



# USAID | WEST AFRICA

FROM THE AMERICAN PEOPLE

**SOLICITATION NUMBER: 72062425R10001**

**ISSUANCE DATE: October 21, 2024.**

**CLOSING DATE/TIME: November 4, 2024. 11:59 p.m. Accra time**

**SUBJECT: Solicitation for a Cooperating Country National Personal Service Contractor (CCN PSC) – Development Outreach and Communications Specialist**

*(Local Compensation Plan)*

Dear Prospective Offerors:

The United States Government, represented by the U.S. Agency for International Development (USAID), is seeking offers from qualified persons to provide personal services under contract as described in this solicitation.

Offers must be in accordance with **Attachment 1, Sections I through V** of this solicitation. Incomplete or unsigned offers will not be considered. Offerors should retain copies of all offer materials for their records.

This solicitation in no way obligates USAID to award a PSC contract, nor does it commit USAID to pay any cost incurred in the preparation and submission of the offers.

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

Sincerely,

Michael Fritz  
**Contracting Officer**

## I. GENERAL INFORMATION

1. **SOLICITATION NO:** 72062425R10001
2. **ISSUANCE DATE:** October 21, 2024
3. **CLOSING DATE/TIME FOR RECEIPT OF OFFERS:** November 4, 2024. 11:59 p.m. Accra time
4. **POINT OF CONTACT:** [acpersonnel@usaid.gov](mailto:acpersonnel@usaid.gov)
5. **POSITION TITLE:** Development Outreach and Communications Specialist (Peace and Governance)
6. **MARKET VALUE:** USD 26,000.00– USD 40,304 p.a. equivalent to FSN-10  
In accordance with AIDAR Appendix J and the Local Compensation Plan of US Embassy, Accra. Final compensation will be negotiated within the market value.
7. **PERIOD OF PERFORMANCE:** The period of performance is five (5) years, estimated to start about **December 2024**. The services provided under this contract are expected to be of continuing nature executed by USAID through a series of sequential contracts, subject to availability of funds, satisfactory job performance and need for continued services.
8. **PLACE OF PERFORMANCE:** Accra -Ghana with possible travel as stated in the Statement of Work.
9. **ELIGIBLE OFFERORS:** All interested candidates eligible to work in Ghana. Cooperating Country National (CCN) is defined as 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:** Regional Security Office Clearance.

## 11. STATEMENT OF DUTIES

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

The Development Outreach and Communications Specialist - Peace and Governance will provide the necessary communications and outreach services to assist RPGO with the implementation of all relevant conflict prevention, good governance, preventing/countering violent extremism and other U.S. Government strategic efforts in the region, including those that contribute to meeting the objectives of the Global Fragility Act and the U.S. Strategy to Prevent Conflict and Promote Stability; TransSahara CounterTerrorism Partnership; U.S. Women, Peace and Security Strategy, USAID and Department of State Joint Regional Strategy for Africa (JRS); the National Security Strategy (NSS); and other U.S. government priorities across West Africa.

The Specialist reports to the USAID West Africa Regional Peace and Governance Office Director,

or his/her designee, and maintains close contact with the RPGO and other USAID Operating Units staff in the region, to develop, maintain, and implement the overall RPGO's communications strategy. The job holder directly ensures close collaboration and coordination with the USAID West Africa Development Outreach Communications staff and other RPGO counterparts to advance development and foreign policy objectives through communications and outreach. The Specialist is responsible for collecting, researching, managing, and distributing information associated with the RPGO programs/projects/activities, and serves as RPGO's point of contact and liaison for information requests. The job holder assists RPGO to advance its communication needs, embodying USAID priorities and its stakeholder interests.

2. *Statement of Duties to be Performed.*

**a. Produce Quality Communications and Information Products (50%)**

The Specialist will serve as the key person for the development of communications products and materials for the Regional Peace and Governance Office. The Specialist is expected to produce high quality communications and information materials in both English and French languages on an ongoing basis. S/he will develop communication materials for outreach and advocacy using programs and/or other data; and will prepare RPGO activity-related information for reports to meet USAID and broader USG reporting requirements, including reporting on Operational Plans, Performance Reports, Congressional Budget justifications, Mission Resource Plans, human rights reports, trafficking reports, reports on gender and people with disabilities issues, and other priority issues as requested by the Regional Peace and Governance Office, USAID country offices, Africa Bureau and other branches of the U.S. Government.

S/he will develop and compose briefing materials and presentations; develop proposed speeches on project activities, brochures, booklets, handouts, videos, signs and other information on as needed basis. S/he will review RPGO programs communications products to evaluate quality, compliance with branding and marking, propriety, in terms of sensitivity to local culture, and accuracy of content; and write updates on RPGO activities in focus countries. The Specialist will develop, in collaboration with the RPGO team and the Mission's Development Outreach and Communications Specialists (DOC)s, communication materials and infographics on RPGO programming in the region and data trends for relevant RPGO program areas. S/he will be responsible for editing, publishing and disseminating the RPGO's newsletter and other periodic communication products.

The Specialist will be required to assist the technical staff with preparing, editing and finalizing internal and external documents related to USG and USAID policy, strategies, planning and evaluation. S/he will assist RPGO's technical staff in finalizing versions of documents for programs, evaluations, case studies and scopes of work, as well as "telling our story" to a variety of USAID, State and public audiences.

The Specialist will collaborate with the Mission's DOCs to produce public information about the Mission's RPGO activities for host country populations, as well as taking appropriate steps to ensure that quality information is produced for consumption by Washington counterparts (USAID, State Department and the U.S. Congress) and the American public.

**b. Communications, Outreach Planning and Information Dissemination (30%)**

The job holder is integral to the regional and bilateral strategic communications of RPGO programs, program coordination, development of communications products, report writing, and management of related information and communications resources. The Specialist will work closely with the RPGO team based in Accra, to manage external and internal communications and promote RPGO activities to diverse internal and external audiences. S/he will promote a positive image and support the dissemination of information on USAID RPGO's behalf. Communication efforts will include a focus on outreach to ensure awareness of RPGO project activities and facilitate information access and sharing to strengthen reporting functions.

The Specialist will lead development and implementation of an overall RPGO communications strategy that explains strategic and programmatic information to internal and external audiences in an organized, comprehensible manner. The job holder will develop timely, high-quality communication products, reflective of and consistent with USG priorities and USAID's foreign assistance goals across West Africa. The Specialist will also contribute to RPGO's communications and outreach approach through liaising with USAID Operating Units in the region, U.S. Embassy counterparts and with implementing partners (IPs). The job holder responsibilities may also include developing templates for various communication tools, standards for creating and finalizing materials and planning and managing events for RPGO.

The Specialist prepares weekly, quarterly, and annual updates; identifies objectives, messages, audiences, products, and develops plans in coordination with the RPGO program managers (Contracting Officer Representatives (CORs) and Agreement Officer Representatives (AORs)) and other technical teams, as needed and consistent with the RPGO communication approach. The job holder employs a range of products and contemporary methods, including digital and print media, social media, events and workshops, engagement, and sessions to disseminate strategic messages and tailor these towards specific audiences. The Specialist works with the USAID RPGO and USAID West Africa Development and Communications teams to provide quality control on all print and electronic public information materials, such as the external website, organizational brochures and information packets, and briefing books produced by RPGO contractors, implementing partners and other program materials developed by or for RPGO.

S/he will work as part of the Regional Peace and Governance Office team to create and implement a strategic and results-oriented communication plan. S/he will provide thought leadership and innovative outreach for office stakeholders and target beneficiaries. S/he will coordinate with bilateral missions and USAID offices in limited or non-presence countries in the region for regional outreach and communications efforts. Coordination includes synthesizing similar activities into regional messages of USAID assistance. S/he serves as a resource for office staff and implementing partners on communication, outreach activities, press releases and public events. The Specialist will be relied upon to provide translation services during events in English and French languages, on as needed basis, if such services are not provided by the implementing partners.

**c. Provide Administrative and Technical Support for RPGO's Learning and Adapting Efforts (20%)**

The Specialist will support the implementation of a learning agenda for RPGO which ensures that RPGO is learning from its activities and the experiences of stakeholders, conducting, and disseminating relevant research, and convening stakeholders to exchange knowledge, challenges and best practices. S/he will propose and coordinate innovative ways to manage knowledge and use information gathered to more strategically inform decision-making and program development. S/he will ensure that appropriate knowledge management systems or platforms for the Regional Peace and Governance Office are functioning and maintained, such as shared folders, websites, and other tools. These systems will provide information to update and expand technical knowledge among RPGO staff, implementing partners and West Africa development actors. S/he will plan and support the organization of learning events, such as workshops and conferences, for diverse groups of stakeholders and prepare RPGO's contribution to the Mission-wide Portfolio Reviews.

The Specialist will enable program adaptation through working with AORs/CORs to identify programmatic issues or opportunities to communicate and increase visibility of RPGO programs, and adapt and improve communications products of ongoing programs. The job holder may be asked to develop and design diverse communications and learning products in collaboration with USAID/WA's DOCs to communicate the actions and impacts of RPGO programs, relevant information regarding the operating environment, lessons learned, encapsulate outside learning, etc. Such products may be documents, web-based, or multi-media. S/he may be tasked to organize and assist with regular communications and other events with a variety of key stakeholders such as USAID staff, other USG agencies, implementing partners, other donors, and West African organizations. The Specialist will facilitate the use of Geographic Information Systems (GIS), as appropriate, to strengthen the RPGO's programmatic coordination, learning and adapting functions.

The ability to travel throughout the focus countries in the West Africa region, in order to organize and implement outreach events and visit project sites, is a requirement of the position.

*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.*

- i. **Supervision Received:** The incumbent The Specialist works under the general supervision of the Regional Peace and Governance Office Director, or his/her designee. The supervisor sets the overall assignment objectives and resources available. The job holder, in consultation with the supervisor, develops the nature of his/her work plans, deadlines for implementation, and the various phases to be achieved.
- ii. **Supervision Exercised:** None

**12. PHYSICAL DEMANDS:** The work requested does not involve undue physical demands.

II.

## II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

In order to be considered for the position, a candidate must meet the Minimum qualifications. Applications will be pre-screened and only those that meet the Minimum Qualifications will be considered.

These are the minimum qualifications necessary to be considered for the position:

**a. Education** A Bachelor's degree in public relations, communications journalism, or other related social science field is required. Extensive relevant professional experience can be substituted for candidates with degrees in other fields.

**b. Prior Work Experience:** A minimum of five years of professional work experience in a related field is required, specifically a minimum of 5 years of experience working in public relations, communications, and/or journalism. Demonstrated work experience in developing communications products, including, speeches, press releases, internet content, newsletters, fact sheets and other information materials is required. The candidate with a steady progression over time of increasing responsibilities in related work is required. A minimum of 3 years work experience with an international development organization is required.

**c. Language Proficiency:** Fluency and proficiency in French (Level III) and English (Level IV) languages for both oral and written communication is required. Candidates will be tested during the interviews to establish the level of French and English language 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 1 5.306\(c\)](#). 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 evaluation and selection criteria of the selected candidate will be based on the review of his/her qualifications work experience, knowledge, skills and abilities and level of language. required. The applicants who obtain the highest score based on the criteria defined will be interviewed and may also be required to pass a written test (depending on the TEC Chairperson's decision). The security clearance and medical clearance is required for the top-ranking candidate, after conducting and receiving the positive reference checks.

**Job Knowledge: 40 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 means, in order to determine and effectively use the most appropriate means for transmitting information, and to evaluate the effectiveness of plans developed to communicate with targeted audiences. This includes an understanding of the use of written communications in developing/or editing press releases, feature stories, background statements, fact sheets, and scripts that effectively transmit information about complex USAID programs/projects/activities.

**Skills and Abilities: 30 points**

The job holder must demonstrate skill in making oral and written presentations, briefing papers, and other communications and information materials as it applies to development assistance. The work requires excellent written communications skills and on occasion oral skills (public speaking), including news and technical writing, editing, and research skills; strong organizational skills, that may be applied within a multicultural work environment; and the ability to work independently, taking initiative once guidance is provided, and managing several tasks simultaneously and under pressure to meet deadlines.

**Language, Communication and Computer Skills: 30 points**

Language Proficiency: Fluency and proficiency in French (Level III) and English (Level IV) languages for both oral and written communication is required. Excellent verbal communication skills, tact and diplomacy are required to establish and develop sustainable working relationships and trust with various stakeholders. Strong computer skills, including the use of Google Workspace, MS Office, MS PowerPoint, and Word as well as experience with Web design, other page making software, and social media management tools and platforms.

**Total Possible Points: 100 points**

After the closing date for receipt of applications, all applications will initially be screened for conformity with minimum requirements and a shortlist of applicants developed. Applications from candidates which do not meet the required selection criteria will not be scored.

A committee will be convened to review the shortlisted applications and evaluate them in accordance with the evaluation criteria. Only shortlisted applicants will be contacted. No response will be sent to unsuccessful applicants.

USAID reserves the right to interview only the highest ranked applicants in person or by phone OR not to interview any candidate.

The Agency retains the right to cancel or amend the solicitation and associated actions at any stage of the recruitment process.

Reference checks will be conducted by Human Resources only for the successful candidate. If a

candidate does not wish USAID to contact a current employer for a reference check, this should be stated in the application Letter.

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

1. Eligible Offerors are required to complete and submit the offer form AID 309-2 (OFFEROR INFORMATION FOR PERSONAL SERVICES CONTRACTS WITH INDIVIDUALS) which is available at the following link <https://www.usaid.gov/forms/aid-309-2> upload it during the application process.
2. Offeror must also submit a resume or CV with referees.
3. A two page supplemental document with written responses to the Evaluation Factors listed under Section III.
4. Relevant educational certificate (s) and work permit or residency permit.
5. Offers must be received by the closing date and time on the first page of this solicitation and submitted via email to [acpersonnel@usaid.gov](mailto:acpersonnel@usaid.gov).
6. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents which must be submitted in English.

#### **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:

- a. Medical History and Examination Form (Department of State Forms)
- b. Security Clearance
- c. Fingerprint Card (FD-258)

#### **VI. BENEFITS/ALLOWANCES**

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

- a. BENEFITS:
  - a. Health Insurance
  - b. Annual Salary Increase (if applicable)
  - c. Annual and Sick leave
  - d. Annual Bonus
  - e. Salary Advance (0% interest)
  - f. Social Security Contributions
  - g. Local and American Holidays
  - h. Social Security Contribution



- b. ALLOWANCES (as applicable):
  - a. Miscellaneous Allowance
  - b. Meals Allowance

## VII. TAXES

The Mission emphasizes to its employees of the fact that they are obliged to observe Ghanaian Laws, including those concerning income and related tax obligations. Payment of such taxes is a matter between the individual employee and the Ghana Government. In the absence of a specific international agreement, the U.S. Government will not withhold local taxes from an employee's salary.

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

USAID regulations and policies governing **CCNPSC** awards are available at these sources:

- a. **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)
- b. **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: PSC-CCN - Product Service Code: R497 - Accounting Info: .....	1	LOT	\$ _TBD_	\$_TBD at Award after negotiations with Contractor -

1. 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>;
2. 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>

3. **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).

### **FAR Provisions Incorporated by Reference**

**52.204-27** PROHIBITION ON A BYTEDANCE COVERED APPLICATION *JUN,2023*

END OF SOLICITATION