1. SOLICITATION NUMBER:	SOL-278-15-000010
2. ISSUANCE DATE:	Immediate
3. CLOSING DATE:	April 08, 2015 by 9:30 am DC Time
4. POSITION TITLE:	Development Outreach and Communications Specialist
5. MARKET VALUE:	$86,399-$112,319 per annum (GS-14). Final compensation will be negotiated within the listed market value based upon the candidate's past salary, work history, and educational background.
6. ORGANIZATIONAL LOCATION POSITION:	Amman, Jordan
7. DIRECT SUPERVISOR:	Program Officer or his/her designee
8. PERIOD OF PERFORMANCE:	The US Personal Services Contract will be for two years, subject to possible extension.
9. SECURITY ACCESS:	USG Secret Level
10. AREA OF CONSIDERATION:	US Citizens

The USAID/Jordan Mission is issuing a solicitation to qualified U.S. citizens for the position of Development Outreach and Communications (DOC) Specialist. This position has been approved by the USAID/Jordan Mission at a GS-14 grade level and the annual salary range for a GS-14 level is $86,399-$112,319. Apart from the competitive salary, a full complement of expatriate benefits, customary in USAID overseas positions, are included with this position, such as housing, educational allowances, and annual leave. Nonetheless, the salary level of the selected candidate (within the range above) will be determined based on meeting the required qualifications and documented previous salary history. The work schedule is 40 hours per week, and the workweek is Sunday-Thursday.

Interested candidates should submit an application as per the following Position Description elements:

Position Description for: DOC Specialist

I. INTRODUCTION

The Senior Development Outreach and Communications (DOC) Officer reports directly to the Supervisory Program Officer, or his/her designee, in the Program Office, and s/he works with Mission and Embassy leadership and staff, as well as implementing partners, to implement outreach and communications efforts to increase awareness of USAID assistance programs in Jordan. S/he leads the DOC Team in Amman, which at full strength comprises a team of four staff, including a foreign service national (FSN) DOC Specialist, a FSN Social Media/Website Specialist, a Family Member Appointment (FMA) Outreach and Development Assistant, and a local hire American employee. In addition, the DOC Team is supported through a contract that it manages with a local advertising/communication agency.

The Senior DOC liaises with the U.S. Embassy's Public Affairs Section (PAS) to ensure consistency in messaging and strong coordination to further U.S. Government (USG) goals in Jordan. In addition, s/he coordinates closely with outreach staff in USAID's Middle East Bureau and the Bureau for Legislative and Public Affairs (LPA), both located in Washington, D.C.

II. BACKGROUND

The USAID Mission to the Hashemite Kingdom of Jordan has been working to improve the quality of life for the Jordanian people for more than 50 years. Currently, USAID assistance is being provided under four objectives:

- Broad-based, inclusive economic development accelerated;
- Democratic accountability strengthened;
- Essential services to the public improved; and
- Gender equality and female empowerment enhanced.

Within these objectives are activities that focus on democracy and governance, economic growth, energy, water resources, population and family health, gender equality, and education. With an annual operating year budget of $360 million, USAID/Jordan is one of the largest bilateral assistance programs in the world. Approximately half of this amount is implemented through budget support to the Government of Jordan.

The level of awareness about USAID, the initiatives funded through foreign assistance monies, and the corresponding accomplishments are relatively well known in Jordan; however, there is still much room to improve this overall level of awareness among Jordanians. Further, there is a need to promote development-oriented messages to leverage public support and behavior change that are critical for expanding the success of USAID's development efforts. Consequently, public outreach and communications is an integral part of USAID's work in Jordan.

III. DETAILED DUTIES AND RESPONSIBILITIES

The DOC will manage the full range of public information and outreach activities in support of USAID/Jordan's programs and objectives, targeting information to specific audiences in both the United States and Jordan, in accordance with the Mission's public outreach strategy and evolving circumstances.

Specific duties include but are not limited to the following:

Supervision and Coordination

- Lead (supervise) the Mission's DOC Team, which is comprised of a team of four staff (two FSNs and two local-hire Americans), and ensure overall quality and coherence of the team's communications and outreach products and initiatives.
- Lead the development and implementation of the Mission's communications strategy and outreach plan.
- Represent the Mission among senior leadership in all matters pertaining to public affairs and outreach activities, including at the level of technical office directors, USAID front office management, PAS, other USG agencies, the Chief of Mission, the Government of Jordan, implementing partners, and other donors.
- Serve as the senior advisor to Mission management regarding all public information, media relations, and outreach matters.
- Maintain up-to-date knowledge of all USAID/Jordan activities and processes, as well as a keen awareness of political and policy issues.
- Lead USAID/Jordan's outreach and communication working group and a similar group comprised of implementing partner staff to meet every quarter (at a minimum); serve as USAID's representative on the U.S. Embassy public outreach team.
- Serve as the contracting officer's representative (COR) for the Mission's outreach and communication contract. This involves carrying out core COR responsibilities in terms of providing regular guidance, strategic messaging, and determining if any adjustments to the work plan or implementation are needed. This also includes ensuring the Alternate COR is up to date on all contract management issues in event of the CORs absence. Lastly, proper documentation and record keeping must be maintained to comply with COR requirements. H/she may also serve as the COR for the research agency contracted to conduct public surveys of the Mission's media efforts; ensure that awareness and attitudinal research is completed correctly; and, present findings to senior management and use the information to inform the Mission's communications strategy.
- Advise USAID staff and implementing partners on developing appropriate public information events and initiatives, and support the logistics behind these events.
- Serve as the resident expert on USAID branding and style guidelines, ensuring regulations are followed and applied as outlined in ADS 320 and the Agency's Graphic Standards Manual; seek guidance from LPA on any disputes or waiver requests related to branding and marking requirements.
- Train USAID/Jordan technical staff and implementing partner staff to develop their ability to support the implementation of the Mission's outreach strategy. This includes training on branding and marking, public speaking, photography, drafting of press releases and talking points, etc.

- Ensure the integration of outreach and communications into project designs and implementation processes, including through the review of statements of work, proposals, and work plans, and branding and marking plans.
- Support Mission-wide efforts to plan for high level visitors to Jordan.

Preparation and Dissemination of Public Information and Publicity Materials

- Oversee the drafting, editing, and dissemination of timely and accurate information, including fact sheets, program summaries and results, calendars, photos, press releases, newsletters, brochures, presentations, and all other public information materials relating to USAID/Jordan's activities. These must be written in clear, concise English and translated into Arabic. Materials are prepared for print, PowerPoint, and web use.
- Coordinate information dissemination within the USAID Mission, including with management, technical staff, implementing partners, PAS, and others through a variety of venues and fora.
- Supervise the Social Media/Website Specialist, who is responsible for the Mission's growing social media efforts, including Facebook, Twitter, Flicker, and YouTube, and the Mission's website efforts – including content management, editing, clearance of materials, updates, posting, and answering queries on a regular and timely basis.
- Manage the preparation and updating of standard information packages on the USAID program in Jordan for briefings and for distribution to the public and the media.
- Oversee the writing, editing, and distribution of press releases and follow up with media to encourage and support coverage of public events. Coordinate interviews, media bus tours, and press queries with members of the media, PAS, and LPA.
- Oversee the preparation of the Monthly Note to the Administrator (highlighting key Mission activities) and submissions for USAID Frontlines and other USAID public information platforms including the Administrator's Blog.
- Lead Mission efforts to develop social marketing messages that highlight development messages and help to bring about behavior change that is essential to the success of the Mission's development efforts; and, support technical offices in devising plans to spread these messages.
- Identify and oversee procurement or development of outreach gifts (wrist bands, t-shirts, pens, notepads, key chains, thumb drives, etc.).

Oversight for Public Events and Media Opportunities

- Supervise the FSN DOC, who is the lead for coordinating public outreach events, and provide guidance as required.
- Identify and oversee implementation of targeted events and media outreach activities. These activities are specifically designed to push accurate information about USAID programs deep into local, regional, and national markets, through the selective use of radio, television, newspapers, magazines, public service announcements, advertisements, billboards, public events, and media tours.
- Advise and work with PAS to expand opportunities to keep media abreast of USAID/Jordan programs. This may include arranging interviews, press briefings, media tours of USAID projects, etc.
- Organize and coordinate press events, including conferences, openings, ribbon-cuttings, and other ceremonies.
- Manage the Mission's broad-reach, "paid" mass media campaigns. Ensure the development of quality creative television and print ads and the delivery of an effective media buying strategy.

- Oversee all international and local media relations. Work closely with PAS on press relations and maintain contacts with high-level Western and local journalists from all media outlets.
- In collaboration with PAS, advise the Mission Director and USAID technical staff on press and media relations. Ensure a targeted, coherent, and consistent message from all USAID staff and implementing partners.
- Supervise the monitoring of local and international press coverage, awareness, and attitudes concerning USAID programs and monitor effectiveness of the communications strategy; and, provide feedback to inform ongoing activities and future programming.
- As directed by the Mission Director, Deputy Director, and in collaboration with PAS, respond to inquiries from the general public, media, and other sources about USAID programs and projects.
- Write press releases, speeches, and talking points; organize background briefings for media; compile and disseminate press packets; deal with protocol issues, site selection, staging, and logistical issues; identify and schedule speakers; liaise with U.S. and local government officials; write or edit briefing documents and scene setters; and, provide on-site coordination of media. Follow up with media to ensure coverage of public events. Oversee the posting of all event information and materials to the Mission website.
- Oversee the maintenance of a calendar of USAID outreach events, as well as the USAID and Embassy Look Ahead Calendar, and their distribution within USAID/Jordan, to PAS, and others.
- Supervise photography and video of USAID events for the USAID and Embassy websites and for USAID/Jordan's archives. Must be able to take simple photographs and shoot simple videos, as needed.
- Serve as the Mission's primary point of contact for publicity events and site visits by official visitors from the U.S. Embassy, USAID/Washington, Congress, and other USG agencies or entities. Coordinate VIP site visits as necessary. Coordinate with the Embassy on schedules and logistics. Lead the preparation of briefing materials, scene setters, and other information products and processes to support these visits. Maintain a diverse list of potential site visit locations appropriate for a variety of CODEL, STAFFDEL, and other high-level visitors to USAID/Jordan, coordinating closely with partners in advance.

Other Significant Facts

1. Reporting Responsibilities:
The PSC shall be supervised by the Program Officer or his/her designee and will work in conjunction with various team members in the USAID/Jordan Mission.

2. Supervisory Controls:
The incumbent will lead and supervise the Mission's Development Outreach and Communications team a team of four staff (two FSNs and two local-hire Americans), and ensure overall quality and coherence of the team's communications and outreach products and initiatives.

3. Physical Demands:
The primary location of work will be the USAID/Jordan Mission, located in USG-provided facilities in Amman, Jordan. Work in the office is expected to be mostly sedentary.

Required Qualifications & Selection Criteria:

The incumbent must be a U.S. citizen, and must have a U.S. Government (USG) Secret Security Clearance, or the ability to attain one is required. The successful candidate must be sufficiently experienced to understand the needs of the Mission.

Applicants who do not meet the required minimum qualifications will be considered unqualified for the position and will not be assessed using the additional selection criteria below.

All other applicants will be scored, and then ranked based on the following selection criteria: **(Maximum Points Available: 100)**.

Education (10 points)

A Bachelor's degree in a relevant field is required. Relevant fields include, but are not limited to, journalism, marketing, communications, public relations or affairs, international development, and public administration.

Language Proficiency (10)

The candidate must have a high level of fluency in both spoken and written English.

Work Experience (35 points)

- The candidate must have at least 8-10 years of relevant experience – five of which must be in a developing country Relevant experience is defined as work in journalism, communications, public relations or affairs, international relations, international development, public administration, development/area studies, and social studies.
- Broad operational/strategic planning experience, analytical ability, and the capacity to convert planning concepts into firm plans to meet a variety of contingencies.
- Experience supervising staff and work flows, working as a team member, and providing leadership in the areas of his/her competencies.
- Demonstrated ability to manage an outreach and communications budget of up to $1 million per year, including overseeing the procurement and management of contracts.
- Demonstrated success in designing and implementing effective public relations/communications campaigns targeted at specific audiences as well as the general public.
- Previous experience with the USG or another international development organization in an overseas context is highly desirable.
- Previous experience in working with the media (TV, radio, and print), creative development, and media buying.
- Extensive writing and editing experience, including preparation of press releases, briefing materials, talking points, brochures, program summaries, etc.

Technical Knowledge / Skill and Abilities (35 points)

- Demonstrated ability to craft public outreach messages and promote them using various media to target audiences.
- Evidence of broad understanding of issues related to international development.

- Demonstrated ability to establish and maintain collegial relations with press and media contacts and exercise sound judgment in representing the USG while discussing program activities with the press and media.
- Demonstrated success in managing public events.
- Demonstrated success in using websites and social media to enhance communication with target audiences.
- Effective team leadership skills and the ability to work effectively as a member of a multi-disciplinary, multi-cultural team.
- Initiative and proactive engagement with colleagues to complete assigned tasks in accordance with agreed timetables.
- Ability to work independently, and as a team leader, managing several activities at once and under pressure to meet very short deadlines.
- Evidence of outstanding coordination and organizational skills, including budget management.
- Previous experience managing contractors.
- Extensive experience with Microsoft Word, Microsoft PowerPoint, and Microsoft Excel; familiarity with the Adobe Suite, particularly using Adobe Photoshop; experience with Facebook, Twitter, YouTube, LinkedIn, and RSS feeds; and experience maintaining websites.

Writing Skills (10 points)

Applicants must provide at least two writing samples with their application. The samples should be 350 to 1,500 words (preferably 750-1,000 words). They can be excerpts from larger articles or papers, and do not have to concern development or be written specifically for this solicitation. The samples should demonstrate the applicant's ability to clearly and lucidly communicate complex ideas to the public. The samples must be by the applicant, co-written articles are not accepted.

Total Possible Points: 100

Past Performance / Professional Reference Checks

Applicants must provide at least three references with current contact information, preferably both an e-mail address and a telephone number. The Selection Committee will conduct reference checks of all applicants who meet the required minimum qualifications. The references will be asked to provide a general assessment of the applicant's suitability for the position. It is the responsibility of the applicant to ensure submitted references are available to provide a written or verbal reference in a timely manner.

In addition to comments from references, the Selection Committee will take into account awards or other evidence of outstanding performance in any areas related to the above selection criteria.

EVALUATION FACTORS:

The factors listed below will be the basis for evaluating and ranking applicants who meet Required Qualifications and Selection Criteria for the position. All applicants are scored based on the documentation submitted with the application. Applicants are encouraged to write a brief appendix to demonstrate how prior experience and/or training address the following Evaluation Factors:

1. **Education (10 points)**
2. **Language (10 points)**

3. **Work Experience (350 points)**
4. **Technical Knowledge / Skill and Abilities (35 points)**
5. **Writing Skills (10 points)**

TERM OF PERFORMANCE:

The term of the contract will be for two year, subject to possible extension. Within two weeks after written notice from the Contracting Officer that all clearances have been received or, unless another date is specified by the Contracting Officer in writing, the incumbent shall proceed to Amman, Jordan. This position has been classified as equivalent to a GS-14 position in the USG Civil Service. The actual salary of the successful candidate will be negotiated depending on qualifications and previous salary history with the GS-14 range.

In addition, at the time of this announcement, but subject to change at any time, Amman, Jordan has a 5% Post Differential allowance, a 20% Cost of Living Allowance (COLA), %15 danger pay, and because USAID/Amman's workweek is Sunday-Thursday, a 5% Sunday differential; housing and other benefits are provided in accordance with USAID regulations. Basic household furnishings will be available in quarters to be provided by the USG. FICA and federal income tax will be withheld by USAID.

MEDICAL AND SECURITY CLEARANCE:

The selected candidate must be able to obtain a USG Secret Level Security Clearance and Department of State medical clearance.

BENEFITS AND ALLOWANCES:

As a matter of policy, and as appropriate, a PSC is normally authorized the benefits and allowances listed in this section. [NOTE: A contractor meeting the definition of a US Resident Hire PSC shall be subject to US Federal Income Tax (including differentials and allowances), but shall not be eligible for any fringe benefits except contributions for FICA, health insurance, and life insurance.]

1. BENEFITS:

FICA Contribution
Contribution toward Health & Life insurance
Pay Comparability Adjustment
Eligibility for Worker's Compensation
Annual & Sick Leave
Access to Embassy medical facilities, commissary and pouch mail service as per post policy

2. ALLOWANCES (If Applicable)*:

(1) Temporary Lodging Allowance (Section 120)
(2) Living Quarters Allowance (Section 130)
(3) Post Allowance (Section 220)
(4) Supplemental Post Allowance (Section 230)
(5) Post Differential (Chapter 500)
(6) Payments during Evacuation/Authorized Departure (Section 600)
(7) Danger Pay (Section 650)
(8) Education Allowance (Section 270)

(9) Separate Maintenance Allowance (Section 260)
(10)Education Travel (Section 280)

* Standardized Regulations (Government Civilians Foreign Areas).

3. FEDERAL TAXES: USPSCs are required to pay Federal Income Taxes, FICA, and Medicare.

CONTRACT INFORMATION BULLETINS (CIBs) or ACQUISITION AND ASSISTANCE POLICY DIRECTIVES (AAPDs) PERTAINING TO PSCs:

AAPDs and CIBs contain changes to USAID policy and General Provisions in USAID regulations and contract. Those documents can be found at this website:

http://www.usaid.gov/procurement_bus_opp/procurement/cib/subject.html#psc

SELECTION PROCESS

Applications will be initially screened for eligibility in accordance with the qualification criteria above. Applicants must address each criterion in their application in order to meet the minimum qualifications for this position.

USAID will screen for nepotism/conflict of interest in determining successful candidacy. Interested individuals are requested to submit their resume together with the Optional Application for Federal Employment OF612 electronically to: ammanresumesusaid@usaid.gov

To ensure consideration of applications for the intended position, please reference the solicitation number on your application and on the subject line of the cover letter. The highest ranking applications may be selected for an interview, in person or by telephone. Applicants may submit an application against this solicitation no later than **June 26, 2013**.

Questions may be directed to the Human Resources office, USAID/Jordan, Tel: 00962-6-5906000 ext. 6605/6673.

LIST OF REQUIRED FORMS FOR PSCs:

1. The Optional Application for Federal Employment OF612 signed (electronic version required).
2. Contractor Employee Physical Evaluation Form (AID 1420-62).*
3. Request for Security Action (AID 6-1).*
4. Questionnaire for Sensitive Positions (for National Security) (SF-86). *
5. Finger Print Card (FD-258). *
6. Fair Credit Reporting Act of 1970, as Amended (AID 500-4). *
7. Foreign Residence Data (AID 6-85). *

*** Forms 2 through 7 shall be completed upon advice of the Contract Officer that the applicant is the successful candidate.**

All Forms can be found at:

http://www.usaid.gov/forms/