



USAID | TANZANIA

FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: 72062121R10013
ISSUANCE DATE: August 09, 2021
CLOSING DATE/TIME: August 23, 2021; 5:00 P. M.

SUBJECT: Solicitation for a **Cooperating Country National Personal Service Contractor – Development Outreach and Communication Specialist (DOC) – Two Vacancies**

Dear Prospective Offerors/Applicants:

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

Offers/Applications must be in accordance with **Attachment 1** of this solicitation. Incomplete or unsigned offers/applications will not be considered. Offerors/Applicants should retain copies of all offer/application 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/applications.

Any questions must be directed in writing to the Point of Contact specified in the Attached 1.

Sincerely,

**Timothy
Pruett**

Digitally signed by
Timothy Pruett
Date: 2021.07.23
11:02:22 +03'00'

Timothy Pruett
Contracting Officer

I. GENERAL INFORMATION

1. **SOLICITATION NO.:** 72062121R10013
2. **ISSUANCE DATE:** August 09, 2021
3. **CLOSING DATE AND TIME FOR RECEIPT OF OFFERS:** August 23, 2021; 5:00 P.M.
4. **POINT OF CONTACT:** Hussein Tuwa, email at htuwa@usaid.gov
5. **POSITION TITLE:** Development Outreach and Communication Specialist (DOC)
6. **MARKET VALUE:** TShs. 68,676,233 – TShs. 106,448,162 equivalent to **FSN-10**. In accordance with **AIDAR Appendix J** and the Local Compensation Plan of USAID/Tanzania. Final compensation will be negotiated within the listed market value.
7. **PERIOD OF PERFORMANCE:** One Year with four option years, estimated to start on December 05, 2021.

The **base** period will be December 05, 2021 to December 04, 2022, estimated to start on December 05, 2021. Based on Agency need, the Contracting Officer may exercise additional option periods for four years - for the dates estimated as follows:

Base Period:	December 05, 2021 to December 03, 2022
Option Period 1:	December 04, 2022 to December 02, 2023
Option Period 2:	December 03, 2023 to November 30, 2024
Option Period 3:	December 01, 2024 to November 29, 2025
Option Period 4:	November 30, 2025 to November 28, 2026

8. **PLACE OF PERFORMANCE:** Dar es Salaam, Tanzania with possible travel as stated in the Statement of Duties.
9. **ELIGIBLE OFFERORS:** Offerors/Applicants must be Tanzanian citizens
10. **SECURITY LEVEL REQUIRED:** Facility Access

11. STATEMENT OF DUTIES

1. General Statement of Purpose of the Contract

The Development Outreach and Communication (DOC) Specialist is responsible for advancing U.S. Government strategic communications objectives through targeted outreach to Tanzanian stakeholders. S/he will bring critical expertise to the USAID/Tanzania Mission and advise the DOC Team and Mission leadership on effective strategies for promoting USAID's work among

local audiences and opinion leaders, in addition to supporting broader USAID and interagency communications efforts in Tanzania and globally.

The incumbent leads the DOC Team's efforts to ensure that public-facing communications products and platforms geared toward Tanzanian audiences – including government officials, beneficiaries, media, partners, youth, and other key constituencies – advance local awareness of USAID/Tanzania's country development strategy and programs and are grounded in a firm understanding of Tanzanian cultural and linguistic norms. S/he develops new communications tactics for reaching local stakeholders in support of the Mission's overarching communications and outreach strategy and builds consensus on key development messages in-country by liaising with Tanzanian media, partners, and government officials as well as developing the capacity of local implementers to produce high-quality communications for Tanzanian audiences.

The incumbent is the primary point of contact for communications content that is published and disseminated in Kiswahili and will translate publicity materials and other products as needed.

2. Statement of Duties to be Performed

A. Strategic Communications:

40% of time

The incumbent is responsible for providing strategic communications recommendations and guidance to USAID/Tanzania on best practices for effectively and consistently reaching Tanzanian audiences with key messages on U.S. foreign assistance, the USAID/Tanzania country development strategy and development efforts in-country, contributing expertise to the USAID/Tanzania DOC Team as well as advising other Mission staff and leadership as needed. S/he directly shapes the planning and implementation of USAID/Tanzania's messaging framework and communications and outreach strategy, developing and executing new communications approaches and tactics targeted toward local stakeholders. The incumbent coordinates with USAID/Tanzania staff, including the Program Office and technical teams, in order to familiarize him/herself with USAID's activities in-country and ensure public-facing communications are consistent with the Mission development strategy. S/he also supports coordination with USAID counterparts in Washington as well as the U.S. Embassy Public Affairs Section and other interagency partners to advance the U.S. Government's broader communications objectives in Tanzania and around the world.

1. **Publicity Materials:** The Specialist is responsible for developing and supporting production of key USAID outreach materials for Tanzanian audiences, including but not limited to speeches, press releases, media materials, articles, event pamphlets, fact sheets, brochures, banners, success stories, infographics, and audiovisual media. This may include creating original content (particularly in Kiswahili), and developing publicity campaigns and other strategies for dissemination of key messages, reviewing and editing materials from partners, and/or obtaining results through contractors in the production of outsourced materials. As the lead point of contact for host-country-facing communications, the

Specialist provides quality control on all print and electronic public information materials published in Kiswahili, including approval requests for products created by implementing partners, to ensure adherence to marking and branding requirements, high-quality content, and production value. The Specialist makes recommendations to the DOC Team, Mission, and interagency partners on how best to operationalize publicity materials and other communications tools to reach Tanzanian audiences and increase visibility and awareness of U.S. foreign assistance programs.

2. **Communications Platforms:** The Specialist advises the DOC Team and Mission on untapped Tanzanian communications channels and familiarizes him/herself with existing outlets utilized by the DOC Team to promote USAID/Tanzania and its country development strategy and program, and to disseminate key messages and resources, including digital platforms such as USAID's internal and external websites and social media accounts, and traditional media such as local print and broadcast press. S/he has primary responsibility for managing day-to-day activity on USAID/Tanzania's Facebook/YouTube pages and Twitter handle, creating and posting content in both English and Kiswahili, engaging with and sharing content from other partners, and responding to messages and questions submitted through Facebook. The Specialist advises the DOC Team on how to effectively leverage digital and traditional communications platforms to elevate USAID's profile among key Tanzanian audiences, particularly youth, and will have primary oversight of the Mission's web- and social media-based efforts to increase awareness of USAID's activities among the Tanzanian public. S/he monitors social media analytics to inform continuous improvement of USAID/Tanzania's digital communications over time.

B. Outreach and Engagement:

40% of time

The incumbent is responsible for building and strengthening USAID/Tanzania's strategic communications network and advancing USAID's status as a thought leader and influencer among local communications counterparts. S/he represents USAID in meetings with Government of Tanzania officials, the local development community, and members of local media in order to build consensus around key development messages and support host-country efforts to articulate and disseminate Tanzania's vision of and progress toward achieving middle-income status. S/he contributes local expertise in the planning and execution of U.S. Government-supported high-level events and visits to Tanzania requiring communications support.

1. **Development Stakeholder Outreach and Engagement:** The Specialist serves as a key communications liaison between USAID/Tanzania and development stakeholder groups, including but not limited to host-country officials, implementing partners, civil society groups, donor organizations, multilateral institutions, and private sector partners. S/he

provides guidance, training, and resources to local partners who implement or support USAID programs, increasing their capacity to produce high-quality, memorable communications that resonate with Tanzanian audiences. The Specialist plays a key role within the DOC Team in building and leading a vibrant community of practice among implementing partners that regularly convenes and develops consistent, coordinated messaging and products on USAID programs in Tanzania. S/he is also responsible for identifying and cultivating relationships with local opinion leaders who may have a mutual interest in elevating and amplifying USAID/Tanzania's communications efforts around development.

2. **Media Relations:** The Specialist is the DOC Team's primary point of contact for local press engagement, liaising and working closely with the U.S. Embassy's Press Office to generate and expand opportunities for press coverage of USAID activities in Tanzania. Press engagement may include facilitating interviews, press conferences, and briefings with USAID staff, as well as arranging media tours of USAID activities. As appropriate, the Specialist fields questions from host-country journalists. The Specialist maintains familiarity with USAID/Tanzania's programmatic milestones and impact on beneficiaries in order to identify opportunities for press coverage; tracks media coverage of USAID activities in Tanzania and ensures that coverage is accurate; and advises Mission staff and leadership on Tanzanian media trends and cultural/political nuances in journalism. The Specialist also assists USAID's technical offices and partners in determining appropriate opportunities for press coverage, participates in field visits to assess newsworthiness, and accompanies reporters and other members of local media to press interviews and site locations as needed.
3. **Public Events and Visitors:** The Specialist supports the DOC Team in planning and executing USAID- and U.S. Government-sponsored fora that present Mission programs to the public, partners, and VIP visitors. This may include coordinating logistics (in some cases overseeing contracts with external vendors such as event management firms, photographers, etc.), preparing briefing materials, writing or editing talking points in Kiswahili, creating or reviewing event signage and materials, advancing site visits, troubleshooting during events and visits, and otherwise facilitating opportunities for high-level officials to learn about and/or highlight key USAID activities in Tanzania. The Specialist helps ensure that events and site visits involving the Ambassador, Deputy Chief of Mission, and/or USAID Front Office are planned and executed in a timely and professional manner and that all event information materials (e.g. scene setters and speeches) meet deadlines and quality standards. In addition, the Specialist consults with technical offices and local partners on routine events such as signing ceremonies, project close-outs, and pillar day activities, advising on logistics and publicity elements including press releases and media coverage. The Specialist may be called upon to take photos during

events and field visits and shares responsibility for procuring and maintaining the safety and security of professional-grade cameras and other assets, equipment, and software related to publicity.

C. Translation and Interpretation:

20% of time

The Incumbent is responsible for ensuring that all Kiswahili materials produced and disseminated by the Mission are written accurately and in an accessible, meaningful way that is of broad interest to the Tanzanian public, including audiences who have limited technical knowledge or familiarity with development. S/he ensures that translation of locally-focused communication products retain an emphasis on human-centered storytelling and distill complex concepts and technical information into understandable, meaningful messages that are appropriate for and aligned with Tanzanian cultural norms, advising on regional variances in language and customs where appropriate.

1. Translation: The Specialist routinely translates Mission-produced English-language materials – including but not limited to speeches, press releases, brochures, reports, success stories, articles, fact sheets, event pamphlets, website content, and social media content – into Kiswahili. S/he also oversees and reviews all English-to-Kiswahili communications materials from partners and manages contracted translation service providers to ensure quality and timeliness of translated products, in both cases editing and/or rewriting content as needed. In conjunction with the U.S. Embassy Public Affairs Office, the Specialist may monitor and translate Kiswahili-language media coverage of USAID activities, including print news, radio, television, and blogs.
2. Interpretation: The Specialist will occasionally be required to provide ad hoc interpretation services to U.S. Government senior staff such as the Ambassador or USAID Mission Director, as well as to VIP visitors during events and site visits where formal services may not be available. When engaging with the media, the Specialist will at times translate USAID and other U.S. Government officials’ responses into Kiswahili.
3. 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.
3. Supervisory Relationship: The Incumbent directly reports to the senior DOC Officer.
4. Supervisory Controls: None

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

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

- a. Education:** A Bachelor's of Arts degree in journalism, public relations, communications, English, International Relations or a related field is required.
- b. Prior Work Experience:** A minimum of five (5) years of progressively responsible experience in communications, public relations, or journalism in an English-language work environment is required. This experience should demonstrate strong writing and editing skills as well as a clear understanding of how to develop and disseminate complex information to a variety of target audiences. Experience translating communications content related to development from English to Kiswahili is required.
- c. Post Entry Training:** The Specialist will receive on-the-job training on established USAID procedures, regulations, and policies governing Mission interaction with the media, implementing partners, other U.S. Government agencies, etc. The Specialist will attend USAID regional Development Outreach and Communications Workshops, subject to course offerings and availability of funds. Other web-based trainings hosted through USAID University are available subject to the discretion of the supervising DOC Officer and Program Officer.
- d. Language Proficiency** (*List both English and host country language(s) proficiency requirements by level (II, III, IV) sp/rd/wr:* Fluent (level IV) in English and in Kiswahili, both written and oral, is required.
- e. Job Knowledge:** The Specialist must possess a thorough knowledge of the principles, methods, practices, and techniques of communication and good storytelling, and be able to apply such knowledge in the development and dissemination of content through a variety of media. S/he must have experience in the analysis and interpretation of data and the presentation of findings in written or oral form, and know how 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 communication in developing news releases, feature stories, background statements, fact sheets, media spots, and scripts that clearly and concisely convey complex information about USAID's mission and activities. In addition, s/he must have good knowledge of Tanzanian culture and characteristics and the Government of Tanzania's development perspectives, objectives and priorities. The successful candidate must have a solid understanding of both digital and traditional communications outlets and strong familiarity with English grammar and American word usage and spelling. Familiarity with the linguistic and idiomatic nuances in translating from English to Kiswahili is preferred. Knowledge and experience in managing procured services, particularly outsourced graphic design, printing, and publishing services, are an asset in this position, as is a broad understanding of issues related to international development.
- f. Skills and Abilities:** The Specialist must possess the professional and interpersonal skills necessary to establish and maintain effective relationships with media representatives, public affairs personnel of different organizations, and government officials, as well as to establish and enhance communication between USAID and its audiences using media, partner networks, and public events. S/he must be able to deliver oral presentations designed to build group cohesion and cooperation in advancing fuller coverage and awareness of development programs.

The Specialist must be able to analyze the effectiveness of communications tactics once implemented, and to make appropriate recommendations to improve strategic communications and outreach, articulating that guidance to leadership, colleagues, and partners who may not have a background in communications principles.

Excellent oral and written communication skills are required, including journalistic and technical writing and editing. Skills and experience in translating content from English to Kiswahili is required.

The successful candidate must have strong planning, research, organizational, project management, analytical and problem solving skills, with the ability to work independently managing numerous priorities simultaneously, often under pressure to meet deadlines. S/he must be able to exercise sound judgment, confidence, and professionalism in representing the U.S. Government to a wide variety of stakeholders and high-level officials, and to operate successfully in a multi-cultural environment. In addition, she must have the ability to plan, develop, manage, and evaluate activities related to communications, public relations and related fields.

The ability to travel throughout Tanzania, in order to organize and implement outreach events and visit project sites, is a requirement for this position.

Strong computer skills, including the use of Microsoft Office (including Word, Excel, and PowerPoint), are required. This includes a basic familiarity with web and graphic design tools such as Adobe Suite, and/or content management systems such as Drupal. Photography skills and the ability to utilize photo editing software are also major assets in this position.

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>.

Offerors/Applicants will be required to have the minimum qualifications expressed in Section II and will be assessed based on the following factors:

- | | |
|---------------------------------------|-----------|
| 1. Work Experience | 40 points |
| 2. Job Knowledge and Technical Skills | 35 points |
| 3. Language Proficiency | 15 points |
| 4. Education | 10 points |

USAID/Tanzania reserves the right to interview only the highest ranked offerors in person or by phone or not to interview any candidate.

Consideration and selection will be based on a panel evaluation of the Evaluation Factors enumerated above. Please note that not all applicants will be interviewed or contacted. USAID will not pay for any expenses associated with the interviews unless expenses are preauthorized. Reference checks may be conducted on those candidates selected for an interview. The applicant's references must be able to provide substantive information about his/her past performance and abilities.

After the closing date for receipt of offers, a selection committee will be convened to review offers and evaluate them in accordance with the evaluation criteria. Offers from candidates who do not meet the minimum requirements will not be considered or scored.

Reference checks will be made only for offerors/applicants considered as finalists. If an offeror/applicant does not wish USAID to contact a current employer for a reference check, this should be stated in the offeror's/applicant's cover letter, and USAID will delay such reference check pending communication with the offeror/ applicant.

IV. SUBMITTING AN OFFER

1. Eligible Offerors are required to complete and submit (1) a current resume or curriculum vitae; (2) a cover letter, not to exceed three pages, addressing how the applicant meets the Required Qualifications {(a) education; (b) prior work experience; (c) knowledge, (d) skills and abilities}; and (3) any other documents (certificates, awards, copies of degrees earned, etc.) that address the qualification requirements of the position as listed above, and a list of three (3) to five (5) references with complete contact information, including e-mail address and telephone numbers.
2. Offers must be received by the closing date and time specified in **Section I, item 3**, and submitted only online via mailbox usaidtzlesapps@usaid.gov.
3. To ensure consideration of offers/applications for the intended position, Offerors/Applicants must prominently indicate the **position title** (Development Outreach and Communication Specialist (DOC)) in the subject line. Failure to do so will result in an incomplete offer/application.

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:

1. Biographical Data Form for Security (Department of State Forms)

VI. BENEFITS AND ALLOWANCES

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

1. BENEFITS:

- a) Retirement Benefit (Defined Contributions Fund)
- b) Medical Coverage
- c) Life Insurance
- d) Annual and Sick Leave

2. ALLOWANCES (as applicable):

- a) Miscellaneous Benefit Allowance
- b) Vacation and End-of-Year Bonuses

VII. TAXES

Local Income Taxes: Contractors/Employees are responsible for calculating and paying local income taxes.

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

USAID regulations and policies governing **CCN and TCN PSC** 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
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: Cost - Product Service Code: <i>[e.g. R497]</i> - Accounting Info: <i>[insert one or more citation(s) from Phoenix/GLAAS]</i>	1	LOT	\$ _TBD__	\$ _TBD at Award after negotiations with Contractor —

2001	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 –
2002	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 –
2003	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 –
2004	Option Period 4 – 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 & 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/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.