 44% of Djibouti's population lives on less than \$2 per day. Over forty percent of the population is aged 15 years or younger, and, over 70 percent of this group is unemployed. The country has one of the highest tuberculosis infection rates in the world with cases of multi-drug and ultra-resistant tuberculosis on the rise. Djibouti is an oligarchy and plutocracy with power in the hands of a minority political elite. Djibouti's geopolitical positioning and its relatively moderate views make it a unique and strategic partner for the advancement of U.S. national security goals in the East Africa region. Djibouti hosts the Combined Joint Task Force Horn of Africa (CJTF/HOA), the only U.S. military installation in Africa.

Because of the strategic importance of this region and since Addis Ababa is the seat of the African Union, USAID/Ethiopia is an exceedingly high-profile environment, frequently visited by high-level visitors, including the President, the Secretary of State, the U.S. Trade Representative, the USAID Administrator, the Deputy Administrator, Assistant Administrators, and a plethora of Congressional delegations.

Exceptional efforts to communicate USAID and USG objectives and impact are vital to USAID/Ethiopia's ability to be successful in achieving its foreign policy and development objectives in the region. The Mission seeks to improve the quality and availability of information about U.S. foreign assistance and its benefits in the region to a broader audience. Strong communications and outreach policies and strategies, and forward-leaning

implementation is essential to USAID's and the USG's ability to build foreign relations in support of U.S. national interests.

For these purposes, USAID established the Senior Development Outreach and Communications (S/DOC) Specialist position, an off-shore U.S. Personal Services Contract position. This position will be located in the Front Office of USAID/Ethiopia and reports directly to the Deputy Mission Director, USAID/Ethiopia.

2. Statement of Duties to be Performed

The S/DOC Specialist (hereafter referred to as "S/DOC") will service the needs of USAID/Ethiopia and its area of responsibility, to include Djibouti, per the requirements below.

A. Strategic Communications (35%):

The S/DOC is the expert authority on all communication and outreach strategies, policies, tools, and approaches for the USAID/Ethiopia and Djibouti portfolios. This expert authority extends to all technical and program staff in both countries (approximately 300 staff), thereby affecting a large number of technical staff and having a direct effect on the scope, manner and effectiveness with which USAID translates high level decisions, initiatives, programs and activities into clear and direct messaging. The S/DOC is delegated this expert authority in concert with the Bureau for Legislative and Policy Affairs to act on their behalf within the region on outreach and communications related to several Presidential, joint State-USAID and USAID Initiatives, as well as activities implemented within the region, but managed from AID/Washington.

The S/DOC develops and manages comprehensive Development Outreach and Communication Strategies, setting communication policy for USAID/Ethiopia and Djibouti that promotes USAID and all USG programs to internal and external audiences, ensuring public awareness of programs and projects being funded by USAID and other USG Agencies; facilitating information access and sharing within the entire Mission; and, strengthening Mission reporting functions to USAID/Washington, the Department of State, and the U.S. Congress. The Development Outreach and Communication Strategies will innovatively translate the role and objectives of USAID and USG assistance into clear messaging, and define how information will be used to highlight the impact of USAID and USG assistance in Ethiopia and the region. The policies, communications strategies and outreach plans will include developing and testing new hypotheses and theories for opening new channels of communication and sustainably improving the flow of information on development activities to local audiences. The S/DOC manages all outsourced development outreach and communications-related services, as applicable or as needed. S/he supervises a team to utilize a broad range of innovative, effective and widely disseminated publicity tools to ensure target audience awareness of the scale and impact of USAID and U.S. generosity throughout Ethiopia and Djibouti, ensuring a targeted, coherent, and consistent message.

As a senior official of USAID, the S/DOC also serves as the lead for all official

communication needs of USAID/Ethiopia and Djibouti visitors from the U.S. Embassies, USAID/Washington, VIPs, etc. The S/DOC is USAID's sole point of contact for such visits and events, responsible for managing all aspects of outreach and communication related to USAID programming; maintains site visit schedules; reviews and clears briefing materials and scene setters; coordinates meetings and briefings with implementing partners, constituents, other donors, and officials; and, handles all logistics related to visits. It is fully expected that the materials developed by the S/DOC will be used in U.S. media coverage of events in the region, and therefore geared toward a broad and experienced audience.

Additionally and relatedly, the S/DOC:

- Counsels and advises the USAID/Ethiopia Mission Director and frequently directs USAID staff in both countries on all communication and outreach efforts;
- Leads the Mission's development, outreach and communications team, ensuring overall quality and coherence of the team's communications and outreach products and initiatives covering the entire USAID/Ethiopia area of responsibility;
- Guides all USAID staff and contractors in developing appropriate public information programs, oversees all USAID branding, provides guidance to USAID staff and partners in their direct contacts with the media, and ensures a targeted, coherent, and consistent message from all USAID staff and partners;
- Substantially increases the effective and creative use of multimedia to enhance the message of development throughout Ethiopia, Djibouti, and the region, through written and visual means; and
- Oversees all internal communications functions, including quality assurance of annual required and ad-hoc reports and communications with internal USAID and USG stakeholders.

B. Development Outreach and Media Activities (35%):

To ensure appropriate, consistent and accurate messaging and communication of USG and USAID program objectives and achievements in support of U.S. foreign policy, the S/DOC organizes, coordinates and implements press events for USAID activities in conjunction with the PAS, USAID Mission Director and Deputy Directors, technical teams, implementing partners, regional and/or local governments, and private sector counterparts. S/he directs DOC, Program Office and Technical Staff in the preparation and maintenance of information packages on the USAID and USG programs in Ethiopia and Djibouti – with standard basic packages for differing purposes (media, the public, educational institutions, the Governments of Ethiopia and Djibouti, and district and local level governments, etc.), for briefings and for distribution to the public and the media; and, for USAID/Washington, the US Embassy, etc. The S/DOC monitors local and international press coverage for awareness of, and attitudes toward USAID and USG writ large, and provides continuous feedback to inform USAID staff on ongoing activities and future programming.

For media events, the S/DOC and his or her team are responsible for:

- Drafting of speeches, talking points, and background briefings for media engagements, including the development of materials and preparation of speakers for radio, video and television sessions;

- Compilation and dissemination of press packets, handling of protocol issues, site selection, staging, and on-site coordination of all media issues;
- Identification and scheduling of speakers and liaising with U.S. and local government officials as needed;
- Writing and/or editing of USAID programmatic and strategic fact sheets and briefing materials for public consumption;
- Writing and/or editing of Briefing Checklists (BCLs), scene setters, briefing materials and memoranda for the Ambassador, the USAID Mission Director or his/her designees when their participation in events is warranted; and
- Coordination of updates to USAID websites.

The S/DOC oversees the drafting of press releases on program successes, project inaugurations, and significant developments, and provides drafts to the PAS for dissemination, as appropriate; follows up with media to encourage and support coverage of public events; works with staff from throughout the Mission to develop and maintain public relations materials, to the extent possible in both the English and the country's official language, including fact sheets, brochures, newsletters, presentations, websites, and other visual displays on USAID programs and their objectives; distributes reports on field trips and assessments conducted by USAID staff; and, participates in field trips as necessary.

C. Coordination of Communication Strategies and Activities (30%):

As the expert authority on outreach and communication, the S/DOC may be called upon to provide high-level, sophisticated support and guidance to the U.S. Ambassador to Ethiopia, the USAID Mission Director for Ethiopia, and other U.S. Ambassadors and USAID Mission staff in the area of responsibility. With continual changes in geo-political climate, multi-sector programmatic needs, shifting political bilateral and multilateral relations between the U.S. and other government entities, and several Presidential Initiatives, the S/DOC's duties include extensive analysis of complex issues. The S/DOC must continuously access and interpret often-nuanced information as it is made available or accessible. He or she must use expert judgment to create or adjust policy statements and messages for use by various levels of the U.S. Mission in Ethiopia and the region.

The S/DOC coordinates with the Public Affairs Sections (PAS) in Ethiopia and Djibouti; directs USAID staff on such coordination efforts; develops and oversees implementation of communication strategies, branding and marking plans of all partners to achieve maximum exposure and understanding of USAID and USG humanitarian and development assistance efforts and initiatives; and designs and implements the development communications and outreach strategy to increase understanding of, and support for, USAID's programs to external target audiences. S/he serves as USAID's point of contact for all press relations, both international and local media and works closely with PAS on press relations while maintaining contacts with high-level Western and local journalists from all media outlets. S/he exercises independent judgment and leadership to coordinate with the PAS, U.S. military, other USG agencies (e.g. Treasury, Commerce, Agriculture), other donors, and USAID implementing partners to maximize exposure and accurate understanding of U.S. humanitarian and development assistance efforts and initiatives in Ethiopia and the region.

The S/DOC represents USAID and the U.S. Mission at a senior level in all matters pertaining to Development Outreach and Communication activities with the Ethiopian and Djiboutian Governments, other donors and development partners, domestic and international media, regional African organizations, and other groups and institutions; and, as appropriate, helps to build their capacity to manage public affairs and outreach activities. The S/DOC is a creative agent for dissemination of important information through government intermediaries.

3. Supervisory Relationship:

The incumbent will report to the Deputy Mission Director, who will provide administrative direction with assignments broadly defined. The S/DOC is expected to plan, design and carry out duties independently. Review of work will be based on fulfillment of Communication Strategies objectives, effectiveness and influence of media and outreach campaigns and overall ability to serve foreign policy priorities.

4. Supervisory Control:

The incumbent will supervise a Personal Services Contract Development Outreach and Communications Officer, and other DOC team members as needed or assigned. On occasion the Advisor will supervise other Mission staff tasked to support important outreach efforts for VIPs, visits by government officials, and embassy-generated outreach efforts.

10. AREA OF CONSIDERATION:

The position is open to U.S. citizens only. Applicants must be able to obtain and retain a **Secret** security clearance. Employment is subject to funds availability.

Additionally, the successful applicant:

- Must be able to successfully complete the mandatory pre-deployment Foreign Affairs Counter Threat (FACT) training prior to arriving at post;
- Must obtain a Department of State medical clearance;
- Must submit a complete application as outlined in Section IV: APPLYING; and
- Must be willing to travel to work sites and other offices as/when requested;

11. PHYSICAL DEMANDS:

The work requested does not involve unusual physical demands.

12. POINT OF CONTACT: Supervisory Executive Officer, Annmarie McGillicuddy and HR Specialist, Fekadu Tamirate at addisusaidjobs@usaid.gov.

Note: No in-person appointments or telephone calls will be entertained, unless you are required to have more information about this solicitation.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

To be considered for this position, applicants must meet the following minimum qualifications. For those who do, further consideration and selection will be based on panel assessment of the Evaluation and Selection Factors, listed in Section III below.

This is an important position in the USAID/Ethiopia Mission, given its support of two separate operating units (Ethiopia and Djibouti), the depth, breadth and high political visibility of the portfolios and their strategic importance, and the large number of Foreign Service National and USDH staff whom the successful candidate will be required to advise, guide and mentor.

a. Education: A Master's degree is required, preferably in the field of journalism, communications, international relations, international development, public administration, development/area studies, social studies, public relations or a related area.

b. Work Experience: A minimum of eight years of progressively responsible professional experience in public relations, preferably in an international setting, is required (work performed internationally would ideally be in an international organization, corporation, donor, foreign government, or NGO). Overseas experience in a less developed/developing country for longer time periods is desirable, preferably in conjunction with development and/or economic assistance activities. Proven experience in innovatively disseminating information to a variety of target audiences is required, as is demonstrated expertise in designing and implementing effective public relations/communications campaigns directed at both closely targeted audiences and the general public. Experience in disseminating information on USAID programs/projects/activities is desirable.

c. Knowledge, Skills, and Abilities: The successful candidate will have demonstrated the ability develop and establish communication policies and strategies, and to craft information messages in various media formats (press releases, websites, stories, etc.), and targeting a variety of audiences. Furthermore, candidates will demonstrate outstanding coordination and organizational skills within multi-cultural work environments; the ability to manage multiple tasks simultaneously, and to work effectively under pressure; and, have demonstrated initiative and creativity. Candidates will be expected to show past experience in performing successfully at high levels, with minimal supervision and direction. Experience with international aid projects, especially in critical priority countries, is desirable. The candidate will be expected to demonstrate a strong sense of initiative in media campaigns, special programs, press conferences, etc.

d. Communication proficiency and other: The successful candidate must have native English proficiency, with a high level of written and oral communication skills, interpersonal skills, and the ability to work in a closely knit, multi-cultural team environment. The candidate will be expected to have superb computer skills and the ability to work in all Microsoft Office Suite and Google Suite applications. In addition, the incumbent must be comfortable using desktop publishing software, one or more website development applications, and Adobe Photoshop.

Applicants not meeting minimum qualifications will not be evaluated further.

III. EVALUATION AND SELECTION FACTORS

Applicants who meet the minimum qualifications will be further evaluated based on the criteria listed below. Applicants are strongly encouraged to address each of the factors on a separate sheet describing specifically and accurately what experience, training, and/or education that are relevant to each factor. Be sure to include your name and the announcement number at the top of each additional page.

Candidates will be evaluated and ranked based on the following selection criteria (maximum of 100 points). A selection committee will determine candidate scores through review of the written submission and, for candidates in the competitive range, an oral interview.

a. Education (10 Points):

A minimum requirement for the position is a Master's degree, preferably in the field of journalism, communications, international relations, international development, public administration, development/area studies, social studies, public relations or a related area.

b. Work Experience (40 Points):

A minimum of eight (8) years of progressive professional experience in public relations, preferably in an international setting, which would include work in an international organization, donors, a corporation, for a foreign government, or an NGO is required. Overseas experience in a less developed or developing country for longer time periods is desirable, preferably in conjunction with development and/or economic assistance activities. Proven experience in disseminating information to a variety of target audiences is required, as is demonstrated expertise in designing and implementing effective public relations/communications campaigns directed at both closely targeted audiences and the general public. Prior experience disseminating information on USAID programs/projects/activities is not required, but is desirable.

c. Knowledge, Skills, and Abilities (35 Points):

At a minimum, the successful candidate will have demonstrated success in:

- developing innovative, multi-pronged communication and outreach policies and strategies;
- media campaigns, special programs, press conferences;
- analyzing complex programmatic information;
- understanding USG national interests and diplomatic priorities in order to craft information messages in various media formats, targeting a variety of audiences to meet numerous objectives simultaneously;
- outstanding coordination and organizational skills within multi-cultural work environments;
- the ability to manage multiple tasks simultaneously, and to work effectively under pressure;

- considerable initiative and creativity in past work environments; and
- initiative and proactive engagement with colleagues to complete assigned tasks in accordance with agreed upon timetables.

d. Communication Proficiency (15 Points):

The successful candidate must be a native English speaker, with the highest level of written and oral communication skills, interpersonal skills, and ability to work effectively as a member of a multi-disciplinary, multi-cultural team. The S/DOC must demonstrate the ability to make cogent arguments clearly and succinctly in written and oral presentations. S/he must also proficiency in computer skills, sophisticated media and multimedia tools (including online platforms and social media) and the ability to work in all appropriate Microsoft Office Suite applications and Google Suite, use desktop publishing software and one or more website development applications, and be familiar with Adobe Photoshop. Knowledge of Amharic and/or French is a plus.

Applicants must provide at least two writing samples with their application. The samples should be 350 to 1,500 words. They can be excerpts from larger articles or papers, and do not have to concern development or be written specifically for this solicitation. The samples should demonstrate the applicant's ability to clearly, lucidly and succinctly communicate complex ideas to the public. The samples must be written exclusively by the applicant. Co-written articles are not accepted. Final applicant(s) may be asked to take a written test.

IV. APPLYING

For your application to be considered, the following documents must be submitted:

1. Eligible offerors are required to complete and submit the offer form **AID 309-2**, "OfferorInformationforPersonalServicesContractswithIndividuals," available at <http://www.usaid.gov/forms>.
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 12**.
3. To ensure consideration of offers for the intended position, Offerors must prominently reference the Solicitation number in the offer submission.
4. Letter of Application and current resume.
5. To ensure consideration of offers for the intended position, Offerors must prominently reference the Solicitation number in the offer submission.
6. Application must be submitted **ONLY** via addisusaidjobs@usaid.gov and the email subject must say –: 72066320R00001Senior Development Outreach and Communications (DOC) Specialist.

7. Please submit the application only once; and
8. Late and incomplete applications will not be considered; the application must be submitted before or on the closing date at local Ethiopia time 5 p.m. (Local Ethiopia, Addis Ababa Time).

V. LIST OF REQUIRED FORMS FOR PSC HIRES

Once USAID informs the successful applicant about being selected for a contract award, instructions will also be provided 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 PSC 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) Eligibility for Worker's Compensation
- (f) Annual and Sick Leave

2. ALLOWANCES (if applicable):

Section numbers refer to rules from the [Department of State Standardized Regulations \(Government Civilians Foreign Areas\)](#)

- (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), and
- (j) Danger Pay Allowance (Section 650)

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.
2. **Contract Cover Page form AID309-1** 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 **5CFR2635**. See <https://www.oge.gov/web/oge.nsf/OGE%20Regulations>.

END OF SOLICITATION

EQUAL EMPLOYMENT OPPORTUNITY: The U.S. Mission in Ethiopia 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. USAID/Ethiopia 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.