



SOLICITATION NUMBER: 72062421R100006

ISSUANCE DATE: February 16, 2021.

CLOSING DATE/TIME: March 1, 2021. 11:59 p.m. Yaoundé
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,

Michael Sampson Digitally signed by Michael
Sampson
Date: 2021.01.26 13:32:05 +03'00'

Michael Sampson
Contracting Officer

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I. **GENERAL INFORMATION**

1. **SOLICITATION NO: 72062421R100006**
2. **ISSUANCE DATE: February 16, 2021.**
3. **CLOSING DATE/TIME FOR RECEIPT OF OFFERS: March 1, 2021. 11:59 p.m Yaoundé time.**
4. **POINT OF CONTACT: acpersonnel@usaid.gov**
5. **POSITION TITLE: Development Outreach and Communications Specialist**
6. **MARKET VALUE: CFA 19,638,089.00– CFA 34,366,649.00** equivalent to **FSN-10** In accordance with **AIDAR Appendix J** and the Local Compensation Plan of USAID/Cameroon. Final compensation will be negotiated within the market value.
7. **PERIOD OF PERFORMANCE:** The period of performance is five (5) years, estimated to start about **May 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: Yaoundé, Cameroon** with possible travel as stated in the Statement of Work.
9. **ELIGIBLE OFFERORS:** All interested candidates eligible to work in Cameroon. 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 Clearance.

11. STATEMENT OF DUTIES

1. General Statement of Purpose of the Contract

The Cameroon Communications Specialist reports to the USAID Cameroon Country Office (CCO) Director and/or his/her designee, and collaborates closely with the CCO staff, the USAID/WA DOC staff, and implementing partners to implement the overall USAID/West Africa Regional Mission and CCO communications strategy. The position closely collaborates with the FSN Development Outreach Communications (DOC) staff and U.S. Embassy Public Affairs Office (PAO) to ensure that Embassy personnel are properly apprised of USAID public activities and projects. The CCO portfolio includes a broad range of economic development, democracy and governance, education, and health program activities. The position supports CCO and the USAID/WA Mission in the achievement of their objectives by editing, producing, and disseminating public information about their programs/projects/activities in Cameroon, and educating and promoting a better understanding of USAID's programs. The position is

responsible for collecting, investigating, managing, editing, and distributing information associated with the USAID foreign assistance program in Cameroon, and serves as the primary CCO point of contact and liaison for information requests.

2. Statement of Duties to be Performed

A. Publicity Materials – 50%

The Communications Specialist is responsible for the production of high-quality print and electronic communications products that translate complex messages and technical information into understandable, meaningful messages that resonate with a variety of audiences, both host-country and American, and internal and external. This position serves as editorial director of all public materials, including information briefers and brochures, special publications, and project success stories; works closely with contractors in producing graphic designs, written text, photographs and other outsourced products that comply with branding and marking requirements; and, ensures that contractor tasks are completed in a cost-effective, high-quality, and timely manner. The position is responsible for editing text produced by CCO staff, producing talking points, speeches, and briefing documents. The Cameroon Communications Specialist oversees and develops specialized information materials for Washington opinion leaders and audiences, in coordination with the Africa Bureau and LPA colleagues; travels to USAID sites throughout Cameroon to interview beneficiaries and photograph and videotape events for USAID print, website and social media content and for news releases; prepares and updates informational materials that communicate USAID/WA and CCO strategic priorities and focus areas; acts as editor for key reports and documents, as assigned; and, manages the CCO content for the U.S. Embassy and USAID websites. If necessary, the position will manage contracts for outside printing, translations, and new media productions. The Cameroon Communications Specialist performs other duties as assigned or required.

B. Communications Management and Strategic Planning – 50%

1. Strategy Implementation

The position is responsible for contributing to policies and procedures for CCO communications and outreach that clarify roles and responsibilities within USAID, with other Embassy sections and with implementing partners, including templates for various communication tools, standards for creating and finalizing materials, and guidelines for planning and managing events. The Cameroon Communications Specialist is responsible for the drafting of original and annual updates to, and the implementation of, the USAID/WA and CCO communications strategy to include, but not limited to: identifying objectives, creating messages, addressing audiences, disseminating products, managing budgets, and developing plans in coordination with USAID/WA and CCO managers and technical teams consistent with the Mission development strategy and the overall Embassy communications strategy. The position leads in the design of public information products, ensuring that CCO communication products contain updated, appropriate and consistent messages that support the approved USAID/WA and CCO communications strategy; and, provides quality control on all print and electronic public information materials, such as USAID websites, social media sites, brochures and information packets, talking points, briefing memos, documents and books produced by other USAID staff.

2. Public Events and Visitors:

The position is responsible for planning and executing activities to present CCO programs to

the public and to VIP visitors, including using a range of communications tools. The Specialist prepares visits for high-level officials to highlight key USAID projects and strategies; and provides or supervises advance work for trip planning, including scheduling, coordination with PAO, and overseeing the production of briefing materials for USAID VIP visits. For project site visits or events that involve the Ambassador, Deputy Chief of Mission, and/or the USAID Country Director, Mission Director or Deputy Director, the Communications Specialist ensures that all event information (e.g., briefing memos, talking points, speeches, press releases) have been prepared and meet quality standards and time requirements. The Communications Specialist helps to facilitate, coordinates, and consults with CCO technical specialists on project events, including finalizing press releases and preparing for interviews. The Communications Specialist attends USAID project events to take photos and videos and to write about the event for the Embassy's Official/Informal, USAID's Facebook page and other reporting opportunities.

3. Media Relations:

The position is responsible for CCO media activities, liaising with the U.S. Embassy PAO, and working closely with Accra-based DOC staff to generate press coverage of USAID activities in Cameroon. The Communications Specialist tracks USAID program/project/activity milestones and events to ensure that appropriate press coverage is provided; oversees and produces media materials (including news releases, backgrounders, and fact sheets) designed to inform editors and reporters of USAID CCO's technical programs/projects/activities and their achievements; coordinates with regional technical offices in Accra and with the Embassy PAO to produce and release timely, accurate, and useful written material for the host-country and American media, including social media; and, advises and works with the PAO to expand opportunities for coverage of USAID development efforts both internally and externally. The position helps CCO technical specialists to define activities for coverage, participates in field visits to assess newsworthiness, and accompanies the press to interviews and site locations for filming or reporting.

3. Supervision Received: Reports directly to and is under the direct supervision of Cameroon Country Director.

4. Supervision Exercised: None.

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

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

In order to be considered for the position, a candidate must meet the Minimum Qualifications. Applications will be pre-screened and only those that meet the Minimum Qualifications will be considered. These are the minimum qualifications necessary to be considered for the position:

a. Education: Minimum of A bachelor's degree in communications or a related field (Journalism, Public Relations, Social Science, International Relations, Business Administration).

b. Prior Work Experience: A minimum of five years of experience in communications, journalism, public relations, or a related field. Previous work experience with another international development organization is a requirement.

c. Language Proficiency: Fluency in English and French 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.

Work experience (30 points):

Minimum five years of experience in related fields associated with international government organizations and NGOS; with more than three years of experience in public relations, communications, digital information communication technology and/or journalism. Additionally, must be able to demonstrate strategic writing for public audiences such as speeches, press releases, internet content, newsletters, fact sheets, etc.

Skills and Abilities (30 points):

Demonstrated computer skills in Microsoft Office, especially Word and PowerPoint, in addition to hands on technical skills such as editing digital photos and the production of engaging video content on multiple platforms. And a working knowledge of nonlinear editing software, including basic graphic design layout skills, and other relevant multimedia software are required. Internet, digital newsletter generation and social media skills in targeting specific audiences are required (e.g. Twitter, Facebook, YouTube, Flickr, or equivalents). Familiarity with website content management systems, blogs or online social media toolkits software, is also required.

Communication Proficiency (20 points):

Ability to exude clear oral communication skills capable of connecting with a variety of internal and external audiences. Excellent interpersonal skills and flexibility in working various schedules to meet deadlines and assignments from a variety of professionals across the region is also required.

Written Language Skills (20 points):

Must be able to draft, edit and revise well written English communication narratives for multiple public outreach platforms tailored to a variety of internal and external audiences.

Total Possible Points: 100 points

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 or by phone 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 acpersonnel@usaid.gov.
7. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents.

V. **LIST OF REQUIRED FORMS PRIOR TO AWARD**

The Contracting Officer (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/ALLOWANCES**

As a matter of policy, and as appropriate, a CCNPSC 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 Salary Advance (0% interest)
 - e. Social Security Contributions
 - f. Local and American Holidays
 - g. Social Security Contribution
2. ALLOWANCES (as applicable):
 - a. Meal Allowance
 - b. Miscellaneous Allowance
 - c.

VII. **TAXES**

The Mission emphasize to its employees of 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: 624M20ENV21	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