



**USAID/SENEGAL
SAHEL REGIONAL OFFICE
USPSC LOCAL HIRE REGIONAL DEVELOPMENT
OUTREACH AND COMMUNICATIONS ADVISOR**

1. **Solicitation Number:** SOL-685-15-000034
2. **Issuance Date:** 03/10/2015
3. **Closing Date/Time:** 03/31/2015 at 17:00 p.m. (Senegal Time)
4. **Position Title:** Regional Development Outreach and Communications Advisor
5. **Market Value:** GS 13 (\$73,115 - \$95,048)
Final compensation will be negotiated within the listed market value based upon the candidate's past salary history, work experience and educational background.
6. **Organization Location of Position:** Dakar, Senegal
7. **Direct Supervisor:** Regional Deputy Mission Director
8. **Supervisory Control:** None
9. **Period of Performance:** Immediate upon receipt of security/medical clearances.
(The Personal Services Contract will be for 12 months, renewable annually for up to a total of 5 years, based on the need for continued services, satisfactory performance, and the availability of funds).
10. **Place of Performance:** Dakar, Senegal
11. **Security Access:** Employment Authorization
12. **Area of Consideration:** US Citizens Locally hired.
13. **Work Schedule:** 40 Hours Workweek

INTRODUCTION

The Sahel Regional Office (SRO) of USAID/Senegal was formed in 2013 to implement USAID's new resilience initiative in the Sahel- Resilience in the Sahel Enhanced (RISE). In addition, the SRO assumed responsibility for the provision of technical, legal, human resources, financial management, and programmatic support to USAID field offices in Mauritania, Burkina Faso, Niger, and Chad. Given these added responsibilities, as well as serving in a coordination role with the regional Offices' of Foreign Disaster Assistance (OFDA) and Food for Peace (FFP), a dedicated regional Development Outreach and Communications Advisor is needed to support the SRO.

USAID/Senegal therefore seeks the services of a Regional Development Outreach and Communications Advisor (RDOC/A). The RDOC/A will be based in the SRO of the USAID/Senegal Mission and will report to the Regional Deputy Mission Director through the Regional Program Officer for the Sahel. S/he will have extensive interaction with the bilateral Development Outreach and Communications Advisor (DOC), the USAID Mission Director, the U.S. Embassies' Public Information Officers (PIO) and the Public Affairs Officers (PAO) in the region, the regional DOC in the West Africa Mission in Ghana, and the USAID Country Representatives and Country Program Managers in Chad, Mauritania, Niger and Burkina Faso. S/he will also interact with the Agency's Legislative and Public Affairs Bureau (LPA) in Washington (USAID/W), the Africa Bureau, the Bureau for Democracy Conflict and Humanitarian Assistance, and the Bureau for Food Security.

The RDOC/A will serve as lead communicator for all regional activities handled by the SRO including the dissemination of public information about USAID's activities to educate and promote a better understanding of USAID programs. S/he will share the broad responsibility of working with the Front Office, Program Officers, Country Program Managers, and USAID Representatives in Chad, Niger, Burkina Faso, and Mauritania and will also work with a multitude of implementing partners throughout the region to formulate and present public relations materials to target audiences that convey USAID's work and successes in the Sahel – including USAID programs and projects in-country that are not part of the Sahel Regional Office's portfolio. S/he should have special competence in the technical areas Adobe Illustrator, Adobe InDesign, video editing and production, and graphic design. S/he should also be expert in USAID's branding and marking regulations to ensure that all regional partners are fully aware of and compliant with the regulations. S/he should also be able to assist with population and maintenance of social media vehicles such as Facebook, Twitter, You Tube, and Flickr, and USAID's websites that cover regional programming managed by SRO.

DUTIES AND RESPONSIBILITIES

A. Management of regional communications and outreach requirements of all regional programs under USAID/Senegal's purview: Directs and manages all DOC activities for the region including setting priorities for the accomplishment of DOC regional strategy objectives to ensure that DOC targets and reoccurring demands (e.g., public events) are met; managing the budget for DOC activities, overseeing the publication of materials; supervising the maintenance of DOC materials and files.

B. USAID DOC Strategy for Sahel: Develops, reviews, and implements USAID's Regional Communications Strategy as needed and assists with annual updates of the strategy. RDOC/A will participate in training of new regional implementing partners or staff in a variety of DOC-related subjects, such as how to write a success story, interactions with the press, how to write a press release, USAID branding requirements, etc.

C. Media Relations: Responsible for USAID/Senegal media activities involving all regional activities, as well as monitoring media trends that affect the USAID programs. Maintains professional contact with media in the region (especially in Niger and Burkina Faso) to fulfill this requirement and coordinates with the PAOs in the region and with USAID/W LPA. This may include arranging interviews, briefings, tours of USAID projects; and escorting journalists during these events. S/he also:

1. Keeps abreast of USAID events (and will work with implementing partners as necessary) to ensure that appropriate press coverage is provided. Advises Mission's Front Office and staff whether press coverage is recommended for any culturally sensitive event.
2. Reviews the daily press to keep abreast of coverage that relates to USAID regional activities. Selects, edits, or summarizes items of interest for the USAID Director and staff.
3. Plans, researches, drafts, and/or edits press releases and fact sheets. Coordinates with USAID field offices in the region, Embassy PIOs and PAOs and implementing partners to produce and release timely, accurate, and useful written material for local and/or other media.
4. Advises and works with PIOs and PAOs in the region, USAID field offices and implementing partners to expand opportunities for coverage of USAID assistance, including TV and radio. Helps USAID regional field offices define appropriate activities for coverage, participates in field inspections and final selection when appropriate, and accompanies TV/radio crews to site locations for filming.

D. Public Events and Activities: Plans, schedules, publicizes, and carries out activities to present regional Mission programs to the public, which may include a range of communications tools and distribution to a variety of audiences, with particular field trips to specific events or activities, as well as outreach and media coverage for overall programming. S/he also:

1. Coordinates with regional field offices regarding field travel and public affairs activities of the Mission Director and Deputy Regional Director, and if applicable, working with regional PAOs, Ambassadors and/or DCMs for USAID events in the region. Prepares schedules and briefings in collaboration with Mission staff and arranges for photo/video and media coverage when appropriate.
2. For USAID regional site visits or events that involve Ambassadors, DCMs, USAID Director, works with PAOs to ensure that event information (e.g., backgrounders /scene setters, schedules, talking points, speeches, etc.) has been prepared, meeting quality standards and time requirements.
3. Coordinates signing ceremonies, inaugurations, and/or dedications of USAID regional programs managed and overseen by USAID/Senegal, including drafting press releases for placement in regional press outlets and on USAID's regional websites, and coordinates with appropriate Sahel and USAID officials on logistics, schedules, guest lists, seating, and other arrangements related to the events.

E. Publicity Material: Oversees the production of materials for the SRO and creates various products, including monthly press reports submitted to Washington LPA and other offices, regional office brochure, stories, features for newspapers, materials for updating the website, and others as necessary. S/he has the

primary responsibility to ensure that all produced documents meet quality standards. In addition, the RDOC/A will lead the following for regional programs managed by USAID/Senegal:

1. Develops and/or reviews proposed speeches, video tapes on project activities, brochures, booklets, handouts, signs, and other public relations materials to evaluate quality, propriety in terms of sensitivity to local culture, and accuracy of content. Ensures that all materials meet USAID branding guidance. Recommends revisions, reprinting, or other appropriate action. Works closely with USAID implementing partners and advises them on the quality of publicity material.
2. Reviews implementing partner Branding Strategies and Marking Plans, working with Contracts Officer to achieve approval of these final documents and coordinates with AOR/CORs and implementation partners to ensure proper branding throughout project implementation.
3. Works with USAID technical staff and occasionally implementing partners to develop briefing materials for handouts and other special needs.
4. Ensures the continuation of USAID/Senegal promotional materials by archiving all articles and photos used or for future use on the website, as well as transcriptions from key interviews.
5. Travels to the field where Mission activities are being implemented in the region, conducting interviews and taking photographs to gather material for stories.

F. Editorial Quality Control: Is the primary editor of official reports and correspondence produced by the Mission, including the annual report and yearly funding request.

G. Maintenance of the Sahel's USAID.gov External Websites: Is responsible for updating (and redesigning as necessary) USAID's Sahel Regional Office, , Burkina Faso, Niger, Mauritania and Chad external websites as it pertains to regional programs, and ensures that its content will have optimal impact in providing information about the SRO and its programs for a wide range of audiences. Responsibilities include coordinating the selection of information displayed on the website, clearing content, and overseeing placement. As necessary, oversees hiring of technical consultants for updating and maintenance of website.

POSITION ELEMENTS

A. Supervision Received: Reports to the Regional Deputy Mission Director through the Regional Program Officer for the Sahel.

B. Available Guidelines: USAID general guidelines regarding allowable communications activities and relationships with PAOs and the media, including USAID's Automated Directive Systems (ADS) 320, the Graphic Standards Manual, standard Agency procurement and contracting procedures, priorities set by approved strategies, and U.S. Embassy guidelines on public outreach and media relations.

C. Exercise of Judgment: Substantial reliance is placed on the employee's use of judgment concerning priority and effectiveness of public relations documentation. Employee will periodically have to make important decisions out of the office (perhaps out of town) with perhaps no ready facility for consulting with USDH supervisor. Employee must react to and interpret changing priorities and circumstances in the

relevant country's media and their effects on his/her work in coordination with various mission elements. Many important decisions will be based on employee's experience and managerial skills. The employee must work collaboratively and in a complementary fashion with the bilateral DOC/A.

D. Authority to Make Commitments: Responsible to assist in budget planning and the preparation of procurement requests for publicity material and related technical services, which will be processed through a USDH staff member and/or Mission Director.

E. Willingness to Travel: The incumbent must be willing to travel extensively and frequently (up to 25%) in West Africa.

QUALIFICATIONS REQUIRED FOR FULL PERFORMANCE AND SELECTION CRITERIA

A. Education: A bachelor's degree in journalism, international relations or development, public administration, or a related field is required. A master's degree in one of the above fields is desirable.

B. Prior Work Experience: Five years of progressively responsible experience in related fields is required, with at least three years experience in public relations, journalism, or related field highly desirable. Previous work experience with USG or another international development organization is also highly desirable.

C. Knowledge, Skills, and Abilities: i) Demonstrated skills and/or experience in public relations. ii) A broad understanding of issues related to international development and transition economies; experience in the region is highly desirable. iii) The 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 are essential elements of the job. iv) A demonstrated ability to work as a team member and provide leadership in the areas of his/her competencies. v) The qualified person must possess planning experience, analytical ability, excellent communication skills and the capacity to convert planning concepts into firm plans to meet a variety, of contingencies. vi) S/he must be comfortable working independently, managing several activities at once, and working under pressure to meet short deadlines. vii) S/he must have management ability to plan and execute media campaigns and programs.

D. Language Proficiency: Excellent written and oral English communication skills are required. Strong working knowledge of French is required. Basic language skills in Wolof and/or other national languages are an asset.

E. Specialized skills: Excellent working use of MS Office, MS Outlook, and MS PowerPoint and knowledge of digital photography. A flair for web design is an asset, as is manipulation of scanning software, Adobe Photoshop and Image Ready software.

NOTICE TO APPLICANTS: USAID reserves the right to obtain from previous employers relevant information concerning the applicant's past performance and may consider such information in its evaluation.

I. INSTRUCTIONS TO APPLICANTS

Interested individual must submit:

- (i) his/her most current curriculum vitae (CV) or resume;
- (ii) signed SF 171 or OF 612;
- (iii) three (3) references who are not family members or relatives, with a working telephone and email contacts,
- (iv) a written statement certifying the date and length of time for which the candidate is available for the position; and
- (v) a cover letter of application highlighting your reason for applying for the position.

The CV/resume must contain sufficient relevant information to evaluate the application in accordance with the stated evaluation criteria. A written statement that responds to the requirements of the position may also be included as an attachment. Broad general statements that are vague or lacking specificity will not be considered as effectively addressing particular selection criteria.

The applicant's references must be able to provide substantive information about his/her past performance and abilities. USAID/Senegal reserves the right to obtain from previous employers relevant information concerning the applicant's past performance and may consider such information in its evaluation. **(The SF 171 or OF 612 must be signed and those submitted unsigned will be rejected.)** Applicants must provide their full mailing address with telephone, facsimile numbers and email address and should retain for their records copies of all enclosures that accompany their submissions.

Applications must be received by the closing date and time at the address specified in the cover letter and should be sent to the following email address:

usaiddakar-hr@usaid.gov

Attn.: Samuel Carter
Sup. Regional Executive Officer

and

Papa Babacar Senghor
Human Resources Specialist

To ensure consideration of applications for the intended position, please reference the solicitation number on your application, and as the subject line in any cover letter. The highest ranking applicants may be selected for an interview.

The position will be filled subject to availability of funds.

II. LIST OF REQUIRED FORMS FOR PSCS:

Forms outlined below can found at

http://www.usaid.gov/business/business_opportunities/psc_solicitations.html

1. Standard Form 171 or Optional Form 612.
2. Contractor Physical Examination (AID Form 1420-62). **
3. Questionnaire for Sensitive Positions (for National Security) (SF-86), or **
4. Questionnaire for Non-Sensitive Positions (SF-85). **

5. Finger Print Card (FD-258). **

**Forms 2 through 5 shall be completed only upon the advice of the Contracting Officer that an applicant is the successful candidate for the job.

III. CONTRACT INFORMATION BULLETINS (CIBS)/ACQUISITION AND ASSISTANCE POLICY DIRECTIVE (AAPDS) PERTAINING TO PSCS:

CIBs/AAPDs contain changes to USAID policy and General Provisions in USAID regulations and contracts. Please refer to this website

http://www.usaid.gov/business/business_opportunities/cib/subject.html#psc
to determine which CIBs/AAPDs apply to this contract.

IV. BENEFITS/ALLOWANCES:

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

A. BENEFITS:

- (1) Employee's FICA Contribution
- (2) Contribution toward Health & Life Insurance
- (3) Vacation & Sick leave (only earned for actual work days)

B. FEDERAL TAXES:

US PSCs are **not** exempt from payment of Federal Income taxes.

Acquisition and Assistance Policy Directives (AAPD) and Contract Information Bulletins (CIBs) pertaining to PSCs.

Please refer to the web site below to find the AAPDs and CIBs that apply to this contract. At the home page, please click on Personal Services Contracts.

http://www.usaid.gov/business/business_opportunities/cib/subtect.html

C. SECURITY & MEDICAL CLEARANCES

The Contractor will be required to obtain a medical clearance prior to service overseas. Also, a temporary employment authorization security clearance must be initiated prior to travel to post of duty.

EQUAL EMPLOYMENT OPPORTUNITY: The US Mission in Senegal provides equal opportunity and fair and equitable treatment in employment to all people without regard to race, color, religion, sex, national origin, age, disability, political affiliation, marital status, or sexual orientation. USAID/Senegal also strives to achieve equal employment opportunity in all personnel operations through continuing diversity enhancement programs.

The EEO complaint procedure is not available to individuals who believe they have been denied equal opportunity based upon marital status or political affiliation. Individuals with such complaints should avail themselves of the appropriate grievance procedures, remedies for prohibited personnel practices, and/or courts for relief.