



USAID | KENYA AND EAST AFRICA

SOLICITATION NUMBER: 72061525R00001

ISSUANCE DATE: November 7, 2024

CLOSING DATE AND TIME: November 29, 2024 at 1630 Nairobi local time

SUBJECT: Solicitation for U.S. Personal Services Contractor (USPSC) Resident Hire (RH)
Communications Advisor

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 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 underrepresented 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 costs incurred in the preparation and submission of an offer.

Any questions must be directed in writing to the Point of Contact specified in this solicitation.

Sincerely,

Signature

Kion Turner
Contracting Officer

I. GENERAL INFORMATION

1. **SOLICITATION NO: 72061525R00001**
2. **ISSUANCE DATE:** November 7, 2024
3. **CLOSING DATE AND TIME FOR RECEIPT OF OFFERS:** November 29, 2024, 1700 hrs Nairobi local time
4. **POINT OF CONTACT:** Noel Sikasa and Patrick Bii, e-mail: nairobipscjobs@usaid.gov
5. **POSITION TITLE:** U.S Personal Services Contractor (USPSC) Resident Hire, Communications Advisor
6. **MARKET VALUE:** \$88,520 - \$115,079 equivalent to GS-13 base rate. Final compensation will be negotiated within the listed market value. USPSCs performing overseas are not entitled to Locality Pay.
7. **PLACE OF PERFORMANCE:** USAID Kenya and East Africa, Nairobi.
Overseas USPSCs may be authorized to telework or remote work only from a location within the country of performance, in accordance with Mission policy. Telework or remote work from outside the country of performance may only be authorized in certain situations in accordance with the terms and conditions of the contract.
8. **PERIOD OF PERFORMANCE:**
The **base** period will be two years, estimated to start on *January 15, 2025*. Based on Agency need, the Contracting Officer may exercise an additional three (3) one-year option periods for the dates estimated as follows:

<i>Base Period:</i>	<i>January 15, 2025 – January 14, 2027</i>
<i>Option Period 1:</i>	<i>January 15, 2027 – January 14, 2028</i>
<i>Option Period 2:</i>	<i>January 15, 2028 – January 14, 2029</i>
<i>Option Period 3:</i>	<i>January 15, 2029 – January 14, 2030</i>

9. **ELIGIBLE OFFERORS:** Open to U.S. Nationals (U.S Citizens and/or U.S Resident Aliens¹). Citizenship, if dual, must be clearly stated.
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

¹ U.S. resident alien means a non-U.S. citizen lawfully admitted for permanent residence in the United States.

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.

10. SECURITY LEVEL REQUIRED: Facilities/Computer Access

11. STATEMENT OF DUTIES

1. General Statement of Purpose of the Contract

The employee will develop and help manage communications throughout OEGI's technical areas of Trade, Investment, Private Sector Partnerships, Water, Sanitation and Hygiene (WASH), Feed the Future Kenya and Regional, Energy and Resilience. In addition, the employee will promote USAID/Kenya and East Africa (KEA)'s resilience, private sector engagement, and other cross-cutting platforms that involve several technical offices within KEA or across missions within the region. The employee will manage all communications to numerous internal and external stakeholders including bilateral USAID Missions, USAID/Washington, and other U.S. Agencies or Departments. Using various resources to produce both internal and external communications, the employee will ensure messages are consistent with the overall USAID/KEA objectives to explain, promote, and raise awareness of OEGI activities. This will include developing communication materials, top-line messages, case studies, white papers, newsletter content, social media content, speeches, briefing checklists (BCLs), and other tools as necessary to raise awareness of the portfolio and highlight success stories to ensure that all stakeholders are well informed of OEGI activities and to maximize opportunities for coordinated programming, sharing of best practices, and improved knowledge management across the region. In addition, the employee will develop and provide training for OEGI and its implementing partners to strengthen communication skills and practices and will support, as requested, a broad range of communication approaches including public events and social media.

OEGI implements programs to increase food security, promote resilience, improve water and sanitation, enhance trade and investment, increase private sector partnerships, expand access to energy, and increase sustainable economic integration in Kenya and East Africa. OEGI provides intellectual leadership to design, implement and evaluate programs and strategies in response to the Global Food Security Strategy, the Power Africa Initiative, and other U.S. Government and USAID initiatives and priorities. At the Kenya bilateral level, OEGI manages a \$90 million portfolio of activities across multiple sectors including agriculture, livestock, trade, investment, and energy, as described below. At the regional level, OEGI manages a \$25 million portfolio, which includes energy and resilience activities, as well as direct engagement with Regional Intergovernmental Organization (RIGO) partners, including the East African Community (EAC), the Common Market for Eastern and Southern Africa (COMESA), and the Intergovernmental Authority on Development (IGAD). OEGI's work with the RIGOs

focuses on promoting regional economic integration and expanding regional and international trade, particularly in agriculture goods.

OEGI works collaboratively with USAID technical offices within USAID/KEA, bilateral USAID missions across East Africa, regional USAID missions across Africa, and USAID/Washington, as well as with USAID/KEA lifeline offices and USAID/KEA management, to achieve the objectives of the USAID/KEA Kenya Country Development Cooperation Strategy (CDCS) and Regional Development Cooperation Strategy (RDCS).

OEGI supports USAID/KEA's Kenyan and regional communications strategies. OEGI communicates and coordinates knowledge management on Kenyan and regional programming and policy priorities to USAID bilateral missions and embassies and works closely with USAID/Washington and inter-agency colleagues to coordinate U.S. Government activities in Kenya and the region.

OEGI focuses on the following objectives:

- Improve food security, both in Kenya and regionally. Increase access, availability, and utilization of African-grown staple foods in Kenya and in regionally integrated markets. Investments and partnerships facilitate the movement of quality, staple foods, livestock and inputs from areas of availability to areas of deficit, encouraging market-based responses to regional food insecurity. This includes addressing regional plant and animal diseases and other threats to food security.
- Enhance resilience, both in Kenya and regionally. Coordinate multi-sector resilience platforms to increase efficiency and effectiveness of USAID investments in drought prone areas across bilateral Missions and within USAID/KEA.
- Grow exports to the U.S. Increase awareness and utilization of trade preferences under the African Growth and Opportunities Act (AGOA) through firm-level assistance, partnership with regional trade associations, and the development and implementation of national AGOA competitiveness strategies.
- Increase trade in Kenya and the region. Assist the RIGOs in the development, harmonization and implementation of trade policies, procedures and standards. Partnering with governments and private sector organizations, OEGI seeks to reduce the number of tariff and non-tariff barriers to trade, deepen regional integration, and advance the Single Customs Territory and Common Market.
- Reduce the time and cost of transport. Improve the performance of the most critical bottlenecks to transit and transport along the key Northern and Central Trade Corridors within the EAC, primarily focused on Port and Border Posts.
- Improve access to clean, reliable and cost-effective access to electricity in Kenya, and support increased cross-border energy trade for the wider East African region. Support development of the energy sector through financing, grants, technical assistance and investment promotion, to both public and private sector institutions, and the improvement of the enabling environment to facilitate increased private sector

participation in power projects development.

- Increase private financing and investment in Kenya for USAID priority sectors, including energy, agriculture, and water and sanitation infrastructure, through technical assistance programs and a portfolio of Development Credit Authority (DCA) partial credit guarantees with 13 Kenyan financial institutions.
- Improve access to water and sanitation. OEGI manages USAID/KEA's water and sanitation activities in Kenya and also manages water and sanitation activities in Kenya that are funded by AID/Washington. USAID/KEA is currently the chair of Water Sector Technical Group, which serves as the technical arm of the development partners for coordinating water and sanitation activities.
- Provide direct assistance and technical support to the RIGOs to advance shared priority development objectives and improve their organizational and technical capacity.

2. Statement of Duties to be Performed

Outreach and Communications: 65%

- Develop and implement a strategic communications plan and support messaging to highlight the progress of OEGI-funded activities towards the achievement of their overall goals and USAID/KEA objectives.
- Coordinate closely with the greater USAID/KEA Development Outreach and Communication (DOC) team regarding OEGI communication efforts, including the development and implementation of the OEGI communication strategy; overall USAID/KEA communication strategy, and ensuring Mission leadership priorities are reflected and aligned with in OEGI communication efforts. Establish excellent working relationships and strategic engagement with a wide range of senior figures within the development and USG community related to communications, including communications officials in other USAID Missions, AID/Washington, the USAID/KEA DOC team, the U.S. Embassy Public Affairs Section (PAS) in Kenya, the Kenya and regional donor community, and OEGI's implementing partners throughout the East Africa region.
- Support and advise OEGI leadership to ensure uninterrupted proper internal and external messaging for all of OEGI's activities. The employee will need to be thoughtful, diplomatic, consensus-building, strategic, analytical, and a leader. The employee must be able to use excellent judgment and have the ability to deal with ambiguity at all levels.
- Support logistics for OEGI and USAID/KEA related conferences, training events, press interviews, VIP visits, launches of project activities, or other events to ensure events run smoothly and meet USAID messaging goals.
- Write and/or edit briefing checklists (BCLs), speeches, talking points, blogs, success stories, video scripts, press releases and other communications materials as needed by OEGI, USAID/KEA cross-cutting areas such as resilience and private sector engagement, USAID/KEA senior management, the U.S. Ambassador to Kenya, or other VIPs as directed, in support of USAID-sponsored public events.

- Develop external communication materials, case studies, white papers, regional newsletter content, social media content, and other tools as necessary to raise awareness of OEGI activities and success stories, and ensure that stakeholders, including bilateral missions in the region, are well informed of OEGI activities.
- Advise and make recommendations to USAID staff, the USAID Mission Director, technical offices, implementing partners, and others to communicate about the work and achievements of OEGI. Ensure that all activities are well-coordinated with other donor activities through regular updates given to USAID stakeholders and external development partners, including Annual Reports, Portfolio Reviews, Congressional Budget Justifications, briefings, newsletters and talking points.
- Ensure strategic communication is streamlined into all new project designs. Assist OEGI staff to periodically review implementing partner communication strategies and practices, and provide guidance on USAID branding and marking requirements as required by each award.

General Management: 35%

- Ensure OEGI and USAID/KEA are proactively tracking and planning for events and high level visits through the management of the event tracker and regular coordination with DOC/FO, relevant technical leads and implementing partners.
- Manage relationships with OEGI implementing partner communication staff to ensure awareness of communication and branding and marking requirements; and alignment of implementing partner communication strategy and activities with OEGI and USAID/KEA strategic communication and programmatic objectives.
- Maintain a current database with all relevant communications contacts that are involved in the implementation of OEGI activities (i.e. spokespersons and programmatic focal points from implementing partners, USAID Missions in East Africa, AID/Washington, Embassy Nairobi agencies, other donors, etc.).
- Proofread and edit OEGI materials to provide quality control.
- Maintain an OEGI repository of publications, fact-sheets and briefers and work with the DOC to ensure periodic publications are completed and submitted on time. These include the Annual OEGI Report and OEGI input into the annual USAID/KEA Events Calendar

3. Supervisory Relationship

The Communication Advisor will work under the supervision of the Senior Development Outreach and Communication (DOC) Specialist, and will coordinate with the OEGI Director of Operations. The employee will exercise independence and decision making authority in carrying out duties, subject to final review by the Director, Operations Center of Excellence, DOC, and the Senior DOC. The supervisor will set overall objectives and resources available, and work with the employee to develop deadlines, projects, and work to be accomplished. The employee will be responsible for planning and carrying out assignments, resolving most conflicts, coordinating with others, and interpreting policy in terms of established objectives.

4. Supervisory Controls

Supervision of others is not anticipated.

12. PHYSICAL DEMANDS

The work is generally sedentary and does not pose undue physical demands.

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

The incumbent must meet the following requirements in education and professional experience:

- a. **Education:** A Master's degree in a relevant professional discipline such as media, journalism, communications, international relations, or international development.
- b. **Professional Experience:** The candidate is required to have a minimum of five years of experience directly involved in strategic communications in development partner and/or donor contexts.

The candidate must have demonstrated experience in leading consultations and facilitation of various teams with diverse backgrounds and development perspectives; applying broad USG (or similar development organizations) principles, policies and strategies; leading effective USG interagency, partner country, and donor coordination; and working with USG leadership at the working- and senior-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 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.

Offerors who clearly meet and/or exceed the minimum qualifications requirements will be further evaluated based on scoring of Evaluation Factor responses submitted with the offeror's application.

Offerors are required to address each of the following Evaluation Factors in a separate document describing specifically and accurately what experience, training, education and/or awards they have received that are relevant to each factor. Be sure to include your name and the Solicitation number at the top of each additional page. Failure to specifically address the Evaluation Factors may result in your not receiving credit for all of your pertinent experience, education, training and/or awards.

Offerors should cite specific, illustrative examples for each Evaluation Factor. Responses must be limited to 500 words per factor. Any words above the limit will neither be read nor scored.

Factor #1: Demonstrated experience designing and managing strategic communication programs related to international development, preferably in East Africa.

Factor #2: Demonstrated experience preparing outreach materials for a wide range of outlets and audiences including print, video, and social media.

Factor #3: Demonstrated experience coordinating with U.S. Government agencies, international organizations, national or local governments, and/or other high-profile entities supporting economic growth.

The most qualified candidates may be interviewed, required to provide a writing sample, and demonstrate an ability to operate commonly used office applications. USAID will not pay for any expenses associated with the interviews. In addition, applications (written materials and interviews) will be evaluated based on content as well as on the applicant's writing, presentation, and communication skills.

Offerors selected for an interview will be asked to submit three examples of previously developed visual and/or written materials in order to demonstrate experience editing and developing a range of visual and/or written materials for external and internal communications, including websites.

Evaluation Scoring:

Factor #1 – 25 points

Factor #2 – 25 points

Factor #3 – 10 points

Examples of Materials – 10 points

Interview Performance – 30 points

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

Total Possible Points: 100

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," available at <http://www.usaid.gov/forms>.

USAID'S ZERO TOLERANCE FOR SEXUAL MISCONDUCT

USAID has a zero-tolerance policy for sexual misconduct with the goal of fostering a respectful, safe, healthy and inclusive work environment. USAID maintains policies and procedures to establish a workplace free of sexual misconduct as described in Agency policy at ADS Chapter 113, Preventing and Addressing Sexual Misconduct.

By acceptance of the contract, the contractor acknowledges having read, and agrees to abide by, the Agency's ADS 113 policies and procedures.

SELF CERTIFICATION

2. Offerors must sign a [Sexual Misconduct Self-Certification form \[see hyperlink\]](#) related to sexual misconduct when submitting the offer. The signed form will be filed in the award file. If the offeror fails to submit a signed-certification, the offeror will be determined to be non-compliant to submission requirements and will not be considered for award.
 - For the Apparently Successful Offeror:
 - If Self-Certification response is "Yes": In consultation with the Resident Legal Advisor (RLO) or General Counsel Acquisition and Assistance (GC/AA), the CO will request further details from the offeror.
 - Event of False Certification: If the certification provided is found to be false, the offeror may be eliminated from consideration for the award. If the contract has been awarded, the false certification may be grounds for termination of the contract. The action may be punishable to the full extent of the law.

USE OF THE AGENCY'S MISCONDUCT PORTAL AND INQUIRIES MADE TO PREVIOUS COs FOR APPARENTLY SUCCESSFUL OFFEROR

The Office of Employee and Labor Relations (ELR) operates USAID's Misconduct Reporting Portal. Prior to award, the CO will email ELR at HCTM.ELR@usaid.gov to identify whether Agency records include any prior disciplinary action related to sexual misconduct taken against the apparently successful offeror.

If the apparently successful offeror has previously held a Personal Services Contract at USAID, the CO will attempt to contact the previous administering CO to inquire about previous disciplinary actions related to sexual misconduct against the apparently successful offeror.

NEW ENTRANT ORIENTATION (NEO)

For PSCs onboarded in Washington, the contractor must complete the information session on USAID's zero tolerance policy for sexual misconduct as part of NEO. The CO will include documentation in the award file that the contractor has completed NEO and has been made aware of USAID's zero tolerance policy for sexual misconduct.

For PSCs onboarded overseas, including CCNPSCs and TCNPSCs, the PSC must complete an online module related to USAID's zero tolerance policy for sexual misconduct as administered by their cognizant CO as part of their onboarding process. The CO will include documentation in the award file that the PSC has completed the online module and has been made aware of USAID's zero tolerance policy for sexual misconduct.

3. Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted to the Point of Contact in **Section I**.
4. Offeror submissions must clearly reference the Solicitation number on all offeror submitted documents.
5. Offerors must submit an up-to-date **curriculum vitae (CV) or resume** (no more than five pages), **cover letter** explaining your qualification and evaluation criteria for the position, **copies of all relevant certificates** and include **three (3) referees**, who are not family members or relatives, with working telephone and e-mail contacts.
6. Applications must be submitted electronically via email to nairobipscjobs@usaid.gov by the closing date and time.

V. LIST OF REQUIRED FORMS PRIOR TO AWARD

The CO will provide instructions about how to complete and submit the following forms after an offeror is selected for the contract award:

- Medical History and Examination (DS 1843)
- Questionnaire for Non-Sensitive Positions (SF-85)
- Declaration for Federal Employment (OF-306)

VI. BENEFITS AND 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 (pending a satisfactory performance evaluation)
- (e) Eligibility for Worker's Compensation
- (f) Leave and Holidays

*This position is a Resident Hire U.S PSC. Any contract offered under this solicitation will not offer benefits that are available to Offshore Hire U.S PSC. Benefits that the successful candidate will **not** receive include, but are not limited to:*

- a. *Access to Embassy medical facilities, Cash Checking, AEA Commissary Access, Pouch Mail Service (DPO/APO)*
- b. *Cost of Travel to and from Post;*
- c. *Shipment and storage of UAB and HHE;*
- d. *Shipment of POV (Private Own Vehicle);*
- e. *R&R and Home Leave Travel; and*
- f. *Housing*

2. ALLOWANCES:

Resident Hire U.S. Personal Services Contractors are subject to U.S. Federal Income Tax, and are not eligible for expatriate fringe benefits including differentials and allowances, travel and transportation expenses, repatriation, rest and recuperation travel, or home leave of any kind. Such contractors may be eligible for certain differentials and allowances when in travel status for temporary duty (TDY.)

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/ads/policy/300/aidar>
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	Base Period - Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Labour Hour - Product Service Code: <i>R497</i> - Accounting Info: <i>TBD at award after negotiation phase</i>	1	LOT	\$ _TBD__	\$ _TBD at Award after negotiations with Contractor –
1001	Option Period 1 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Labor Hour - Product Service Code: <i>R497</i> - Accounting Info: <i>TBD</i>	1	LOT	\$ _TBD__	\$ _TBD at Award after negotiations with Contractor –
2001	Option Period 2 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Labor Hour - Product Service Code: <i>R497</i> - Accounting Info: <i>TBD</i>	1	LOT	\$ _TBD__	\$ _TBD at Award after negotiations with Contractor –
3001	Option Period 3 – Compensation, Fringe Benefits and Other Direct Costs (ODCs) - Award Type: Labor Hour - Product Service Code: <i>R497</i> - Accounting Info: <i>TBD</i>	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 **5 CFR 2635**. See https://www.oge.gov/web/oge.nsf/resources_standards-of-conduct.

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**

52.204-27	PROHIBITION ON A BYTEDANCE COVERED APPLICATION	JUN 2023
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