



USAID | ETHIOPIA

FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72066324R00009

ISSUANCE DATE: 09/09, 2024

CLOSING DATE/TIME: 10/08, 2024, 5pm (EAT)

SUBJECT: Solicitation for a **U.S. Personal Service Contractor (USPSC) Visual Storyteller**

Dear Prospective Candidates: **This is a re-solicitation to extend the application deadline. Those who have already submitted their applications in response to the original solicitation do not need to submit them again.**

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,

Reid H. Ahl, CM
Supervisory Executive Officer

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| U.S. Agency for International Development US Embassy Entoto Road P. O. Box 1014 Addis Ababa, Ethiopia | Tel. : 251-11-306002 Fax : 251-11-242438 Website: www.usaidethiopia.org | USA Address: 2030 Addis Ababa Place Washington, DC 20521-2030 |
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I. GENERAL INFORMATION

1. **SOLICITATION NO.:** 72066324R00009

2. **ISSUANCED ATE:** 09/09, 2024

3. **CLOSINGDATE/TIME FOR RECEIPT OF OFFERS:** 10/08, 2024, no later than **5:00 p.m (EAT)** **(close of business)**.

4. **POINT OF CONTACT:** Reid H. Ahl, Supervisory EXO and Fekadu Tamirate, Supervisory HR Specialist, e-mail at ***addisusaidjobs@usaid.gov***.

5. **POSITION TITLE:** Visual Storyteller.

6. **MARKET VALUE:** \$88,520 to **\$115,079**, equivalent to **GS-13**. The final compensation will be negotiated within the listed market value based on the successful candidate’s salary history, work experience, and educational background. **Salaries over and above the top of the pay range will not be entertained or negotiated.**

7. **PERIOD OF PERFORMANCE:** For two years with one-three-year options to extend. Extensions will be contingent on satisfactory performance, continued need for the services and availability of funds. No PSC contract may exceed a five-year period of performance. Estimated to start on 11/02/2024.

The base period will be 11/02/2024– 11/01/2026. Based on Agency need, the Contracting Officer may exercise additional one-year option period for a maximum of three years, as noted below:

| | |
|------------------|--------------------------|
| Base Period: | 11/02/2024 – 11/01 /2026 |
| Option Period 1: | 11/02 2026 – 11/01/2027 |
| Option Period 2: | 11/02/2027 – 11/01/2028 |
| Option Period 3: | 11/02 /2028 – 11/01/2029 |

8. **PLACE OF PERFORMANCE:** Addis Ababa, Ethiopia with possible travel as stated in the Statement of Work.

9. ELIGIBLE OFFERORS: U.S. Resident-Hire. Resident Hire U.S. Personal Services Contractor means a U.S. citizen or resident alien who, at the time of contract award, (i) resides in the cooperating country for reasons other than U.S. government or non-U.S. government employment, or under any contract or other arrangement, that provides repatriation to the U.S.; or (ii) is a spouse or dependent of a U.S. citizen or resident alien who resides, or will reside, in the cooperating country for the purpose of U.S. government or non U.S. government employment, or under any contract or other arrangement that provides repatriation to the U.S. A U.S. citizen for purposes of this definition also includes a person who at the time of contracting is a lawfully admitted permanent resident of the United States and have a valid work authorization for Ethiopia. Applicant must:

- Submit a complete application as outlined in the solicitation titled SUBMITTING AN OFFER
- Be able to obtain facility access security clearance.
- Be able to obtain a medical clearance.
- Be willing to travel to work sites and other offices or locations as/when requested.

10. CLEARANCES: The final selected candidates must obtain both the ‘facility access’ security and medical clearances within a reasonable period. If such clearances are not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.

11. STATEMENT OF DUTIES

1. General Statement of Purpose of the Contract:

Ethiopia is Africa’s second largest country and is ranked as one of the world’s poorest, presenting formidable development challenges. Its rapidly growing population is young, mostly engaged in subsistence farming and nearly ten percent of Ethiopians are chronically food insecure. This situation is exacerbated by a recent history of conflict, and being located in a troubled region, including shared borders with Sudan, South Sudan, Eritrea, Kenya, and Somalia.

USAID/Ethiopia has one of USAID’s largest development and humanitarian assistance portfolios in the world. The mission manages multiple Presidential Initiatives, including Feed the Future, Global Health, Power Africa, the President's Emergency Plan For AIDS Relief, and the Presidential Malaria Initiative. The mission portfolio includes a broad range of economic growth, democracy and governance, health, education, and peace and security activities.

Because of the strategic importance of this region and since Addis Ababa is the seat of the African Union, USAID/Ethiopia is an exceedingly high-profile mission, frequently visited by high-level visitors, including the President, the Secretary of State, the U.S. Trade Representative, the USAID Administrator, the Deputy Administrator, Assistant Administrators, and Congressional delegations.

Communicating USAID and USG activities and impact is vital to USAID/Ethiopia’s success in achieving its foreign policy and development objectives in the region. The mission seeks to improve the quality and availability of information about U.S. foreign assistance and its benefits in the

region to a broader audience and through a wider array of communications products. Strong communications and outreach strategies, state-of-the-art products, and forward-leaning implementation is essential to USAID's and the USG's ability to build foreign relations in support of U.S. national interests.

For these purposes, USAID established the Visual Storyteller position, which advances the reputation and reach of the USAID Ethiopia Mission and assists in fulfilling the Mission's public diplomacy goals by producing audio, video and multi-media content that turns data and research into cinematic stories, enlightening podcasts, documentary-style videos, broadcast press releases, and video for social media.

The Visual Storyteller will be a strategic thinker, a passionate communicator, and a results-driven narrator who understands how visuals shape perception and how stories inspire action; with a conviction that storytelling can make a difference in the world. S/he will have experience telling nuanced stories about international development and will drive the visual storytelling component of a comprehensive communications strategy by creating compelling visuals that help tell the right story to the right audience at the right time.

The Visual Storyteller has the ability to tell a good story, weaving together strategy, empathy, and narrative to bring stories to life in written and visual form. S/he will create an array of products and fulfill a range of roles including line production, camera work including still photography, video production, audio production, editing, writing, and post-production.

**2. Statement of Duties to be Performed:
Photography, Videography, Audio Recording, and Editing (60%):**

The Visual Storyteller will take the lead on multi-media creative products. S/he will create video, audio and multi-media presentation materials and other collateral for social media, external events, speaking engagements, Agency photo essay and blog sites and the Agency YouTube channel. S/he works with USAID Ethiopia technical offices and implementing partners to communicate vision, strategy, and impact through a range of methods and on multiple channels both internal and external; managing and securing budgets, scheduling, and tracking of distributed work.

The Visual Storyteller has a keen understanding of sound engineering and audio editing software with a well-honed ear for detail. S/he is able to turn an edit around quickly, transforming raw recordings into effective podcasts, PSAs and other radio and streaming audio products. S/he supervises podcast and broadcast production processes, manages production schedules and development, records and processes audio press releases, cuts audio promos, and manages all audio editing, recording and distribution.

The Visual Storyteller operates and maintains all single lens reflex cameras and digital video cameras and video editing equipment for social media, video press releases, broadcast, multi-

media presentations, and the Agency's YouTube channel. The Visual Storyteller operates computers and relevant systems and software; creatively plans and translates abstract concepts into an effective visual form; works with other technical and non-technical staff to organize and implement audio recording or videotaping of related projects; communicates technical information in non-technical terms; works with clients and talent to be comfortable in front of the microphone and/or camera; advises technical staff and implementing partners on effective media communication practices; adapts video and audio products to fit needs of the mission and target audiences; develops and optimizes workflow techniques to manage audio, video, and multi-media projects effectively and efficiently; troubleshoots video and audio product complications; researches solutions and makes technical decisions; communicates effectively with individuals and groups from diverse backgrounds; meets deadlines and manages multiple priorities; researches and remains current on the developments and applications of state-of-the art audio and video production technology.

Must have knowledge of the principles, methods, and theory of media communication; professional video production procedures, practices, techniques, and terminology; studio production; cinematography; principles of analog and digital video capture; television production equipment operation including video cameras and recorders, audio recording equipment, file compression, video switching, character generation, graphics manipulation, lighting, and post-production equipment, standard videoconferencing platforms; proficiency with an understanding of current video/photo formats, codecs, project based file management, and advanced Adobe Creative Suite video editing software; proper handling and troubleshooting of broadcast quality video production and post-production equipment; safety practices related to video production. The Visual Storyteller will take control of the mission's current video and audio equipment to determine its technical state and relevancy to DOC office needs and once assessed, advises the Senior Development Outreach and Communications Specialist on future video development efforts.

Data Analysis and Visualization (25%):

The Visual Storyteller will act as a data visualization specialist, creating and editing visual content including maps, charts, graphs, and animation, transforming data sets, quantitative and qualitative analysis into compelling visuals and providing visual technical and editorial guidance.

Social Media Management and Website Management (15%):

The incumbent will contribute to the mission's digital media campaigns and assets to maximize the performance of its outreach efforts on social media platforms by supplying images, videos, audio, websites, and social media accounts.

Recognizing its continuing relevance to telling the mission's story, the Visual Storyteller also serves as the primary point of contact for all aspects of the USAID Ethiopia website – handling a range of responsibilities that include assuring all content is fresh, up-to-date, and relevant, particularly all statistics on the country dashboard. S/he works with technical offices to collate relevant statistics

and information for website curation. The Visual Storyteller oversees search engine optimization, mission visibility, performance monitoring, tracks online traffic and performance, including which external sources generate the most traffic to landing pages. Works with USAID webmasters to ensure data accuracy and functionality. Must be fluent in HTML.

3. Supervisory Relationship

The incumbent will report to the Senior Development Outreach and Communications Specialist.

4. Supervisory Controls:

The Visual Storyteller will have no direct supervisory responsibilities

11. PHYSICAL DEMANDS:

The work requested does not involve undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

Applications will be initially screened by the Mission Human Resources Office to determine whether they have met the minimum qualifications listed below. All candidates who meet the minimum qualifications requirements will be referred to the Technical Evaluation Committee (TEC) for further consideration and screening.

EDUCATION: Bachelor’s degree in fine or visual arts, broadcast and television production, interactive media, interaction design, visual design, visual communication, or similar interdisciplinary fields

WORK EXPERIENCE: Must have a portfolio featuring a diverse range of mediums, indicating eight years’ of progressively increasing responsibility and experience in communications design/visual storytelling (print design, interactive, digital/UI, film/video/campaigns and movement building or illustration). Portfolio should showcase the ability to solve complex visual storytelling challenges in a range of formats.

III. EVALUATION AND SELECTION FACTORS

The Government may award a contract without discussions with candidates 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 candidates 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 candidates 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>.

EVALUATION FACTORS

EDUCATION (10 points): Points will be given for (1) education above the minimum level and/or (2) specialized education pertinent to the position. and/or (3) specialized training pertinent to the position.

WORK EXPERIENCE (30 points): Points will be given for (1) experience above the minimum levels required, (2) specialized experience pertinent to the position, (3) experience in pertinent development assistance activities, (4) experience in development organizations that are large and/or international, and (5) experience collaborating with multiple stakeholders at all levels of an organization.

KNOWLEDGE, SKILLS AND ABILITIES (60 points): Demonstrated knowledge in producing stories from concept to final deliverables. Demonstrated knowledge of graphic design, typography, color theory, UI design, layout principles, photography, audio and video editing, narrative structure, and animation. Demonstrated ability in fluency across a range of formats, including presentations, illustrations, storyboards, talk tracks, journey maps, wireframes, keyframes, audio, and video. Demonstrated ability to represent complex ideas and systems with clear visualizations and illustrations that are both informative and inspiring to the audience. Demonstrated experience shooting field and studio camerawork and sound production. Demonstrated skills in Adobe Creative Suite, the Google Productivity Suite, and tools for expressing stories in a time-based medium (pre-and post-production software). Demonstrated ability with motion graphics, color correction, sound design and audio mixing. Demonstrated ability in creative ideation, concept definition, verbal communication, and writing and scripting skills. Demonstrated ability in command of graphic design and presentation tools such as PowerPoint, Keynote, Figma, Adobe Creative Suite, or similar. Demonstrated ability to independently manage big projects and multiple deadlines. Demonstrated ability to work with minimal supervision in a fluid, fast-paced environment. Demonstrated ability in coordination and organizational skills within a multicultural work environment. Demonstrated ability to remain calm under pressure.

INTERVIEW PERFORMANCE (80 points)

WRITTEN TEST (20 points):

BASIS OF RATING: Candidates who meet the Minimum Qualifications will be evaluated in accordance with the Evaluation and Selection Factors.

Candidates should address these factors in the offer package, describing specifically and accurately what experience, training, education and/or awards they have received as it pertains to the factors. Failure to address the Evaluation and Selection Factors may result in not receiving credit for all pertinent experience, education, training and/or awards.

The **highest-ranking applicants** may be selected for an interview and writing test. Interviews may be conducted either in person or by telephone/video call at USAID's discretion.

Final TEC recommendations for the candidates will be based on the initial evaluation of the applications, interview performance, and written test. USAID/Ethiopia will not pay for any expenses associated with interviews.

Satisfactory Professional Reference Checks – **Pass/Fail (no points assigned)**. Reference checks will be conducted only for the first-ranked candidate. Please be advised that references may be obtained independently from other sources in addition to the ones provided by an offeror. If a candidate does not wish USAID to contact a current employer for a reference check, this should be stated in the candidate’s cover letter, and USAID will not contact those references without contacting the candidate.

IV. SUBMITTING AN OFFER

For your application to be considered, the following documents must be submitted:

1. Offeror Information for Personal Services Contracts with Individuals, available at [AID-309-2 Form](#)
2. Letter of Application
3. Current curriculum vitae (CV).

Further Guidance:

To ensure consideration of offers for the intended position, offerors must prominently reference the Solicitation Number in the offer submission.

Application must be submitted **ONLY** via ***addisusaidjobs@usaid.gov*** and the email subject must say –:**72066324R00009 – Visual Storyteller. Be sure to include your name and the solicitation number at the top of each page.**

Please do not submit more than one application; and

The application must be submitted before or on the closing date at local Ethiopia time 5 p.m. (Local Ethiopia, Addis Ababa Time, or EAT). Late and incomplete applications will not be considered.

V. LIST OF REQUIRED FORMS PRIOR TO AWARD

Once the CO informs the successful candidate about being selected for a contract award, the CO will provide the successful candidate instructions about how to complete and submit the following forms.

1. Medical History and Examination Form (Department of State Forms)
2. Fingerprint Card (FD-258), and either

3. Questionnaire for Sensitive Positions for National Security (SF-86),or
4. Questionnaire for Non-Sensitive Positions (SF-85), whichever is applicable.

VI. BENEFITS/ALLOWANCES

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

1. BENEFITS:
 - (a) Employer's FICA Contribution
 - (b) Contribution toward Health & Life Insurance
 - (c) Pay Comparability Adjustment
 - (d) Annual Increase (depending on 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 AID309-1** available at <https://www.usaid.gov/forms>.

LINE ITEMS

| ITEM NO (A) | SUPPLIES/SERVICES (DESCRIPTION) (B) | QUANTIT Y (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 at Award after negotiations with Contractor_ |

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| 1001 | Option Period 1 – 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 at Award after negotiations with Contractor_ |
| 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 at Award after negotiations with Contractor_ |
| 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 at Award after negotiations with Contractor_ |

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 **5CFR2635**. 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.

6. FAR Provisions Incorporated by Reference

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| 52.304-27 | PROHIBITION ON A BYTEDANCE COVERED APPLICATION | JUN 2023 |
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END OF SOLICITATION

EQUAL EMPLOYMENT OPPORTUNITY: The U.S. Mission in Ethiopia provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. USAID/Ethiopia also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.