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FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: **72060822R00001**

ISSUANCE DATE: January 20, 2022

CLOSING DATE/TIME: February 10, 2022/17:00 Rabat time

SUBJECT: Solicitation for a Resident Hire U.S. Personal Service Contractor (USPSC)-Development Outreach and Communication 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 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 offer.

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

Sincerely,

Michael Stewart
R/Executive Officer

U.S. Agency for International Development
Km 5,7 Avenue Mohammed VI
Souissi, Rabat 10170, Morocco

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ATTACHMENT 1 SOL # 72060822R00001

I. GENERAL INFORMATION

1. SOLICITATION NO.: 72060822R00001

2. ISSUANCE DATE: January 20, 2022

3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS: February 10, 2022/17:00 Rabat local time.

4. POINT OF CONTACT: Yassine EL Jaouhari, email: yeljaouhari@usaid.gov

5. POSITION TITLE: Development Outreach and Communication Specialist

6. MARKET VALUE: $66,829 - $86,881 equivalent to GS-12 (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 one (1) year, estimated to start in May 2022. Based on the Mission's needs, availability of funds, contractor/employee performance and future hiring freeze guidance, the Contracting Officer may exercise additional option periods for up to four (4) for the dates estimated as follows:

Base Period:	May 2022 to May 2023
Option Period 1	May 2023 to May 2024
Option Period 2	May 2024 to May 2025
Option Period 3	May 2025 to May 2026
Option Period 4	May 2026 to May 2027

8. PLACE OF PERFORMANCE: Program Office (PO), USAID/Morocco in Rabat, Morocco with possible travel upon the work requirements.

9. ELIGIBLE OFFERORS: U.S. Citizens (resident hire, i.e. a U.S. citizen who at the time of hire resides in Morocco.) Candidates must have the required work and/or residency permits for Morocco to be eligible for consideration. The Contractor shall obtain the necessary medical clearance and must be able to receive USG Facility Access clearance.

10. SECURITY LEVEL REQUIRED: Facility Access Clearance.

11. STATEMENT OF DUTIES:

1. General Statement of Purpose of the Contract

The Development Outreach Communication Specialist (DOC) reports to the Program Officer and/or his/her designee, and collaborates closely with the technical teams, implementing partners (IPs) as well as senior leadership to develop and implement the overall Mission communications strategy. The Specialist collaborates with the U.S. Embassy Public Affairs Office (PAO) to ensure that Embassy personnel are properly apprised of USAID public activities and projects and serves as principal liaison with the USAID/Middle East Bureau communications team leader. The USAID/Morocco Mission manages a development program budget of approximately $20 million per year. The Mission portfolio includes activities in the areas of economic growth, citizen participation in governance, and basic formal education. The DOC supports the Mission in the achievement of its objectives by producing and disseminating public information about Mission initiatives and promoting a better understanding of USAID programs to a variety of local and international audiences. The DOC Specialist is responsible for collecting, investigating, managing, and distributing information associated with the USAID foreign assistance program in Morocco and serves as the primary Mission point of contact and liaison for information requests.

2. Statement of Duties to be performed

A. Communications Management and Strategic Planning – 55%

The DOC Specialist is responsible for contributing to policies and procedures for Mission communications and outreach that clarify roles and responsibilities within USAID and IPs, including templates for various communication tools, standards for creating and finalizing DOC materials, and guidelines for planning and managing events. The DOC Specialist designs, implements and provides annual updates to the Mission communications strategy, identifying objectives, messages, audiences, products, and budgets, and developing plans in coordination with USAID project managers and technical teams consistent with the Mission strategy and the overall Embassy communications strategy. The Specialist leads in the design of public information products, ensuring that Mission communication products contain appropriate and consistent messages that support the approved Mission communications strategy and 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 internally and by the public relations firm.

1. Media Relations (25%): The Specialist is responsible for Mission media activities and coordinates outreach activities with the U.S. Embassy PAO Press Office, working closely with PAO staff to generate press coverage of USAID activities. The assignment includes arranging and preparing for press interviews, press conferences, briefings, tours of activities, and interaction with host-country, American, and international journalists, following up with media regularly to encourage continued coverage of USAID event and activities. The Specialist also represents USAID in all matters pertaining to Development Outreach and Communication activities with the Government of Morocco (GOM) serving as the primary point of contact for GOM press officers. The Specialist tracks USAID activity milestones in coordination with the Monitoring, Evaluation, and Learning Specialist to ensure that appropriate press coverage is provided; advises the Mission Front Office and 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 the technical achievement of USAID activities in an easy to understand manner; coordinates with technical offices and with the Embassy PAO 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 USAID efforts. The Specialist 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.

2. Public Events and Visitors (15%): The Specialist 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 Specialist prepares visits for high-level officials to highlight key USAID initiatives; and provides or supervises advance work for planning, including scheduling, coordination with the Technical Teams (and 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 Ambassador, Deputy Chief of Mission, and/or the USAID Director, the Specialist ensures that all event information (e.g., scene setters, talking points, speeches) have been prepared and meet quality standards and time requirements. The Specialist coordinates and consults with technical offices on activity signing ceremonies or other milestone events, including finalizing press releases and ensuring logistics are handled.

3. Website and Social Media Maintenance (15%): The Specialist will be responsible for ensuring that all developed material is published on online publications associated with USAID. The Global USAID Website, Facebook, Twitter, YouTube and Instagram sites shall be updated regularly with content developed by the Specialist in coordination with the technical teams and implementing partners.

B. Publicity Materials – 45%

The Specialist is responsible for the production of high-quality print and electronic communications products that translate complex activities and technical information into understandable, meaningful messages that resonate with a variety of audiences, both host-country and American. The Specialist serves as editorial director of all published and website materials, including information brochures, special publications, and the external USAID/Morocco website; manages a small public relations contractor in producing graphic designs, written text, photographs and other outsourced products; and ensures that contractor tasks are completed in a cost effective, high-quality, and timely manner. The Specialist oversees and develops regular and specialized information materials for Washington opinion leaders and audiences, in coordination with the Regional Bureau and LPA colleagues; travels to USAID program/project/activity sites throughout the host country and the region to interview beneficiaries and photograph activities for the USAID website and for news releases; serves as Mission advisor for Agency Branding Graphic Standards, both internally and among partners; prepares and keeps current a packet of informational materials communicating Mission strategic priorities and focus areas; acts as editor for key reports and documents, as assigned; ensures that public outreach products include people-oriented success stories that "tell our story" to external and internal audiences and are politically and culturally appropriate; and manages the external web site ensuring that information is "fresh," current, and inviting to browsers.

3. Supervisory Relationship

The DOC Specialist works under the general supervision of the USAID/Morocco Program Officer and/or his/her designee.

4. Supervisory Controls

None.

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 international affairs, political science, public relations, communications, English, journalism or a related field is required.

b. Prior Work Experience: A minimum of three years of progressively responsible experience in international development, communications, or a related field is required. Understanding of development assistance and project management is very important, with the ability to research and analyze data to draft communications documents. The DOC Specialist must be skilled in researching development topics, writing analytical pieces, and disseminating information to a variety of target audiences.

c. Language Proficiency: Fluent (level 4) in English is required. Good working knowledge (level 3) in French, both written and oral, is required. The ability to communicate orally and in writing in English is extremely important to the position. An excellent knowledge of English grammar and American word usage and spelling is critical.

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 .

Offerors meeting the minimum qualifications expressed in Section II will be assessed based on the following factors:

1. Language Skills **(35 points)**
2. Past Experience **(15 points)**
3. Professionalism and Ability to work in Teams **(15 points)**
4. Developing Communication Products **(15 points)**
5. Project and Task Management **(10 points)**
6. Technical skills **(10 points)**

In order to be considered for the interview, a candidate must meet the Minimum Qualifications listed in section II. Not all applicants will be interviewed or contacted. USAID/Morocco reserves the right to interview only the highest ranked offerors in person or by phone or not to interview any candidate.

Consideration and selection for the position will be based on a panel evaluation of the Evaluation Factors identified in this section. USAID will not pay for any expenses associated with the interviews unless expenses are pre-authorized.

After the closing date for receipt of offers, a selection committee will be convened to review offers and evaluate them in accordance with the minimum requirements. Offers from candidates who do not meet the minimum requirements will not be considered further or scored.

Reference checks will only be made for offerors considered as finalists. The applicant's references must be able to provide substantive information about his/her past performance and abilities

IV. SUBMITTING AN OFFER

1. Eligible offerors are required to complete and submit a letter of interest, a resume, and the offer form **AID 309-2**, "Offeror Information for Personal Services Contracts," 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: **usaid-rabat-hr@usaid.gov**. If any questions, offerors should contact the Point of Contact in **Section I**, **item 4**.

3. To ensure consideration of offers for the intended position, offerors must prominently reference the Solicitation number on all offeror submitted documents.

V. LIST OF REQUIRED FORMS FOR PSC 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 Examination Form*
2. *Questionnaire for Sensitive Positions for National Security (SF-86), or*
3. *Questionnaire for Non-Sensitive Positions (SF-85)*

4. *Finger Print Card (FD-258)*

VI. BENEFITS/ALLOWANCES

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

(a) Employer's FICA Contribution
(b) Contribution toward Health & Life Insurance
(c) Pay Comparability Adjustment
(d) Annual Increase if applicable (pending a satisfactory performance evaluation)
(e) Eligibility for Worker's Compensation
(f) Annual and Sick Leave

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 **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	**Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs)** - Award Type: Cost - Product Service Code: *[e.g. R497]* - Accounting Info: *[insert one or more citation(s) from Phoenix/GLAAS]*	1	LOT	$ _TBD__	$_TBD_
1001	**Option Period 1 – Compensation, Fringe Benefits and Other Direct Costs (ODCs)**	1	LOT	$ _TBD__	$_TBD_

	- Award Type: Cost - Product Service Code: *[e.g. R497]* - Accounting Info: *[insert from Phoenix/GLAAS]*				
2001	**Option Period 2 – Compensation, Fringe Benefits and Other Direct Costs (ODCs)** - Award Type: Cost - Product Service Code: [e.g. R497] - Accounting Info: [insert from Phoenix/GLAAS]	1	LOT	$ _TBD__	$_TBD_
3001	**Option Period 3 – Compensation, Fringe Benefits and Other Direct Costs (ODCs)** - Award Type: Cost - Product Service Code: [e.g. R497] - Accounting Info: [insert from Phoenix/GLAAS]	1	LOT	$ _TBD__	$_TBD_
4001	**Option Period 4 – Compensation, Fringe Benefits and Other Direct Costs (ODCs)** - Award Type: Cost - Product Service Code: [e.g. R497] - Accounting Info: [insert from Phoenix/GLAAS]	1	LOT	$ _TBD__	$_TBD_

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 **5 CFR 2635**. See https://www.oge.gov/web/oge.nsf/OGE%20Regulations .

5. PSC Ombudsman

The PSC Ombudsman serves as a resource for any Personal Services Contractor who has entered into a contract with the United States Agency for International Development and is available to provide clarity on their specific contract with the agency. Please visit our page for additional information: https://www.usaid.gov/workusaid/personal-service-contracts-ombudsman

The PSC Ombudsman may be contacted via: PSCOmbudsman@usaid.gov .