

Solicitation - Request For Quotation RFQ# REQ-624-24-000023
USAID/West Africa RPO

Dear Prospective Quoter:

Request for Quotation (RFQ): USAID/West Africa – General DOC coverage and Website/Multimedia updates.

The United States Government, represented by the USAID, through the West Africa Mission in Accra, Ghana, is seeking qualified individual or company to submit quotation as per the below detailed Statement of Work (SOW) to provide professional Multimedia consultancy services to provide General Development Outreach and Communications (DOC) support as needed and specific technical website and multimedia services to update the USAID West Africa regional website multimedia external communication outreach channels, and media outreach products.

You are hereby invited to submit a quotation.

Basis for Award:

The Mission intends to award a purchase order to the responsible contractor (based on required registrations, compliance, past performance, price, and technical related factors) submitting an acceptable quotation at the lowest price technically acceptable (LPTA). The Mission may award a purchase order depending on the results of the solicitation and may award a contract without holding discussions with the Offeror should the quotation conform to the specifications outlined in this RFQ. The Government, however, reserves the right to conduct discussions, if later determined by the Contracting Officer to do so.

Mode & Date of Submission:

To help you submit a complete and accurate quote, a pre-proposal Conference will be held on January 19, 2024 at 9:30 via google meet through this link (<https://meet.google.com/rqb-qhbf-wxu?authuser=0>), all prospective quoters are encouraged to sign up with Gmail account in order to join the questions and answers (Qs & As) session.

Please read the RFQ carefully, and if you are interested, submit your quotation in Ghana Cedis electronically (email) including the completed Vendor Request Form to gamarkah@usaid.gov, aenyam@usaid.gov and mquarcoo@usaid.gov on **February 16, 2024 at or before 12.30hrs GMT.**

Registration Certification: All contractors must be registered in the System for Award Management (SAM) (<https://www.sam.gov>) and have obtained a UEI number in order to conduct business with the U.S. Government.

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Statement of Work (SOW)

A) INTRODUCTION

USAID/West Africa (USAID/WA) keeps its website and social media platforms fresh and relevant in order to amplify communications outreach efforts. This deepens USAID/WA's public outreach and engagement with external audiences and clearly delivers self-reliance Agency guided messages to specific audiences in the West Africa region. Additionally, external, and internal audiences will have access to information for better evidence-based decision-making.

B) BACKGROUND

USAID/WA is a regional Mission supporting activities in 21 West African countries. The region has experienced major contextual changes since the establishment of the previous 5-year Regional Development Cooperation Strategy (RDCS). The Mission recently aligned its activities to new U.S. Government policies, such as the National Security Strategy, the Joint Strategic Plan, and Agency priorities. With such changes, comes the new and constant communication directives to remain aligned and relevant. Additionally, to meet the fast-changing climate of external communications outreach and update requirements as guided by the Bureau for Legislative and Public Affairs (LPA) and the Africa Bureau of Communications, USAID/WA's online public presence must be maintained to meet expectations and deliverables. Specifically, the Mission's website and social media platforms will amplify USAID/WA's success stories, activities, strategic goals, objectives, and interventions in the region.

C) GENERAL PURPOSE

The primary purpose of this statement of work is to contract a Multimedia Consultant to provide General DOC support as needed and specific technical website and multimedia services to update the West Africa regional website multimedia external communication outreach channels, and media outreach products for USAID/WA. The updated Regional Website and Online Multimedia presence will support external and internal audiences with access to information for better evidence-based decision-making. The web consultant will assist in staying up to date and in-sync with regional economic, health, and governance activities, and Washington related tasks and updates specifically the Administrator's communication priorities. Hence, the consultant will spend most of his/her time maintaining fast-flowing information.

The West Africa Regional Mission (WARM) website is as follows:

<https://www.usaid.gov/west-africa-regional>

Specifically, the website and social media update exercise aims to achieve the following:

- Enhance communications outreach efforts with external audiences via the regional website, social media platforms and digital outreach communications products.
- Keep a database of implementing partners and regularly liaise with their communication focal points to obtain up-to-date content for the regional website and social media platforms.
- Work with implementing partners to obtain/develop success stories and pitch these stories to the Agency platforms including Medium and Exposure.
- Identify high-impact social media content and liaise with the DOC team to pitch such content for the Agency flagship handles through AFR Comms and the LPA Development Outreach and Communications (DOC) team.
- In consultation with the relevant technical and support offices, update internal and external Mission web pages that serve as key resources and enhance user experience.

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- Provide General DOC support in the absence of the West Africa Regional DOC team.

Overall, the result of this update will provide clear, concise, and accurate public facing content regarding the West Africa Regional Mission's activities, highlighting partnerships communications products and regionally related current news events for evidence-based decision making and information dissemination.

D) IMPLEMENTATION PLAN

Based on the general purpose and the background of the scope of work, the USAID West Africa Regional Program Office (RPO) through the Regional Executive Office (EXO) will contract a Multimedia Consultant, who will be responsible for ensuring completion of on-time and in-scope activities and deliverables. This engagement will involve pre-outreach planning and coordination and deliverable preparation. These services will include supporting all Development Outreach and Communications (DOC) related inquiries that come through the West Africa Regional Mission, updating identified websites as outlined, refreshing social media channels, assisting in an internal intranet update exercise, creating an internal multimedia storage database. These actions will be conducted through meetings and/or participation in consultations with staffers within the West Africa Regional Mission, USAID Cameroon office and other key stakeholders in the region.

Pre-Planning, Specific Tasks and Coordination (additional document will be provide when required):

Specific activities by the consultant will include the following:

- Development Outreach and Communications (DOC) coverage as needed.
- Participate in calls with the DOC team and relevant technical teams.
- Capture needed information to add to a work plan to fulfill USAID West Africa's website, social media, and digital engagement outreach deliverables.
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- Ensuring content is optimized for experience and Search Engine Optimization (SEO);
- Removing all outdated and irrelevant content on every page.
- Uploading pages outlined in the work plan and ensuring 508 compliances.
- Updating the newsroom according to the Bureau for Legislative and Public Affairs (LPA) and the team's DOC guidance.
- Visually enhancing all pages according to Agency and the DOC team's guidance.
- Updating all Fact Sheet links.
- Uploading all public country briefers and creating connecting links.

Social Media Update

The objective of this update is to provide clear, concise, and accurate public facing content regarding the West Africa Regional Mission's social media communication outreach content. Specific tasks include:

2. Refreshing the Mission's Twitter and Facebook accounts
3. Executing a social media content strategy crafted by the DOC team.

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Internal Intranet Update

The objective of this update is to provide clear, concise, and accurate internal facing content regarding all West Africa Regional Mission's departments.

Specific tasks include:

4. Working with USAID/WA IT team and the DOC team to update content according to the intranet update plan as and if required.
5. Support the DOC team on emergency actions, and complete other tasks as needed.

E) DELIVERABLES

Through this engagement, the consultant will produce the following deliverables:

Provide general DOC coverage as needed and update the West Africa Regional Mission, REGO, RHO and RPGO Website Tabs and social media Platforms.

6. Execution of website update implementation plan and roll-out.
7. A final out brief by the consultant to present the conclusion of deliverables and recommendations for future updates of the West Africa Regional Mission Website and social media outreach plan.

F) DELIVERY TIMELINE

The duration of the contract will cover 120 days of LOE. Overall, the consultant shall work a five-day workweek, four hours daily, 20 hours a week.

Place of Performance

The consultant will work remotely and work with USAID/WA through shared Google files, teleconferencing and online platforms, telephone calls and other various forms of electronic media and software.

G) ROLES AND RELATIONSHIPS

The consultant will be contracted by USAID/West Africa. The Procurement team will be responsible for the administrative management of the contract. This will include monitoring of LOE and making payments. The USAID/West Africa DOC team will provide technical guidance to the contractor. This will include approval of the consultant's work plan, assigning tasks within the scope of the contract, reviewing technical outputs, and providing feedback.

a) USAID/West Africa staff will provide strategic, tactical support and guidance in working with the consultant through this process. Specifically, the DOC team will lead, and support prioritization of actionable opportunities outlined in the agreed work plan and outlined deliverables.

b) Consultant Requirement: The consultant must have a minimum of a bachelor's degree in web development, software engineering, multimedia journalism, communications, business, marketing, public relations, or a related field in the digital and social media arena; and have a minimum of two years active work experience in a web and social media content updater role. Additionally, the consultant must have experience/knowledge in; 1) The ability to clearly

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communicate and translate technical information into easy-to-understand engaging narrative and visual displays tailored to an online audience; 2) Demonstrate strong organization, creative graphic, multimedia, and interpersonal skills; 5) Fluency in spoken and written English (Level 4) is required. 6) Local Access Security Clearance is sufficient.

H) REPORTING RELATIONSHIPS

a) USAID Point of Contact (COR)

After award of contract, the contractor will work independently and will collaborate closely with the identified Contracting Officer's Representative (CORs) Freda Aguessy at fobeng-ampofo@usaid.gov and Oswald Suonbai-kyi at osuonbai-kyi@usaid.gov, who will be responsible for the administration and technical support services if awarded this contract.

I) PAYMENT

1. A one-time payment of the firm fixed price amount shall be made after completion of the full delivery of the required services; and the submission of an electronic invoice to process payment (electronic submission of invoice/voucher).

J) ADMINISTRATIVE DATA

The authorized representative who will administer this award shall be **Freda Aguessy** and **Oswald Suonbai-kyi**. Contractor shall address all correspondence and questions to **Freda Aguessy** at fobeng-ampofo@usaid.gov and **Oswald Suonbai-kyi** at atosuonbai-kyi@usaid.gov; with a courtesy copy to the procurement agent, Godfred O. Amarkah gamarkah@usaid.gov.

Please Note - This is a request for a quote and does not constitute an award. The US Government is under no obligation to make an award out of this solicitation (RFQ) and will not be liable for any other cost incurred in preparing of quotation to this solicitation.

Approved By:

Donald Brady Digitally signed by Donald
Brady
Date: 2024.01.12 12:28:16 Z

Donald Brady,
Acting Regional Executive Office (REXO/CO)