



USAID | GHANA
FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72064121R100009
ISSUANCE DATE: March 2, 2021
CLOSING DATE/TIME: March 16, 2021,
11:59 pm Accra time.

SUBJECT: Solicitation for a Cooperating Country/Third Country National Personal Service Contractor (CCN/TCN PSC) – Development Outreach and Communications Specialist

(Local Compensation Plan)

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 V** of this solicitation. Incomplete or unsigned offers will not be considered. Offerors should retain copies of all offer materials for their records.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offers.

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

Sincerely,

Guadalupe Ramirez
Contracting Officer

U.S. Agency for International Development
No. 24 Fourth Circular Rd.
P. O. Box 1630, Accra-Ghana

Tel: 233-302-741-200
Fax: 233-302-741-365
www.usaid.gov/ghana

I. GENERAL INFORMATION

- 1. SOLICITATION NO.: 72064121R100009** (Candidates who previously applied to a similar position should re-apply)
- 2. ISSUANCE DATE:** March 2, 2021
- 3. CLOSING DATE AND TIME FOR RECEIPT OF OFFERS:** March 16, 2021 at 11:59 pm Accra time.
- 4. POINT OF CONTACT:** GhanaApplications@usaid.gov
- 5. POSITION TITLE:** DEVELOPMENT OUTREACH AND COMMUNICATIONS SPECIALIST – GHANA PROGRAM OFFICE
- 6. MARKET VALUE:** GHC 160,210.00 – GHC 240,323 .00 equivalent to FSN-12
In accordance with **AIDAR Appendix J** and the Local Compensation Plan of USAID/Ghana. Final compensation will be negotiated within the market value.
- 7. PERIOD OF PERFORMANCE:** The period of performance is five (5) years, estimated to start o/a **July 2021**. The services provided under this contract are expected to be of continuing nature executed by USAID through a series of sequential contracts, subject to availability of funds, satisfactory job performance and need for continued services.
- 8. PLACE OF PERFORMANCE:** **Accra, Ghana** with possible travel as stated in the Statement of Duties.
- 9. ELIGIBLE OFFERORS:** All interested candidates eligible to work in Ghana. Cooperating Country National (CCN) is defined as an individual who is a cooperating country citizen, or a non-cooperating country citizen lawfully admitted for permanent residence in the cooperating country.
- 10. SECURITY LEVEL REQUIRED:** Regional Security Office Background Check

11. STATEMENT OF DUTIES

1. General Statement of Purpose of the Contract

The Development Outreach and Communications Specialist (DOC) reports to the Supervisory Program Officer and/or the Deputy Program Officer, and maintains close contact with the Mission Director, Deputy Mission Director, all USAID/Ghana Office Chiefs and key staff, and the USAID/Washington Bureau of Legislative and Public Affairs (LPA), in order to develop, maintain, and implement the overall Mission communications strategy. The SDOC directly ensures close collaboration and coordination with the U.S. Embassy Public Affairs Office (PAO) and other USG counterparts to advance development and foreign policy objectives through communications and outreach. The DOC advances the Mission's Communication Strategy in close collaboration with senior leadership and stakeholders, embodying USG priorities, stakeholder interests and multi-cultural differences and sensitivities. The DOC is responsible for collecting, investigating, managing, and distributing information associated with the Mission programs/projects/activities, and serves as the primary organizational point of contact and liaison for information requests. The DOC attends senior staff meetings with the Program Officer and/or

Deputy Program Officer, and may represent the Program Office in their absence or preoccupation, ensuring that actions assigned during such meetings are carried out in a timely manner.

2. Statement of Duties to be Performed

a. Communications Management and Strategic Planning – 60%

The Development Outreach and Communications Specialist is responsible for developing an overall Mission Communications Strategy that explains highly complex strategic and programmatic information to internal and external decision-makers in an organized, comprehensible manner. The DOC leads the Mission to produce timely, high-quality communications, reflective of and consistent with USG priorities, sound development theory, and USAID's foreign assistance goals in Ghana. The DOC contributes to policies and procedures for Mission communications and outreach that clarify roles and responsibilities within the program, and with Embassy counterparts and with implementing partners (IPs), including templates for various communication tools, standards for creating and finalizing DOC materials, and guidelines for planning and managing events. The DOC prepares annual updates to the Mission communications strategy, identifying objectives, messages, audiences, products, and budgets, and developing plans in coordination with managers and technical teams consistent with the Mission development strategy, and overall Embassy communications strategies. The DOC employs a range of products and contemporary methods, including digital and print media, social media, events and workshops, local community engagement, and training sessions to publicize strategic messages and tailor these towards specific audiences. The DOC provides quality control on all print and electronic public information materials, such as the external website, organizational brochures and information packets, and briefing books produced by public relations contractors and other Mission staff.

i. Media Relations: The DOC is responsible for all USAID/Ghana media activities; liaising with the Embassy PAO Press Office, and working closely with PAO staff to generate press coverage of Mission. The assignment includes arranging and preparing for press interviews, press conferences, briefings, tours of programs/projects/activities, and interaction with host-country, American, and other journalists. The DOC tracks Mission program/project/activity milestones and events to ensure that appropriate press coverage is provided; advises the Front Office staff on press outreach priorities, and whether coverage is culturally and politically appropriate; oversees and produces media materials (including news releases, backgrounders, and fact sheets) designed to inform editors and reporters of technical programs/projects/activities and their achievements; coordinates with technical offices and with the Embassy PAO Press Office to produce and release timely, accurate, and useful written material for the host-country and American media; and, advises and works with the PAO to expand opportunities for coverage of USG and USAID efforts. The DOC helps technical offices to define activities for coverage, participates in field visits to assess newsworthiness, and accompanies the press to interviews and site locations for filming.

ii. Public Events and Visitors: The DOC plans and executes activities to present Mission programs to the public and to VIP visitors, including a range of communications tools and distribution to a variety of audiences. The DOC prepares for visits of high-level officials to highlight key USAID programs/projects/activities and strategies; and, provides or supervises advance work for planning, including scheduling, coordination with other Embassy Sections, as appropriate, and overseeing the production of briefing materials and trouble-shooting during VIP visits. For project site visits or events that involve the Mission Director/Deputy Mission Director, the Ambassador, and/or the Deputy Chief of Mission, the DOC ensures that all event information (e.g., scene setters, talking points, speeches) have been prepared, and meet quality standards and time requirements. The DOC coordinates and consults with technical offices on program/project/activity signing

ceremonies or other milestone events, including finalizing press releases and ensuring logistics are properly handled. The DOC leads the Mission's efforts to communicate USG development impacts, investments, policy interests, and USAID program results in Ghana to a wide range of stakeholders including the Government of Ghana, civil society, multilateral and bilateral partners, private sector partners, Congress and beneficiaries.

b. Publicity Materials – 40%

The DOC employs a range of products and contemporary methods, including digital and print media, social media, events and workshops, local community engagement, and training sessions to publicize and translate complex messages and technical information into understandable, meaningful messages that resonate with a variety of audiences, both within the host-country and in American strategic.

The DOC provides quality control on all print and electronic public information materials, such as the external website, organizational brochures and information packets, and briefing books produced by public relations contractors and other Mission staff. The DOC oversees and develops regular and specialized information materials for Washington opinion leaders and audiences, in coordination with the Africa Bureau and LPA colleagues; travels to USAID program/project/activity sites throughout the host country to interview beneficiaries and photograph programs/projects/activities for the Mission website and for news releases; serves as PoC for Agency Branding Graphic Standards, within USAID and among partners; prepares and keeps current a packet of informational materials communicating organizational strategic priorities and focus areas; acts as editor for key reports and documents, as assigned; ensures that public outreach products include both people-oriented and technical success stories that "tell our story" to external and internal audiences, and are politically and culturally appropriate; and, manages the external web site in coordination with USAID webmasters, ensuring that information is "fresh," current, and inviting to browsers.

The DOC manages a public relations contractor to assist the Mission in producing graphic designs, written text, photographs and other outsourced products and planning high level events and receptions, and ensures that contractor tasks are completed in a cost effective, high-quality, and timely manner.

The contractor is eligible for temporary duty (TDY) travel to the U.S., or to other Missions abroad, to participate in the "Foreign Service National" Fellowship Program, in accordance with USAID policy.

12. PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

- a. Education:** A Bachelor of Arts degree in strategic communications, journalism, public relations, marketing, advertising, or English is required.
- b. Prior Work Experience:** A minimum of seven years of progressively responsible experience in communications, public relations, or journalism, in an English-language work environment, is required.

- c. **Language Proficiency:** Fluency in English (reading, writing, and speaking) is required. (Language proficiency may be tested.)

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. The FAR provisions referenced above are available at <https://www.acquisition.gov/browse/index/far>.

The evaluation and selection criteria of the selected candidate will be based on a review of his/her qualifications, work experience, knowledge, skills and abilities, and level of language required. The applicants who obtain the highest score based on the criteria defined will be interviewed and may also be required to pass a written test (depending on the TEC Chairperson's decision). The security clearance and medical clearance is required for the top-ranking candidate, after conducting and receiving the positive reference checks.

a. Prior Work Experience (25%):

A minimum of seven years of progressively responsible experience in communications, public relations, or journalism, in an English-language work environment, is required. This experience should provide assurance that the DOC is skilled in disseminating information to a variety of target audiences. Previous work with an international development organization is required.

- b. Job Knowledge (40%):** The DOC must have a thorough knowledge of the principles, methods, practices, and techniques of communication, and skill in applying such knowledge to develop written information materials for dissemination through a variety of media, in order to determine and effectively use the most appropriate means for transmitting information, and to evaluate the effectiveness of plans developed to communicate with targeted audiences. This includes an understanding of the use of written communications in developing news releases, feature stories, background statements, fact sheets, media spots, and scripts that effectively transmit information about complex programs/projects/activities and functions.

The work requires a solid understanding of websites and appropriate social media; an excellent knowledge of English grammar and American word usage and spelling; a good knowledge of graphic design, printing, and publishing processes, and the ability to oversee printers and/or publishers; a general understanding of procurement processes; and, a broad understanding of issues related to international development.

- c. Skills and Abilities (35%):** Work requires skill in developing and maintaining effective relationships with media representatives, and the public affairs personnel of organized groups, and in establishing and enhancing communication between USAID

and USG and its audiences, using media and groups; skill in making oral presentations designed to seek the cooperation of specialized groups and media in providing fuller coverage to Mission programs/projects/activities, and to encourage open communication between USAID and its audiences; and, skill in analyzing the effectiveness of communication plans once implemented, and developing recommendations to change the nature of the overall public affairs program. The work requires excellent oral (public speaking) and written communications skills, including news and technical writing, editing, and research skills; strong organizational and project management skills, that may be applied within a multi-cultural work environment; and, the ability to work independently, taking initiative once guidance is provided, and managing several activities simultaneously and under pressure to meet deadlines. The DOC Specialist must have strong interpersonal skills. The ability to establish and maintain collegial relations with press and media contacts, as well as Embassy and Implementing Partner counterparts, and to exercise sound judgment in representing USAID and the USG is demanded, along with the ability to manage interactions with high-level dignitaries and officials with maturity and confidence. The ability to travel throughout the host country, in order to organize and implement outreach events and visit project sites, is a requirement of the position. Very good computer skills, including the use of MS PowerPoint and Word, and a basic familiarity with Web design, other page making software, and appropriate social media are required.

Total Possible Score: 100%

After the closing date for receipt of applications, all applications will initially be screened for conformity with minimum requirements and a shortlist of applicants developed. Applications from candidates which do not meet the required selection criteria will not be scored.

A committee will be convened to review the shortlisted applications and evaluate them in accordance with the evaluation criteria. Only shortlisted applicants will be contacted. No response will be sent to unsuccessful applicants.

USAID reserves the right to interview only the highest ranked applicants in person virtually OR not to interview any candidate.

The Agency retains the right to cancel or amend the solicitation and associated actions at any stage of the recruitment process.

Reference checks will be conducted by Human Resources only for the successful candidate. If a candidate does not wish USAID to contact a current employer for a reference check, this should be stated in the application letter.

IV. SUBMITTING AN OFFER

1. Eligible Offerors are required to complete and submit the offer from **AID 309-2 (OFFEROR INFORMATION FOR PERSONAL SERVICES CONTRACTS WITH INDIVIDUALS)** which is available at the following link:
<https://www.usaid.gov/forms/aid-309-2>
2. Offeror must also submit a signed cover letter and a resume.

3. Minimum of three (3) and a maximum of five (5) professional references with telephone and e-mail contacts, who are not family members or relatives. The applicant's references must be able to provide substantive information about his/her past performance and abilities. At least one reference provided should be a current or former supervisor.
4. A supplemental document with written responses to the Evaluation Factors listed under Section III.
5. Relevant educational certificate (s) and work permit or residency permit.
6. Offers must be received by the closing date and time on the first page of this solicitation. and submitted via email to GhanaApplications@usaid.gov

To ensure consideration of offers for the intended position, Offerors must prominently reference the position title and solicitation number in the subject line of their email.

7. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents in order to be considered for the position.

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:

1. Medical History and Examination Form (Department of State Forms)
2. Security Clearance
3. Finger Print Card (FD-258)

VI. BENEFITS AND ALLOWANCES

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

1. BENEFITS:
 - a. Health Insurance
 - b. Annual Salary Increase (if applicable)
 - c. Annual and Sick leave
 - d. Annual Bonus
 - e. Salary Advance (0% interest)
 - f. Social Security Contributions
 - g. Local and American Holidays

In accordance with Mission policy and local labor laws.

1. ALLOWANCES (as applicable):
 - a. Meal Allowance
 - b. Miscellaneous Allowance

In accordance with Mission policy and local labor laws.

VII. TAXES

The Mission emphasizes to its employees the fact that they are obliged to observe Ghanaian Laws, including those concerning income and related tax obligations. Payment of such taxes is a matter between the individual employee and the Ghanaian Government. In the absence of a specific international agreement, the U.S. Government will not withhold local taxes from an employee's salary.

In accordance with Mission policy and local labor laws.

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

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

1. **USAID Acquisition Regulation (AIDAR), 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,"** 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>. Pricing by line item is to be determined upon contract award as described below:

LINE ITEMS

ITEM NO (A)	SUPPLIES/SERVICES (DESCRIPTION) (B)	QUANTITY (C)	UNIT (D)	UNIT PRICE (E)	AMOUNT (F)
0001	Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: PSC-CCN - Product Service Code: R497 - Accounting Info : 641M20ED000	1	LOT	\$ _TBD_	\$_TBD at Award after negotiations with Contractor_

3. Acquisition & 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/OGE%20Regulations>

---END OF SOLICITATION---