



# USAID | NEPAL

FROM THE AMERICAN PEOPLE

**SOLICITATION NUMBER:** 72036724R10015  
**ISSUANCE DATE:** 10/21/2024  
**CLOSING DATE/TIME:** 11/11/2024 (11:30 PM Nepal time)

**SUBJECT:** Solicitation for a Cooperating Country National Personal Service Contractor (CCNPSC) for **FSN-11 Development Outreach and Communications Specialist (DOC Team Lead)** (under the Local Compensation Plan).

*Note: Previous experience with the USG, USAID, or on a USAID project is NOT required. USAID/Nepal is interested in diversifying its workforce to reflect the diversity of experiences, perspectives, and knowledge that exists across Nepal. USAID/Nepal values all relevant experiences regardless of where they were gained and encourages applicants to highlight in their application any knowledge and skills that adds value to the position advertised.*

*USAID will evaluate all offerors based on the stated evaluation criteria. USAID/Nepal is an equal opportunity employer committed to a staff composition that reflects the social and ethnic diversity of Nepali society. We believe that social inclusion and diversity contribute to excellence. USAID/Nepal makes hiring decisions without regard for gender, gender identity, caste, race, ethnicity, religion, disability, marital status, age (if over 40), or sexual orientation. Applicants from ALL backgrounds are encouraged to apply.*

**How to apply:** Please follow section IV below for instructions on how to submit the application for this position.

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.

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,

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Contracting Officer  
USAID/Nepal

U.S. Agency for International Development Tel: 977-1-4234000  
G.P.O. Box 295 Fax 977-1-4007285  
U.S. Embassy, Maharajgunj <http://nepal.usaid.gov>  
KATHMANDU, NEPAL

आव्हान सङ्ख्या : 72036724R10015

जारी मिति : October 21, 2024

अन्तिम मिति/समय : November 11, 2024 (11:30 PM Nepal time)

विषय : **FSN-11 Development Outreach and Communications Specialist (DOC Team Lead)** (स्थानीय पारिश्रमिक योजनाअन्तर्गत) पदपूर्तिका निम्ति इच्छुक व्यक्तिहरूमा आव्हान ।

नोट : अमेरिकी सरकार, युएसएआईडी अथवा युएसएआईडीको कुनै परियोजनासँगको पूर्व अनुभव अनिवार्य छैन । युएसएआईडी-नेपाल नेपालभर रहेका अनुभवहरू, दृष्टिकोणहरू र ज्ञानको विविधता प्रतिबिम्बित हुने गरी आफ्नो जनशक्तिको विविधीकरण गर्न इच्छुक रहेको छ । युएसएआईडी-नेपालले जहाँसुकै हासिल गरिएका भए पनि सबै सान्दर्भिक अनुभवहरूलाई महत्त्व दिन्छ र विज्ञापन गरिएको पदको मूल्याङ्कन बढाउने कुनै पनि ज्ञान वा सीपमाथि आफ्नो आवेदनमा जोड दिन आवेदकहरूलाई प्रोत्साहित गर्दछ ।

युएसएआईडीले सबै प्रस्तावकहरूको मूल्याङ्कन उल्लिखित मूल्याङ्कन मापदण्डका आधारमा गर्नेछ । युएसएआईडी-नेपाल समान अवसरदायक रोजगारदाता हो जुन नेपाली समाजको सामाजिक तथा जातीय विविधता प्रतिबिम्बित गर्ने कर्मचारी संरचना निर्माणप्रति प्रतिबद्ध छ । हामी सामाजिक समावेशीकरण र विविधताले उत्कृष्टतामा योगदान पुऱ्याउँछ भन्ने विश्वास गर्दछौं । युएसएआईडी-नेपालले कर्मचारी भर्तीसम्बन्धी निर्णयहरू लिङ्ग, लैङ्गिक पहिचान, जात, वर्ण, जातीयता, धर्म, अपाङ्गता, वैवाहिक हैसियत, उमेर (४० वर्षमाथि भएमा) वा यौनिक झुकावको परवाहबिना गर्दछ । हामी सबै पृष्ठभूमिका व्यक्तिहरूलाई आवेदन दिन प्रोत्साहित गर्दछौं ।

सम्भावित प्रस्तावकहरू,

अमेरिकी सरकारको प्रतिनिधित्व गर्दै अमेरिकी अन्तर्राष्ट्रिय विकास नियोग (युएसएआईडी) यस आव्हानमा प्रस्तुत विवरणबमोजिम करारअन्तर्गत व्यक्तिगत सेवा प्रदान गर्ने योग्य व्यक्तिहरूबाट प्रस्तावको माग गर्दछ ।

प्रस्तावहरू अनिवार्य रूपमा यस आव्हानको Attachment 1 अनुरूप हुनुपर्दछ । अपूर्ण वा हस्ताक्षर नगरिएका प्रस्तावउपर विचार गरिनेछैन । प्रस्तावकहरूले आफ्ना रेकर्डका निम्ति सम्पूर्ण प्रस्ताव सामग्रीका प्रति आफूसँग राख्नुपर्दछ ।

यस आव्हानले व्यक्तिगत सेवा करार (PSC) प्रदान गर्न युएसएआईडीलाई कुनै पनि किसिमले बाध्य गर्दैन न त प्रस्तावहरू तयार र पेस गर्दा सिर्जित कुनै खर्च बेहोर्न युएसएआईडीलाई वचनबद्ध नै गर्दछ ।

कुनै जिज्ञासा भएमा Attachment 1 मा तोकिए अनुसारको सम्पर्क बिन्दुमा लिखित रूपमा पठाउनु पर्नेछ ।

भवदीय,

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अनुबन्धन अधिकारी  
युएसएआईडी-नेपाल

**I. GENERAL INFORMATION**

- 1. SOLICITATION NO.:** 72036724R10015
- 2. ISSUANCE DATE:** 10/21/2024
- 3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS:** 11/11/2024 (11:30 PM Nepal time)
- 4. POINT OF CONTACT:** USAID/Nepal HR office, email at [usaidnepalhr@usaid.gov](mailto:usaidnepalhr@usaid.gov)
- 5. POSITION TITLE:** FSN-11 Development Outreach and Communications Specialist (DOC Team Lead)
- 6. NUMBER OF VACANCIES:** One (1)
- 7. MARKET VALUE:** Final compensation will be negotiated within the market value for the position equivalent to **FSN-11** level in accordance with AIDAR Appendix J and the Local Compensation Plan (LCP) of U.S. Embassy-USAID/Nepal. The LCP consists of the local salary schedule, which includes salary rates, authorized fringe benefits, and other pertinent facets of compensation.
- 8. PERIOD OF PERFORMANCE:** Estimated to start o/a February 1, 2025, through o/a January 31, 2030 (depending on the security clearance process)

*Employment under this contract is of a continuing nature. Its duration is expected to be part of a series of sequential contracts; all contract clauses, provisions, and regulatory requirements concerning availability of funds and the specific duration of this contract shall apply.*

- 9. PLACE OF PERFORMANCE:** Kathmandu, Nepal with possible travel as stated in the Statement of Duties.
- 10. ELIGIBLE OFFERORS:** All interesting candidates - Cooperating Country Nationals (CCNs)  
*AIDAR, Appendix J. 1 (b) Definitions:*  
(6) "Cooperating country" means the country in which the employing USAID Mission is located.  
(7) "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.
- 11. SECURITY LEVEL REQUIRED:** Facility and computer access.

**12. STATEMENT OF DUTIES**

**1. General Statement of Purpose of the Contract**

The Development Outreach Communications (DOC) Team Lead reports directly to the Mission Director in the Front Office or designee. The job holder advises USAID, USAID implementing partners, and U.S. Embassy colleagues on foreign assistance outreach and communications. The job holder will support the work of the Mission by liaising with all technical teams and implementing partners in the development and implementation of the Mission's overall communications strategy and to promote U.S. foreign assistance in Nepal.

Through targeted investments, USAID partners with Nepal to ensure the country's transition to a more stable, inclusive, and effective federal democracy, based on international norms and free from malign influence. USAID helps Nepal meet the needs of its most vulnerable through expansion of education, health services, and economic productivity. By elevating Nepal's ability to mitigate, prepare for, respond to, and recover from shocks, USAID supports a disaster resilient Nepal that is well positioned for sustainable development. Within this context, the DOC Team's objective is to raise public awareness of, and build support for the USG's foreign assistance goals, efforts, and achievements with a specific focus on USAID. With the rapid development of communication technologies and new forms of media, it is imperative that USAID/Nepal remain on the forefront of

conceptualizing and implementing innovative approaches to reaching target audiences. The DOC Team Lead oversees the planning and implementation of an effective and measurable communications strategy that helps USAID achieve its ambitious Development Objectives.

The job holder is required to perform work-related travel.

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

The Major Duties and Responsibilities include:

### **Management and Supervision (50%)**

The Team Lead will supervise USAID/Nepal's DOC Team to ensure overall quality, strategic alignment with the USG (US Government) and USAID goals and messaging, and coherence of the team's communications and outreach products and initiatives. Duties include professional development planning, work planning, and performance management of team members. The job holder will also effectively allocate resources, including budget, time, and personnel, to optimize the team's productivity and impact.

### **Strategic Guidance (30%)**

The job holder will lead the development and implementation of the USAID/Nepal communications strategy and outreach plan, identifying objectives, messages, audiences, products, budgets, and developing plans in coordination with USAID managers in support of the USAID Country Development Cooperation Strategy (CDCS), the interagency Integrated Country Strategy, and overall Embassy Kathmandu communications strategy. In this regard, the Team Lead will manage USAID/Nepal's relationship with the Public Affairs Section to ensure effective and strategic coordination on outreach across the whole Embassy. The Team Lead will also represent USAID at the senior level in all matters pertaining to public affairs and outreach activities with other branches of the USG, the Government of Nepal, implementing partners, media, international donors, the private sector, civil society, academia, think tanks and all other stakeholders. Additionally, the Team Lead will establish and maintain contacts with donor representatives, implementing partners, journalists, local non-governmental organizations, and other USG agencies to collect and share information. The job holder will serve as a resident expert on USAID branding and style guidelines, ensuring regulations are followed by recommending revisions and appropriate application as outlined in ADS 320, ADS 558, ADS 557, and the Agency's Graphic Standards Manual and Partner Co-Branding Guide. The job holder will be the Mission's primary point of contact and liaison for communications, responding to public inquiries and information requests from USG agencies and/or from USAID headquarters in Washington. The job holder will also cultivate relationships with government officials and agencies to facilitate the successful execution of USAID-supported activities, ensuring alignment with Nepal's development priorities.

### **Press and Public Relations (20%)**

In addition to overseeing the development of compelling communications materials and media products that will engage journalists, the job holder will serve as an important liaison between USAID and the press. The job holder will maintain an up-to-date central and local media contact list and cultivate positive working relationships with reporters who could cover USAID projects. In collaboration with the Embassy's Public Affairs Section, the Team Lead will pitch stories; organize and staff press events; prepare for and staff press interviews; and help answer press inquiries. This may include arranging interviews, press conferences, round tables, briefings, media tours of USAID projects, TV, radio, and other media events. The job holder will serve as a media relations expert and provide guidance to USAID staff and partner organizations on the best strategy for media engagement to ensure targeted, coherent, and consistent messaging. At times, the jobholder will be expected to train USAID staff, implementing partners, and other stakeholders in support of their public speaking and media outreach roles.

## **3. Supervisory Relationship**

The job holder is directly supervised by the Mission Director and/or designee. The job holder is expected to work with a high degree of independence and periodically update his/her supervisor on the progress of his/her work. Performance is reviewed by the supervisor on an annual basis.

## **4. Supervisory Controls**

The DOC Team Lead will supervise three communications and outreach professionals. The DOC Team Lead will also more broadly provide guidance and technical direction concerning strategic communications, media relations, social media, and marking and branding guidelines to USAID staff and partner organizations.

### 13. PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

### II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

- a. **Education:** A Master's degree in journalism, communications, public relations or affairs, or related fields is required.
- b. **Prior Work Experience:** A minimum of seven (7) years of professional experience in a communications-related field is required.
- c. **Language Proficiency:** Demonstrated written and spoken fluency in English and Nepali is required.; Level IV (Fluent) Speaking/Reading/Writing English and Nepali is required.
- d. **Job Knowledge:**  
Word processors such as MS Word, Excel, PowerPoint, Google Docs; photo and design skills/experience in graphic tools such as Photoshop. Knowledge in international development, international relations, and public relations.
- e. **Skills and Abilities:**

Good coordination, teamwork, adaptability, and organization skills within a multicultural work environment. Ability to manage several tasks simultaneously and to work effectively under pressure is a must, as is the ability to take initiative and be creative. Strong public speaking and presentation skills; media relations experience; excellent writing skills in both English and Nepali; and skills in social media engagement. Experience in videography and basic editing of videos is desired. Other management skills include: leadership skills to effectively supervise three (3) communications and outreach professionals; ability to follow the Agency's Code of Ethics and Conduct; skills in representing the Agency among senior USG and Government of Nepal Officials; and the ability to handle procurement-sensitive information with the necessary discretion.

**A good knowledge of Nepali work culture, language and Nepal development issues and context is required so as to be able to communicate effectively and work collaboratively with stakeholders at the local levels.**

### 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 (TEC) 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. Any offeror not receiving satisfactory reference checks will no longer be considered for the position.

Candidates will be evaluated and ranked based on the following selection criteria to a maximum score of 100 points:

#### 1. **Work Experience/30points:**

- Minimum of seven (7) years of professional experience in a communications-related field, including public relations, journalism, or public affairs.
- Demonstrated experience in leading and managing teams, particularly supervising communications and outreach professionals.
- Proven track record in developing and implementing communication strategies that align with broader organizational goals.
- Experience representing an organization at senior levels, and managing relationships with media, government officials, and partners.

#### 2. **Job Knowledge/40 points:**

- A Master’s degree in journalism, communications, public relations, or a related field.
- Proficiency in word processors (MS Word, Excel, PowerPoint, Google Docs) and graphic design tools such as Photoshop.
- Knowledge of general branding guidelines and principles, international development, international relations, and public relations.
- Understanding of strategic communication planning, including developing objectives, messages, and outreach plans.
- Familiarity with media engagement tactics, including organizing press events, managing press inquiries, and advising on media strategy.

**3. Skills and Ability/30 points:**

- Strong public speaking, presentation, and excellent writing skills in both English and Nepali; Level IV (Fluent) proficiency in speaking, reading, and writing in both languages.
- Skills in social media engagement, videography, and basic photo and video editing are desirable.
- Ability to work effectively in a multicultural work environment, demonstrating good coordination, teamwork, adaptability, and organizational skills.
- Experience in training and guiding staff and partners in communications and media outreach.
- Ability to manage multiple tasks simultaneously and work effectively under pressure.
- Leadership skills, including mentoring team members, performance management, and aligning team outputs with strategic goals.

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**TOTAL: 100 points**

**Reference check (Pass/Fail)**

Negotiations will be conducted with the most qualified/ highest-ranked offeror at the conclusion of evaluations.

**IV. SUBMITTING AN OFFER**

As part of the application process, we invite applicants to complete a skills test and submit a resume or CV using a single online portal. Applicants need to make sure their resume or CV is ready to upload prior to starting the test.

Please see the instructions below on preparation for the test:

- Applicants should make sure they have a good internet connection. Applicants should also check their device/laptop to ensure the video setting is enabled before starting the application and test.
- In addition to completing the test, applicants should be ready to upload their resume or CV not to exceed three (3) pages that includes a list of their three most recent professional references. As part of the test, applicants will be prompted when it is time to upload their resume or CV.
- **Applicants need to click the [link here](#) to set up their user account using their email address.**
- Once applicants have created their user accounts, a test link will be sent to their email addresses, after which time they can start their test and application for the job making sure to complete their test before the posted deadline set forth in this solicitation. Applicants should review the test instructions displayed on the welcome page very carefully before starting the test, and again, ensuring their resume or CV is ready for upload once prompted.
- After completing each section of the test, applicants can move to the next section. Applicants may pause the test to take a break once you have completed individual sections of the test; however, they cannot pause in the middle of a particular section of the test once it starts. It is recommended that you try and take the test in one session, if possible, which will take approximately 110 minutes.

Once applicants have completed their assignment and uploaded their resume, they can log off the system.

***Applicants must take the test by the solicitation closing date and time specified in section I, item 3.***

**Please also note that candidates are expected to maintain integrity and honesty throughout the test, and not use Artificial Intelligent (AI) platforms to generate the responses – if discovered otherwise, the respective candidate will be disqualified at that point from further consideration for the position.**

All applicants who are shortlisted to move forward to the next stage of this recruitment will be contacted by USAID/Nepal HR through your email address.

Applicants are requested to monitor their inbox (including spam folder) for any follow-on messages regarding this recruitment from USAIDNepalHR@usaid.gov

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

- a. Once the Contracting Officer (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 forms required to obtain medical and security clearances.
- b. **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.

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

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 appropriate employment forms.

**VII. BENEFITS/ALLOWANCES**

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

**BENEFITS:**

- Health Insurance Coverage for the selected candidate and immediate family members.
- Variable Contribution Fund (18.33% of the annual base salary)- Employer.
- Annual Bonus payment (1/12 of annual base salary).

**ALLOWANCES:**

- Miscellaneous allowance NRs. 68,000 annually

**VIII. TAXES**

Local Employed Staff are responsible for paying local income taxes.

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

USAID regulations and policies governing CCNPSC and TCNPSC 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	Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Cost - Product Service Code: [e.g. <b>R497</b> ] - Accounting Info: <b>[USAID/Nepal funding]</b>	1	LOT	\$ _TBD ____	\$ _TBD at Award after negotiations with Contractor_
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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>

- **AAPD 21-04 Revision 3** - Executive Order 14042 on ensuring adequate COVID-19 Safety Protocols for Federal Awards - June 6, 2022

AAPD No. 21-04, *ATTACHMENT 4 - Letter for contracts with performance requiring physical access to USAID domestic facilities.*

AAPD No. 21-04, *ATTACHMENT 5 - Letter to Individuals with Personal Services Contracts*

AAPD No. 21-04, *ATTACHMENT 6: Overview of Applicability of FAR 52.223-99*

- **AAPD 21-01** - Applicability of FAR 4.21 to USAID personal services contracts with individuals under the AIDAR Appendices D and J- March 26, 2021
- **AAPD 20-08** - Leave and Holidays for CCNPSCs and TCNPSCs, including country leave for qualifying posts for eligible TCNPSCs- December 22, 2020
- **AAPD 06-08** AIDAR, Appendices D AND J: using the optional schedule to incrementally fund contracts-June 23, 2006
- **AAPD 03-11** Revision of Contracts/Contract Procedures for Personal Services Contracts with Foreign Service Nationals (FSNs) to Work in Iraq and Afghanistan – 12/02/03

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).

*USAID/Nepal is an equal opportunity employer committed to a staff composition that reflects the social and ethnic diversity of Nepali society. We believe that social inclusion and diversity contribute to excellence. USAID/Nepal makes hiring decisions without regard for gender, gender identity, caste, race, ethnicity, disability, marital status, age, or sexual orientation. Diversity, equity, inclusion, and accessibility are among USAID’s core values. We welcome candidates of all backgrounds to apply and highlight in their applications their own diverse backgrounds and experiences that contribute to a more vibrant, dynamic, and inclusive workplace.*



**Position Description**  
**Development Outreach and Communications Specialist, CCNPSC-FSN-11**  
**USAID/Front Office**

**BASIC FUNCTION OF THE POSITION:**

The Development Outreach Communications (DOC) Team Lead reports directly to the Mission Director in the Front Office or designee. The job holder advises USAID, USAID implementing partners, and U.S. Embassy colleagues on foreign assistance outreach and communications. The job holder will support the work of the Mission by liaising with all technical teams and implementing partners in the development and implementation of the Mission's overall communications strategy and to promote U.S. foreign assistance in Nepal.

Through targeted investments, USAID partners with Nepal to ensure the country's transition to a more stable, inclusive, and effective federal democracy, based on international norms and free from malign influence. USAID helps Nepal meet the needs of its most vulnerable through expansion of education, health services, and economic productivity. By elevating Nepal's ability to mitigate, prepare for, respond to, and recover from shocks, USAID supports a disaster resilient Nepal that is well positioned for sustainable development. Within this context, the DOC Team's objective is to raise public awareness of, and build support for the USG's foreign assistance goals, efforts, and achievements with a specific focus on USAID. With the rapid development of communication technologies and new forms of media, it is imperative that USAID/Nepal remain on the forefront of conceptualizing and implementing innovative approaches to reaching target audiences. The DOC Team Lead oversees the planning and implementation of an effective and measurable communications strategy that helps USAID achieve its ambitious Development Objectives.

The job holder is required to perform work-related travel.

**MAJOR DUTIES AND RESPONSIBILITIES (% OF TIME)**

**Management and Supervision (50%)**

The Team Lead will supervise USAID/Nepal's DOC Team to ensure overall quality, strategic alignment with the USG (US Government) and USAID goals and messaging, and coherence of the team's communications and outreach products and initiatives. Duties include professional development planning, work planning, and performance management of team members. The job holder will also effectively allocate resources, including budget, time, and personnel, to optimize the team's productivity and impact.

**Strategic Guidance (30%)**

The job holder will lead the development and implementation of the USAID/Nepal communications strategy and outreach plan, identifying objectives, messages, audiences, products, budgets, and developing plans in coordination with USAID managers in support of the USAID Country Development Cooperation Strategy (CDCS), the interagency Integrated Country Strategy, and overall Embassy Kathmandu communications strategy. In this regard, the Team Lead will manage USAID/Nepal's relationship with the Public Affairs Section to ensure effective and strategic coordination on outreach across the whole Embassy. The Team Lead will also represent USAID at the senior level in all matters pertaining to public affairs and outreach activities with other branches of the USG, the Government of Nepal, implementing partners, media, international donors, the private sector, civil society, academia, think tanks and all other stakeholders. Additionally, the Team Lead will establish and maintain contacts with donor representatives, implementing partners, journalists, local non-governmental organizations, and other USG agencies to collect and share information. The job holder will serve as a resident expert on USAID branding and style guidelines, ensuring regulations are followed by recommending revisions and appropriate application as outlined in ADS 320, ADS 558, ADS 557, and the Agency's Graphic Standards Manual and Partner Co-Branding Guide. The job holder will be the Mission's primary point of contact and liaison for communications, responding to public inquiries and information requests from USG agencies and/or from USAID headquarters in Washington. The job holder will also cultivate relationships with government officials and agencies to facilitate the successful execution of USAID-supported activities, ensuring alignment with Nepal's development priorities.

## Press and Public Relations (20%)

In addition to overseeing the development of compelling communications materials and media products that will engage journalists, the job holder will serve as an important liaison between USAID and the press. The job holder will maintain an up-to-date central and local media contact list and cultivate positive working relationships with reporters who could cover USAID projects. In collaboration with the Embassy's Public Affairs Section, the Team Lead will pitch stories; organize and staff press events; prepare for and staff press interviews; and help answer press inquiries. This may include arranging interviews, press conferences, round tables, briefings, media tours of USAID projects, TV, radio, and other media events. The job holder will serve as a media relations expert and provide guidance to USAID staff and partner organizations on the best strategy for media engagement to ensure targeted, coherent, and consistent messaging. At times, the jobholder will be expected to train USAID staff, implementing partners, and other stakeholders in support of their public speaking and media outreach roles.

### QUALIFICATIONS REQUIRED FOR EFFECTIVE PERFORMANCE:

- a. **Education:** A Master's degree in journalism, communications, public relations or affairs, or related fields is required.
- b. **Prior Work Experience:** A minimum of seven (7) years of professional experience in a communications-related field is required.
- c. **Post Entry Training:**  
The Agency's established policies, procedures, and regulations that cover: 1) Programming Foreign Assistance (PFA) 2) basic procurement, particularly related to purchase orders; 3) Development Outreach Communications training; 4) Supervision/Leadership training; 5) Ethics training; 6) Cyber Security Training; 7) Equal Employment Opportunity training.

**CCN PSCs may participate in temporary duty (TDY) travel to USAID/Washington and other Missions in order to participate in the Foreign Service National Fellowship Program described in ADS 495maa.**

- d. **Language Proficiency:** Demonstrated written and spoken fluency in English and Nepali is required.; Level IV (Fluent) Speaking/Reading/Writing English and Nepali is required.
- e. **Job Knowledge:** Word processors such as MS Word, Excel, PowerPoint, Google Docs; photo and design skills/experience in graphic tools such as Photoshop. Knowledge in international development, international relations, and public relations.
- f. **Skills and Abilities:**  
Good coordination, teamwork, adaptability, and organization skills within a multicultural work environment. Ability to manage several tasks simultaneously and to work effectively under pressure is a must, as is the ability to take initiative and be creative. Strong public speaking and presentation skills; media relations experience; excellent writing skills in both English and Nepali; and skills in social media engagement. Experience in videography and basic editing of videos is desired. Other management skills include: leadership skills to effectively supervise three (3) communications and outreach professionals; ability to follow the Agency's Code of Ethics and Conduct; skills in representing the Agency among senior USG and Government of Nepal Officials; and the ability to handle procurement-sensitive information with the necessary discretion.

### POSITION ELEMENTS:

- a. **Supervision Received:** The job holder is directly supervised by the Mission Director and/or designee. The job holder is expected to work with a high degree of independence and periodically update his/her supervisor on the progress of his/her work. Performance is reviewed by the supervisor on an annual basis.
- b. **Supervision Exercised:** The DOC Team Lead will supervise three communications and outreach professionals. The DOC Team Lead will also more broadly provide guidance and technical direction concerning strategic communications, media relations, social media, and marking and branding guidelines to USAID staff and partner organizations.
- c. **Available Guidelines:** Guidance for USAID policies and procedures can be found in the Automated Directive System (ADS), DOC Manual, Mission Orders, and Mission Notices.
- d. **Exercise of Judgment:** The job holder is expected to exercise a high degree of judgment in recommending and carrying out analysis and maintaining relevant contacts in USG agencies in Washington, DC and Nepal, press, and USAID partner organizations.

- e. **Authority to Make Commitments:** The job holder is not authorized to make financial commitments on behalf of the United States Government.
- f. **Nature, Level, and Purpose of Contacts:** Personal contacts are with national and local media, U.S. Embassy personnel, USAID/Washington, and USAID partner organizations.
- g. **Time Expected to Reach Full Performance Level:** One year.