

**SOLICITATION NUMBER:** 72066023R10004  
**ISSUANCE DATE:** November 21, 2022  
**CLOSING DATE/TIME:** December 18, 2022 at  
 17:00 (Kinshasa Time)

**SUBJECT:** Solicitation for a **Cooperating Country National Personal Service Contractor (CCNPSC - Local Compensation Plan) – USAID Development Outreach and Communications (DOC) Specialist (Program), based in Kinshasa,**

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

USAID will evaluate all offerors based on the stated evaluation criteria. USAID encourages all individuals, including those from disadvantaged and under-represented groups, to respond to the solicitation.

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 1.

Sincerely,

/S/

**Samuel Matthews**  
**Contracting Officer**

Physical Address: U.S. Agency for International Development Mobil Building N° 198 Avenue Isiro Gare Centrale / Gombe / Kinshasa Democratic Republic of Congo	Pouch address: Department of State 2220 Kinshasa Place Washington, DC 20521-2220	Tel: (+243) 81 555 4430 Fax (+243) 81 555 3528 <a href="http://www.usaid.gov/cg">http://www.usaid.gov/cg</a>
---	---	--

**I. GENERAL INFORMATION**

1. **SOLICITATION NO.:** 72066023R10004
2. **ISSUANCE DATE:** November 21, 2022
3. **CLOSING DATE AND TIME FOR RECEIPT OF OFFERS:** December 18, 2022 at  
17:00 (Kinshasa Time)
4. **POINT OF CONTACT:** Christiane Lemba, e-mail at [usaidhrkinshasa@usaid.gov](mailto:usaidhrkinshasa@usaid.gov)
5. **POSITION TITLE:** USAID Development Outreach and Communications (DOC) Specialist
6. **MARKET VALUE:** Equivalent to FSN-11 in accordance with AIDAR Appendix J and the Local Compensation Plan of USAID/DRC. Final compensation will be negotiated within the listed market value.
7. **PERIOD OF PERFORMANCE:** The period of performance is Five (5) years, estimated to start o/a May 2023 or earlier if required clearances are obtained. The services provided under this contract are expected to be a continuing nature that will be executed by USAID through series of sequential contracts, subject to the satisfactory performance, the continued need, and the availability of funds.
8. **PLACE OF PERFORMANCE:** Kinshasa, Democratic Republic of Congo with possible travel as stated in the Statement of Duties.
9. **ELIGIBLE OFFERORS: Cooperating Country Nationals as defined in AIDAR Appendix J:** “Cooperating country national (“CCN”) means 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:** Security Certification issued by the U.S. Embassy Regional Security Office.

**11. STATEMENT OF DUTIES***1. General Statement of Purpose of the Contract*

The Development Outreach Communications (DOC) Specialist reports directly to the DOC Adviser or his/her designee. S/he works together with the DOC Adviser to guide USAID staff, implementing partners, U.S. Embassy colleagues, and other inter-agency interlocutors on the implementation of the foreign assistance outreach and communications strategy in the Democratic Republic of the Congo (DRC), the Central African Republic (CAR), and the Republic of Congo (ROC). S/he raises awareness of USAID’s programs, activities, and impacts and increases public understanding of USAID’s work in the region and globally. In doing so,

s/he builds support for the USG's foreign assistance goals, efforts, and achievements with a specific focus on USAID.

The DOC Specialist works constructively across team structures in a high-paced working environment often driven by tight deadlines to operationalize effective internal and external communications. S/he demonstrates initiative, has the ability to firmly guide the outreach and communications efforts of USAID's implementing partners and produce accurate and timely products with minimal supervision, and has the knowledge and skills needed to lead select outreach communications tasks and workflows and train and lead staff and partners on best outreach and communications practices.

## *2. Statement of Duties to be Performed*

### **Strategic Leadership and High-Level Coordination (40%)**

The DOC Specialist plays a key role in planning and implementing an effective and measurable DOC strategy that helps USAID achieve its ambitious development goal and objectives. S/he supports the bi-lateral and regional work of the Mission by liaising with USAID and Embassy staff and implementing partners to develop and implement the Mission's DOC strategy, which promotes U.S. foreign assistance in DRC, CAR, and ROC. S/he works closely with the DOC Adviser to identify its goal, objectives, targets, indicators, messages, audiences, products, budgets, and plans in support of the Mission's Country Development Cooperation Strategy (CDCS) and the interagency Integrated Country Strategy (ICS). S/he also develops and implements an annual social media strategy to deepen engagement with national, regional, and global audiences; advance the Mission's DOC strategy; and increase the number of USAID's and the Embassy's social media followers on platforms such as Facebook, Twitter, Flickr, and YouTube. S/he also ensures overall quality, strategic alignment with USG and USAID goals and messaging, and coherence of the team's outreach and communications products and initiatives.

The DOC Specialist frequently represents USAID in high-level matters pertaining to public outreach and communications. S/he works with the DOC Adviser to manage the Mission's relationship with three U.S. Embassies (DRC, ROC, and CAR) to ensure effective and strategic coordination on outreach and communications across the region. S/he works with the Public Affairs Sections (PAS) in DRC, ROC, and CAR to ensure that the Embassies are properly appraised of USAID's public outreach and communications activities; serves as a liaison with USAID's Bureaus for Africa Bureau and Legislative and Public Affairs (LPA) in Washington, DC; and directly interacts with the Mission Director, Deputy Mission Directors, Public Affairs Officers, and Press Attachés to achieve maximum exposure and understanding of U.S. humanitarian and development assistance efforts in the region. S/he also liaises with public affairs and communications directors/staff of other branches of the USG; other governments; implementing partners; international and local non-governmental organizations; other donors; media outlets; private, academic, and civil society actors, and other stakeholders to synergize efforts.

Together with the DOC Adviser, the DOC Specialist guides implementing partners' work and advises them on planning, scheduling, publicizing, and carrying out activities which effectively inform audiences in DRC, CAR, ROC, and the U.S. about work supported by the American people. S/he develops, organizes, and conducts outreach and communication training for USAID staff and implementing partners to build their capacity in areas such as media relations, event and VIP trip planning and management, writing and editing, photography, videography, multimedia, branding and marking, etc.

The DOC Specialist personally manages contracts and purchase orders for outreach and communications goods and services. As the AOR/COR and/or alternate AOR/COR, the DOC Specialist oversees awards that support the DOC Team's efforts in public relations, photography, videography, graphic design, writing/editing, event management, etc. S/he assists with designing awards, manages the administrative and substantive components of contracts and purchase orders, and ensures that outputs and products of awards are in line with contract specifications.

To ensure that all audiences--local, regional, and global--receive information in the language that is most appropriate for them, the DOC Specialist oversees all translation and interpretation services for the Mission. S/he ensures that outreach and communications content is available in French and local languages as appropriate to enable the Mission's message to resonate with the largest number of audiences as possible.

### **Public Outreach and Communications Content (25%)**

The DOC Specialist highlights and effectively communicates the impact of USAID/DRC's bilateral and regional portfolio by developing compelling outreach and communications content. As a skilled storyteller who can use communications tools and channels to engage regional and global audiences, s/he works with USAID technical staff, partners, PAS, and others to write, edit, finalize, and update high-quality public outreach and communications materials for USAID/DRC, USAID/CAR, and USAID/ROC, including success stories, blogs, reports, country profiles, fact sheets, photos, videos, infographics, etc.

She/he develops dynamic social media posts and campaigns that increase engagement with key audiences; tracks progress through defined metrics; and monitors online attitudes and discussions about USAID, its programs, and its activities. S/he uses USAID's content management system (Drupal) to post new content on [www.usaid.gov](http://www.usaid.gov) and ensure that relevant web pages and social media accounts are maintained with up to date, compelling content, including text, photos, videos, etc. At times, she/he serves as an official photographer and/or videographer to capture quality photos and compelling and descriptive captions and/or video footage.

As a "Branding Champion," the DOC Specialist acts as a resident expert on USAID branding and marking to ensure that all content complies with Agency policy. She/he ensures that style guides and Agency regulations are followed as outlined in ADS 320, ADS 558, ADS 557, and the *Graphic Standards Manual and Partner Co-Branding Guide*. S/he reviews and edits implementing partner's branding and marking plans; works with the contracting officer and CORs/AORs to finalize and approve these plans; and recommends revisions, reprinting, or other appropriate actions when required. S/he also ensures that USAID staff and implementing

partners understand the nuances involved in branding and marking activities funded through Presidential and/or other special initiatives.

### **Event and VIP Trip Planning and Management (20%)**

The DOC Specialist plans, coordinates, and supports events, field trips, and high-level official visits created to highlight key USAID programs, projects, activities and strategies that involve the U.S. Ambassador, the Deputy Chief of Mission, USAID's leadership, and visiting VIPs (in conjunction with PAS when warranted). Ranging from inaugurations or closeouts of USAID projects, ribbon-cuttings, site visits, and public presentations, these frequently involve regional governments and other VIP participants--in addition to high-level USG representatives. Therefore, planning requires knowledge of and adherence to certain protocols. The incumbent will coordinate and consult with the technical offices on programs, projects, activities, or other milestone events to ensure event logistics are managed and executed properly. The incumbent may be assigned Control Officer duties or support the assigned Control Officer for visits from USAID Washington senior leadership. The DOC specialist supports implementing partners and technical team leads to select the appropriate event site, plan the event program, identify the most appropriate audiences and stakeholders, plan event logistics, and achieve key event objectives. S/he also writes, reviews, and/or edits scene setters, briefing checklists, talking points, remarks, and other relevant materials and works with technical teams to maintain an up-to-date calendar of Mission events.

### **Media Relations (15%)**

The DOC Specialist serves as an important liaison between USAID and the press. S/he works with the DOC Adviser and PAS to expand opportunities for coverage of USAID assistance, including through TV, radio, and other media. In coordination with PAS, s/he builds and maintains a professional network of media contacts interested in USAID activities; maintains an up-to-date media contact list; and cultivates positive working relationships with reporters. S/he works with the DOC Adviser and PAS to pitch stories; organize and staff press conferences, interviews, roundtables, briefings, media tours, site visits, etc.; and respond to press and public inquiries. Together with technical teams, and implementing partners, s/he prepares press advisories, press releases, articles, and op-eds and develops compelling outreach and communications materials and media products to engage journalists. S/he works with the DOC Adviser to coordinate with USAID's leadership, technical teams, implementing partners, PAS, and LPA Bureau to ensure that national, regional, and international media inquiries are responded to with well-written, timely, and accurate responses. In collaboration with the DOC Adviser and PAS, the DOC Specialist serves as a media relations expert and provides guidance to USAID staff and partner organizations on the best strategy for media engagement to ensure targeted, coherent, and consistent messaging. S/he works with the DOC Adviser to counsel the Mission Director, Deputy Mission Directors, and USAID staff and to train USAID staff, implementing partners, and other stakeholders in media relations in support of their public speaking/spokesperson roles. S/he advises when press coverage is not recommended due to culturally or politically sensitive issues and monitors media coverage of USAID's activities in DRC, CAR, and ROC.

*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.*

3. *Supervisory Relationship:* The employee is directly supervised by the DOC Adviser. Supervision is exercised in a broad and general manner. The candidate is expected to use self-initiative in planning and carrying out assignments, work with a high degree of independence, and periodically update his/her supervisor on the progress of his/her work. Employee's performance is reviewed by the supervisor annually to ensure that employee adheres to established policies and meets the expected goals of the outreach and communications plan.
4. *Supervisory Controls:* The employee has no supervisory responsibilities. The DOC Specialist will also more broadly provide leadership, guidance, and technical direction in event and VIP trip planning and management, social media, online communications, content development, media relations, branding and marketing, and strategic communications. S/he will may act as Senior DOC in the absence of the DOC Adviser.

## **12. PHYSICAL DEMANDS**

The work requested does not involve undue physical demands.

## **II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION**

Determines minimum qualifications required for the position. Offerors who do not meet all of the education, experience and language factors are considered NOT qualified for the position.

a. **Education:** A Bachelor's degree in journalism, communications, public relations, marketing, or a closely related field is required.

b. **Prior Work Experience:** A minimum of seven (7) years of professional experience in outreach and communications, journalism, public relations/public affairs, marketing, or a closely related field is required.

c. **Language Proficiency** Demonstrated written and spoken fluency in English and French is required; candidate must meet level IV proficiency.

## **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 technical evaluation committee may conduct reference checks, including references from individuals who have not been specifically identified by the offeror, and may do so before or after a candidate is interviewed.

The Evaluation Factors listed below will be the basis for evaluating and ranking applicants for the position. Applicants will be scored based on the documentation submitted within the application.

### **QUALITY RANKING FACTORS (QRFs):**

#### **Language Skills: 25 points**

- Given the nature of the position, demonstrated effective written and oral communication in both French and English is required, and applicants under serious consideration will be given a language test.
- Native level fluency in French and Level 4 in English reading, writing, and speaking are essential.
- Level 4 (Fluent) means a high degree of proficiency in both the written and spoken language, including the ability to translate.
- On occasion, the job holder may need to act as interpreter.

#### **Job Knowledge: 25 points**

- The Specialist 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.
- The position requires a specialist knowledge to determine and effectively use the most appropriate means for transmitting information, evaluate the effectiveness of plans developed, and 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 comprehensive understanding of websites; a good knowledge of graphic design, printing, and publishing processes; and a general understanding of procurement processes.
- A broad understanding of issues related to international development and thorough knowledge of international relations principles, issues, and approaches is required.
- Detailed knowledge of national and regional culture and current events is essential.

#### **Skills and Abilities: 25 points**

- Work requires outstanding skills in developing and maintaining effective relationships with media representatives and the public affairs personnel of organized groups and in establishing

and enhancing intercommunication between the Mission and its audiences using the media and groups;

- Skills in making oral presentations designed to seek cooperation of specialized groups and media to provide fuller coverage to USG programs/projects/activities and to encourage open communication between USAID and its audiences.
- Skill in analyzing the effectiveness of communications plans once implemented and in developing recommendations to change the nature of the public affairs program is required.
- Excellent coordination, teamwork, adaptability, and organizational skills within a multicultural work environment is essential.
- Ability to work independently, take initiative to manage several self-driven tasks simultaneously, and to work effectively under pressure is a must as is the ability to be creative.
- Strong skills in most, if not all, of the following areas are essential: event planning and execution, social media, online communications, content development, media relations, branding and marketing, writing and editing (in both English and French), training, photography, videography, and website and graphic design.
- Ability to craft information messages in various media formats targeting a variety of audiences is important.
- Outstanding skills in written and oral communications, public speaking, and interpersonal relations are required.
- Demonstrated professionalism in working with high-level officials will be essential.
- Skills in management and leadership are required.
- Must have the ability to follow the Agency's Code of Ethics and Conduct and handle procurement-sensitive information with the necessary discretion.
- Computer skills in Microsoft Word, Excel, and PowerPoint are essential; computer skills in Google Docs, Drupal, and Huddle are an asset.

**Prior Work Experience: 25 points**

- The incumbent should have demonstrated success in establishing and maintaining collegial relations with a variety of stakeholders, both within and outside of the incumbent's organization;
- Organizing and conducting public events and VIP trips;
- Producing outreach and communications content;
- Developing strategic outreach and communications plans;
- Liaising with the media;
- Crafting information messages in various forms that target a variety of audiences; and
- Overseeing a corporate or organizational brand.

**Satisfactory Professional Reference Checks-Pass/Fail (no points assigned)**

**Total Possible Points: 100 points**

**SELECTION PROCESS**

After the closing date for receipt of applications, EXO/HR Unit will review all applications and will short-list the candidates who meet and/or exceed the minimum qualifications for the position. A committee will then convene to review applications that meet and/or exceed the minimum



requirements and evaluate them in accordance with the evaluation criteria. Applications from candidates who do not meet the minimum requirements will not be evaluated and scored. Only shortlisted applicants will be contacted. No response will be sent to unsuccessful applicants.

As part of the evaluation process, the most qualified candidates may be requested to complete a written test and be interviewed either in person or by telephone at USAID's discretion. USAID will not pay for any expenses associated with the interviews

Professional references checks will be made only for applicants considered for employment. The applicant's references must be able to provide substantive information about his/her past performance and abilities. Note: Please be advised that references may be obtained independently from other sources in addition to the ones provided by an offeror. Any offeror not receiving satisfactory reference checks will no longer be considered for the position.

The security clearance and medical clearance are required for the top-ranking candidate, after conducting and receiving the positive reference checks at the conclusion of evaluations.

#### **IV. SUBMITTING AN OFFER**

1. Eligible Offerors are required to complete, sign and submit the offer form- DS-174 Application for U.S. Federal Employment with a cover letter and CV. All the three documents must be in English. The DS-174 Application form can be found in the US embassy website <https://cd.usembassy.gov/embassy/jobs/usaid-jobs/> and on USAID Facebook page <https://www.usaid.gov/democratic-republic-congo/work-with-us/careers>
2. Offers should also include a supplemental document of up to two pages that demonstrates how prior experience and/or training directly address the Quality Ranking Factors stated above (Language Skills, Job Knowledge, Skills and Abilities and Prior Work Experience).
3. Offerors must provide a list of minimum three (3) professional references who are not family members or relatives, with complete name, title, organization where he/she works, description of relationship, with working/accurate telephone and e-mail numbers. The applicant's references must be able to provide substantive information about his/her past performance and abilities.
4. Offers must be received by **December 18, 2022 at 17:00 (Kinshasa Time)** submitted to the Point of Contact in **Section I**.
5. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents.
6. Offers must be submitted ONLY by e-mail attachment to [usaidhrkinshasa@usaid.gov](mailto:usaidhrkinshasa@usaid.gov) and the e-mail subject must say: **72066023R10004 - Development Outreach and Communications (DOC) Specialist**
7. Please submit the Offer only once; and

8. Late and incomplete Offers will not be considered.

## **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:

Authorization for release of information form

Overseas Vetting Questionnaire

Diplomatic Security Identity Assurance System (DSIAS) enrollment form

2. **Ensuring Adequate COVID-19 Safety Protocols for Federal Contractors** - Please be advised that, upon award, the contractor will be required to follow the Mission policies and/or directives from the U.S. Department of State regarding COVID-19 requirements.

## **V. BENEFITS AND ALLOWANCES**

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

BENEFITS (as applicable): 13<sup>th</sup> month bonus; 14<sup>th</sup> month bonus; Anniversary Bonus; Severance Pay; Defined Contribution Plan (DCP); Medical Benefits; Funeral/Death Plan, Annual and Sick Leave; Casual Leave; Maternity Leave (for female employees)

ALLOWANCES (as applicable): Housing Allowance; Miscellaneous Benefits Allowance; Family Allowance.

## **VI. TAXES**

The employees are responsible for calculating and paying local income taxes. The USAID/DRC does not withhold or make local income tax payments.

## **VII. USAID REGULATIONS, POLICIES AND CONTRACT CLAUSES PERTAINING TO PSCs**

USAID regulations and policies governing CCN PSC 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](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	<b>Compensation, Fringe Benefits and Other Direct Costs (ODCs)</b> - Award Type: Cost - Product Service Code: <i>R497</i> - Accounting Info: TBC	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>

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/work-usaid/personal-service-contracts-ombudsman>.

The PSC Ombudsman may be contacted via: [PSCOmbudsman@usaid.gov](mailto:PSCOmbudsman@usaid.gov).

**END OF SOLICITATION**