



USAID | VIETNAM
FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72044021R00001 Amendment 1

ISSUANCE DATE: December 21, 2020

CLOSING DATE/TIME: January 21, 2021 at 17:00 Hanoi local time

**SUBJECT: Solicitation for Offshore U.S. Personal Service Contractor (USPSC) –
Senior Development Outreach Communications 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, 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 offer.

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

Sincerely,

/s/

Ken Seifert
Contracting Officer
USAID/Vietnam

ATTACHMENT

I. GENERAL INFORMATION

- 1) **SOLICITATION NO.:** 72044021R00001 Amendment 1
- 2) **ISSUANCE DATE:** December 21, 2020
- 3) **CLOSING DATE/TIME FOR RECEIPT OF OFFERS:** January 21, 2021 at 17:00 Hanoi local time.
- 4) **POINT OF CONTACT:**

Ken Seifert, Contracting Officer at kseifert@usaid.gov and
Quyen Hoang, Human Resources Specialist at qhoang@usaid.gov

- 5) **POSITION TITLE:** Senior Development Outreach Communications (DOC) Specialist (Offshore USPSC)
- 6) **MARKET VALUE:** Position is classified at GS-14 with annual salary range of **\$95,394 - \$124,011** per annum.

Final compensation will be negotiated within the listed market value depending on experience, qualifications and salary history. Requests for salary over and above the top of the pay range is not negotiable.

7) **PERIOD OF PERFORMANCE:**

The base period will be two (2) years. Based on the Mission’s needs and fund availability, the Contracting Officer may exercise additional option periods of three (3) one-year extensions.

This is a full-time position with 40 hours per week schedule (Monday to Friday).

Base Period	TBD two-year period
Option Period 1	TBD one-year period
Option Period 2	TBD one-year period
Option Period 3	TBD one-year period

- 8) **PLACE OF PERFORMANCE:** Program Development Office, USAID/Vietnam office in Hanoi, Vietnam with possible travel upon the work requirements.

- 9) **ELIGIBLE OFFERORS:** United States Citizens
- 10) **SECURITY LEVEL REQUIRED:** Facility Access

USAID will provide details regarding this requirement. If such clearance is not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.

11) **STATEMENT OF DUTIES**

1. INTRODUCTION AND BACKGROUND

This position of Senior Development Communications Outreach (DOC) Specialist is located within the Program Development Office (PDO), USAID/Vietnam Mission. The PDO provides strategic, programmatic, evaluation and budgeting guidance to the Mission to implement a portfolio of programs of more than \$130 million annually. Details about the Mission's portfolio may be found at <http://vietnam.usaid.gov>.

The DOC team will lead the Mission's external outreach and communications efforts with direct input and direction from the Mission Front Office. Given the history of U.S.-Vietnam relations and the particular sensitivity of a number of program areas in which we work, the DOCs plays a central role in explaining our programs to Vietnamese, American, and international audiences.

2. BASIC FUNCTION OF THE POSITION

The primary duty of the Senior DOC Specialist position is to develop USAID/Vietnam's Mission wide communications and outreach strategy, manage all communications related activities to ensure communications support the implementation of the CDCS 2020 – 2025 and tell compelling stories about USAID's activities in Vietnam. As one of several DOC positions in southeast Asia, it is important that the incumbent work with DOCs in neighboring missions and share information that will help tell the story effectively of USAID's programs throughout the region. As part of the DOCs duties, close collaboration with USAID's Regional Development Mission Asia (RDMA) and USAID/Washington is essential.

The Senior DOC Specialist is responsible for collecting, researching, managing, and distributing information associated with the USAID's programs in Vietnam and serves as the primary point of contact and liaison for all public information requests and communication related businesses. The Senior DOC Specialist's recommendations on development outreach will assist USAID senior leadership in making strategic decisions, related to communications, messaging, and press relations. S/he collaborates closely with USAID/Vietnam technical teams (Economic Growth and Governance; Health; Environment and Social Development; and Higher Education) and numerous implementing partners to develop, build the capacity, train, mentor and coordinate the implementation of the USAID/Vietnam's overall development outreach communications strategy. S/he collaborates with the U.S. Embassy/Hanoi's Public Affairs Officer (PAO) to ensure that Embassy personnel are properly apprised of USAID program activities, achievements, and public

events. S/he will coordinate Mission efforts and liaise with the Agency's Legislative and Public Affairs Bureau in Washington (USAID/W). The Senior DOC Specialist will regularly meet and inform the Mission Front Office of upcoming events, social media engagements, press releases, etc.

3. MAJOR DUTIES AND RESPONSIBILITIES:

The specific duties of the Senior Development Outreach Communications Specialist will include following:

Supervision and Coordination role

- Supervises and leads the Mission's DOC team to ensure the overall quality, coherence and strategic application of the team's communications and outreach products and initiatives. The team comprises of one Resident-hire US Personal Service Contractor and two Cooperating Country Nationals Personal Services Contractors (CCNPSCs). Within the mission, the team also includes communication points of contact in each of the technical offices. In addition, the DOC team has established linkages with communications professionals in each of the implementing partners.
- Leads, mentors, coaches, and trains the DOC team, Mission staff, and implementing partners, to further develop the team's skills and enhance effective team performance.
- Serves as the senior technical advisor to Mission leadership regarding public information, media relations, and outreach.
- Provides strategic advice on all communication related businesses to the Mission Management to generate greater public awareness/ promote higher visibility of the USAID's support in Vietnam and in the region.
- Ensures proper management and execution of USAID-attended public and media events, ensuring a cohesive, unified approach to outreach events and activities.
- Coordinates the communication strategy development to align with Mission strategic objectives, priorities, and goals, in a complex, interconnected, complicated, fast-paced and changing environment with conflicting possible technical solutions.
- Collaborates and cooperates closely with the U.S. Embassy's Public Affairs Office (PAO) to achieve maximum exposure and understanding of the U.S. humanitarian and development assistance efforts and initiatives. Works in concert with the PAO in developing activities designed to highlight U.S. assistance contributions as defined by the Chief of Mission and USAID Mission Director. Develops and implements a communications and outreach strategy that promotes a better understanding of and support for USAID programs to external audiences, ensures public awareness of programs and projects being funded by USAID and provides information to USAID Washington and the U.S. Embassy. The Mission Communication Strategy and Plan for Vietnam will be based

upon the Results Framework and include a performance monitoring plan, event calendar and budget.

Strategic Communication Planning and Implementation

- Implements the Mission Communication Strategy and Plan and provides the vision for the Mission's communications efforts and events. Monitors and evaluates progress toward communication objectives as outlined in the Communication Strategy.
- Monitors local and donor opinion concerning USAID programs for the purpose of gauging the effect of the information dissemination strategy and provides feedback to inform ongoing activities and future programming.
- In collaboration with the PAO, serves as the principal USAID contact for representatives of the local and international media to promote story ideas and feature stories on USAID programs. In addition, the incumbent advises the Mission Director and the USAID staff on press and media relations, coordinates with the Mission Director, technical officers and the PAO to promote press and media coverage of Mission activities, and facilitates contacts among members of the media and USAID implementers to encourage coverage of USAID programs in the local and international press. Helps define and describes measurable impact and manages the story telling through products that provide an accurate and compelling picture of USAID/Vietnam's strategy, portfolio, and achievements. Plays a leading role to craft and send out various types of outreach messages for the entire Mission. This involves ensuring that these products and reports are submitted within their deadlines and contain the required detail, data, and well-written narratives that are congruent with one another, using the U.S. Government style guide.
- Assists USAID staff and contractors in developing appropriate public information programs, provides guidance to USAID staff and partners in their direct contacts with the media and ensures a targeted, coherent and consistent message from all of the USAID staff and partners.
- Organizes and coordinates with the PAO and project representatives on all aspects of public events for USAID, including preparation and dissemination of press releases and background information, protocol issues, site selection and preparation, staging and logistical issues, scheduling and maintaining contact with speakers, and notification of appropriate U.S. and local government officials and media, as well as on-site coordination of media.
- Serves as the primary Mission point of contact for all types of visits by official visitors from the U.S. Embassy, USAID/Washington, etc. As needed, accompanies the visitors, Chief of Mission, Deputy Chief of Mission, Mission Director, Deputy Mission Director, Office Directors, and/or other Mission colleagues to public speaking engagements, conferences, public affairs activities and site visits, providing input and assistance at the event and ensure the high standard of the communication activities and products. In consultation with USAID project managers, ensures smooth coordination with concerned parties and organization of all visits including high quality content/briefing material preparation, effective schedule and logistics arrangement.

- Serve as the Mission Director's speechwriter as directed, responsible for editing and clearing background materials, presentations and talking points for events attended by the Director, the U.S. Ambassador and other officials.
- Maintains a calendar of USAID program events in close coordination with implementing partners and the Contracting Officer's Representative (COR) and/or the Agreement Officer's Representative (AOR).
- Responds to inquiries from the general public and the media on USAID programs, practices and any other general information requests as directed by the Mission Director or Program Office Leadership and in collaboration with the PAO.
- Prepares and updates a standard information package on the USAID program for briefings and for distribution to the public, the media, USAID/Washington, the U.S. Embassy, etc. Materials include scene setters, program briefing papers, project status reports, maps, photos, information about other donors and general information about countries in the region. Reviews drafts of press releases on program successes, project inaugurations, significant developments and provides drafts to the PAO for dissemination. Follows up with media to encourage and support coverage of public events.
- Oversees the quality and publication of materials, including developing success stories, directing photo shoots, making videos and coordinating graphic design; directs USAID digital communications work, including social media outreach, website updates, and digital photo and videography. Determines the best strategic engagement to enhance viewership and expand the reach of USAID programs to targeted audiences
- Photographs and/or videos USAID events for use on a variety of communications mediums to include web, social media platforms, Mission archives, and media dissemination.
- Maintains USAID Mission website in coordination with the Agency's Asia Bureau and The Bureau for Legislative and Public Affairs, and updates USAID Mission briefing materials.
- Serves as the coordinator, resident expert and primary technical point of contact for the implementation of Agency project-branding efforts. Instructs Mission staff and implementing implementers, provides coaching, training and advice as needed to ensure the compliance with Agency project branding guidance and potential synergies in external communications, and well as on communications media strategy and relations.
- Develops methods of performance monitoring and evaluating the effectiveness of outreach tools. Oversees the tracking of media coverage of USAID events and project milestones to measure DOC effectiveness, assess for newsworthiness and anticipate the need for, and ensure that appropriate press coverage is provided. Advises the Mission leadership and staff on press outreach priorities, and whether coverage is culturally and politically appropriate

- Manages the DOC budget for communication inputs and facilitates related procurements.
- Establishes and maintains contact with representatives of donors and other USG agencies to collect information for reports.

10) SUPERVISORY RECEIVED

The incumbent will report to the Director of the Office of Program Development, USAID/Vietnam receiving direct input and communication with the Mission Front Office. Incumbent is expected to display a high degree of independence in planning and carrying out his/her assignments.

11) SUPERVISION/OVERSIGHT OVER OTHERS

This position is designated as supervisory in the PDO. S/he supervises a team of one Resident-Hire DOC Specialist, two CCNs including one mid-level Communications Specialist and one Translator/Interpreter. An additional CCNPSC Communication Specialist will be considered as appropriate.

12) PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

A. Education: Possession of a Bachelor's degree in the field of public relations, journalism, international development/relations, English, marketing, communications or social science is required.

B. Prior Work Experience:

- A minimum of **eight** (8) years of demonstrated successful experience in public relations, journalism, communications or marketing is required.
- **Five** (5) years of previous work experience either overseas or with an international development organization is preferred.
- Proven experience with writing and communications that demonstrate skills and hands-on experience in a combination of the following areas: public relations, editing, public information, publishing, and digital communications is required.
- Proven experience in developing and disseminating targeted information to a variety of audiences is required.
- Relevant marketing experience will be considered, as applicable.
- Supervisory experience is required including ability to mentor, guide, and build capacity of staff and implementing partners.
- Strong preference will be given to candidates familiar with Vietnam. Experience in report writing, events planning, and execution, website design, and social networking media is required.

This position requires a combination of leadership, analytical and technical expertise, and managerial skills. The incumbent must be familiar with and be able to work well in an overseas environment with a wide range of government and non-government counterparts.

C. Technical Knowledge:

The successful candidate must be capable of developing Mission communication strategy, crafting strategic communication plans and information messages in various media formats (e.g. press releases, web-site, cables, social media, etc.), targeting a variety of audiences. Excellent leadership, coordination, and organizational skills within a multi-cultural work environment are required. Experience in planning, strategizing, and application of policies and procedures regarding all development outreach communications activities, such as branding and marketing, are required. Must have broad understanding of issues related to international development and be able to translate them to a general audience. Knowledge of local, regional, and international press, and regional development issues, is desirable.

D. Skills:

- Given the nature of the position, native level fluency in English (reading, writing, and speaking) and being able to meet strict deadlines in a fast-paced environment is required.
- Strong communication, interpersonal skills, and strong staff development, team leading and management skills are required.
- Excellent organizational, critical, and strategic thinking skills required.
- Strong computer skills in the full range of MS software, including Word, Excel, PowerPoint, Google Apps, GIS and graphics is preferred.
- Experience with Facebook, Twitter, YouTube, RSS feeds and other social media platforms are required.

Applicants should provide at least two writing samples with their applications. The samples should be 750 to 1,000 words. They can be excerpts from longer articles or papers and do not have to be specifically written for this application. The samples should demonstrate the applicant's ability to clearly and succinctly communicate complex ideas to the public. Co-written articles will not be accepted - the applicant must be the sole author.

E. Other Requirements: The incumbent must also be:

- 1) A US Citizen;
- 2) In possession of, or able to obtain, facilities access authorization and a medical clearance in order to perform under the contract.
- 3) In possession of, or able to obtain, a medical clearance. The successful applicant must receive medical clearance for serving in Hanoi, Vietnam. Details of how to obtain US Department of State Medical Unit medical clearance will be provided once a job offer is made and accepted;
- 4) Available and willing to work outside the regular 40-hour workweek when required/necessary;

- 5) Willing to travel to work sites and other offices both in Vietnam and regionally as/when requested.

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>.

A. Selection Process

After the closing date for receipt of applications, a committee will be convened to review applications and evaluate them in accordance with the evaluation criteria. Applications from candidates who do not meet the required selection criteria will not be scored. As part of the selection process, final candidates may be interviewed either in person or by telephone at USAID's discretion. Reference checks will be made only for applicants considered as finalists. Reference checks may be conducted with individuals not provided by the offeror.

If an applicant does not wish USAID to contact a current employer for a reference check, this should be stated in the applicant's cover letter, and USAID will delay such reference check pending communication with the applicant. Only finalists will be contacted by USAID with respect to their applications. The final selected candidates must obtain security and medical clearances within a reasonable period of time (USAID will provide details regarding these clearances to the selected candidates). A substantial delay in obtaining either required clearance will make the applicant ineligible for selection.

B. Evaluation Factors

Applicants will be evaluated on the extent and quality of their education, relevant experience, language and work skills as they relate to this position against the following criteria:

1. Minimum Education and Experiences: Pass/ Fail
2. Written test and written product sample: 40 points. Top scoring candidates will be invited for Interview
3. Interview: 60 points
4. Reference check: pass/ fail

Total: 100 points

Applicants seeking the required qualifications for the position will be evaluated based on information presented in the application and reference checks. USAID reserves the right to

conduct interviews with the most highly ranked applicants.

IV. APPLYING

- 1) Applications should include the following, with the applicant's name clearly marked on every page:
 - a. Cover letter (no more than one page);
 - b. Most current curriculum vitae (CV) or resume;
 - c. Supplemental documentation, addressing each of the Evaluation Factors on a separate sheet, describing specifically and accurately what experience, training, education and/or awards or recognition the applicant has received relevant to each evaluation factor described above. Responses are limited to 300 words per factor;
 - d. Salary history for the prior three years captured in a Contractor Employee Biographical Data Sheet (AID 1420-17 form available at <https://www.usaid.gov/forms/aid-1420-17>);
 - e. Contact information (telephone numbers and email addresses) for at least three references with knowledge of the applicant's prior work skills. Please be advised that references may be obtained independently from other sources in addition to the ones provided by an applicant; and,
 - f. Eligible offerors are required to complete and submit the offer form **AID 309-2**, "Offeror Information for Personal Services Contracts with Individuals," available at <http://www.usaid.gov/forms>.

Incomplete/un-signed offers will not be considered.

- 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 4. Late, incomplete or unsigned applications will NOT be considered.
- 3) To ensure consideration of offers for the intended position, Offerors must prominently reference the Solicitation number in the offer submission.
- 4) The attachment to e-mail must be in Word format (.doc) or Adobe Acrobat format (.pdf). The attachment should be formatted with a 10MB limit per email. Package in zip or other compressed formats will be rejected. The U.S. Government will not be responsible for incomplete/corrupted or missing information in electronic submission. USAID will not ensure quality or completeness of electronic files attached to the e-mail.

V. LIST OF REQUIRED FORMS PRIOR TO USPSC 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. Fingerprint Card (FD-258)

VI. BENEFITS/ALLOWANCES

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

1) BENEFITS:

1. Employer's FICA Contribution
2. Contribution toward Health & Life Insurance
3. Pay Comparability Adjustment
4. Annual Increase (pending a satisfactory performance evaluation)
5. Eligibility for Worker's Compensation
6. Annual and Sick Leave

2) ALLOWANCES:

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

1. Temporary Quarter Subsistence Allowance (Section 120)
2. Living Quarters Allowance (Section 130)
3. Cost-of-Living Allowance (Chapter 210)
4. Post Allowance (Section 220)
5. Separate Maintenance Allowance (Section 260)
6. Education Allowance (Section 270)
7. Education Travel (Section 280)
8. Post Differential (Chapter 500)
9. Payments during Evacuation/Authorized Departure (Section 600), and
10. 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 USPSCs

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) Pricing by line item is to be determined upon contract award as described below

Item No (A)	Supplies/ Service Description (B)	Quantity (C)	Unit (D)	Unit Price (E)	Amount (F)
0001	Base Period – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Firm-Fixed-Price - Product Services Code: R497 - Accounting Info: TBD	2	LOT	-	\$TBD at award after negotiations with Contractor
1001	Option Period 1 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Firm-Fixed-Price - Product Services Code: R497 - Accounting Info: TBD	1			\$TBD at award after negotiations with Contractor
2001	Option Period 2 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Firm-Fixed-Price - Product Services Code: R497 - Accounting Info: TBD	1			\$TBD at award after negotiations with Contractor
3001	Option Period 3 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Firm-Fixed-Price - Product Services Code: R497 - Accounting Info: TBD	1			\$TBD at award after negotiations with Contractor

- 4) 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> .
- 5) **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> .

Equal Employment Opportunity Policy

The U.S. Embassy in Hanoi, Vietnam 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. The Mission 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.

___End of Solicitation___