



USAID | UGANDA

FROM THE AMERICAN PEOPLE

SOLICITATION NUMBER: SOL-72061719R00001 (0001)

ISSUANCE DATE: March 5, 2019

CLOSING DATE/TIME: April 1, 2019, 16:45 PM Kampala Time

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

Dear Prospective Offerors:

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

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

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

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

Sincerely,

Fredrick Onyango
Supervisory Executive Officer



ATTACHMENT 1

I. GENERAL INFORMATION

- 1. SOLICITATION NUMBER:** SOL-72061719R00001 (0001)
- 2. ISSUANCE DATE:** March 5, 2019
- 3. CLOSING DATE/TIME FOR RECEIPT OF OFFERS:** April 1, 2019, 16:45 PM Kampala Time
- 4. POSITION TITLE:** Senior Health Communications Specialist (Resident Hire)
- 5. MARKET VALUE:** \$75,628 to \$98,317, equivalent to GS-13
Final compensation will be negotiated within the listed market value.
- 6. PERIOD OF PERFORMANCE:** Initial two year contract from date of appointment with option to extend for three one-year periods. Exercising the options to extend will depend on continuing need of services, availability of funds, and satisfactory or better performance.
- 7. PLACE OF PERFORMANCE:** Kampala, Uganda
with possible travel as stated in the Statement of Work
- 8. SECURITY LEVEL REQUIRED:** The successful offeror must obtain a U.S. Government "Facility Access". If the clearance is not obtained within a reasonable time or negative suitability issues are involved, any offer may be rescinded.

9. STATEMENT OF DUTIES:

General Statement of Purpose of the Contract

USAID/Uganda is seeking a qualified individual to serve as the Senior Health Communications Specialist. The Senior Health Communications Specialist will be seconded to the State Public Affairs Office, in Kampala, Uganda and work closely with Mission leadership, the PEPFAR Coordination Office and the Mission's Interagency Health Team (IAHT) to formulate Mission-wide messages and implement development, outreach and communications efforts to increase awareness of the USG's health programs in Uganda.

Statement of Duties to be Performed

A. BACKGROUND

The majority of U.S. assistance in Uganda is dedicated to the health sector. U.S. Mission Uganda's health assistance to Uganda exceeds \$500 million annually, with over \$400 million directed to HIV/AIDS prevention and treatment through the U.S. President's Emergency Plan for AIDS Relief (PEPFAR). The PEPFAR program is coordinated under the PEPFAR Coordination Office (PCO) and implemented by several U.S. government agencies including the Department of State (DOS), the United States Agency for International Development (USAID), the U.S. Centers for Disease Control and Prevention (CDC), the National Institutes of Health (NIH), the Department of Defense (DOD), and the Peace Corps (PC) and is coordinated under an Executive Council chaired by the Deputy Chief of Mission (DCM). Other U.S. government support for health is coordinated under the Mission's Interagency Health Team (IAHT), chaired by the Ambassador.

As the largest single provider of health assistance to Uganda, the U.S. government is committed to improving the lives of all Ugandans so they can live longer, more prosperous lives. U.S. government health assistance areas focus on HIV/AIDS; Malaria, Tuberculosis, and communicable diseases; maternal and child health; family planning and reproductive health; nutrition; and health systems strengthening.

B. BASIC FUNCTION

The Senior Health Communications Specialist (SHCS) works with Mission leadership, the PEPFAR Coordination Office and the IAHT to formulate Mission-wide messages and implement development, outreach and communications efforts to increase awareness of the USG's health programs in Uganda.

The Specialist will assist the Mission to achieve the goals set out by the PEPFAR Coordination Office and the IAHT, to include but not be limited to HIV/AIDS; Malaria, Tuberculosis, and communicable diseases; maternal and child health; family planning and reproductive health; nutrition; health systems strengthening; and gender-based violence.

Under the direct supervision of the Public Affairs Officer (PAO) and Information Officer (IO), the Specialist will initiate and manage public awareness campaigns by assisting in planning, organizing, and implementing outreach campaigns, including a media plan and regular press contacts, in support of health programs.

The Specialist will lead an analysis of communications needs and proactively promote the health program to raise awareness of health assistance provided by American taxpayers in Uganda. The Specialist will work closely with the Public Affairs Section (PAS) in the development of communications and messaging for health events. Under the supervision of the PAO/IO, and in close consultation with the PEPFAR Coordination Office and the IAHT, the Specialist will plan events and produce speeches, press releases, podcasts, and videos on USG health efforts, particularly their successes and achievements, for dissemination to the Ugandan press, media outlets, government officials, civil society leaders and the public, as well as the State Department, agency headquarters, and U.S. Congress. Much of the material produced by the Specialist will be posted to U.S. Mission websites.

C. MAJOR DUTIES AND RESPONSIBILITIES

(1) Strategic Communications and Information Management

Under the supervision of the PAO/IO and working in close coordination with the PEPFAR Coordination Office and IAHT members, the Specialist will create appropriate and strategic health messaging and strategies to deliver the messaging to targeted audiences.

Chief duties include:

- Develop and update the PEPFAR and IAHT Health Communication Strategies.
- Develop and disseminate health-related public information materials through various media.
- Serve as the PEPFAR and IAHT's point of contact for interagency health information and media relations.
- Coordinate with PAS and USG agencies to achieve maximum exposure and understanding of health assistance efforts and initiatives in Uganda, as defined by the Chief of Mission.
- Ensure a targeted, coherent, and consistent message from all USG staff and implementing partners.

- Monitor local and international press coverage, and local and donor opinion, for awareness and attitudes concerning USG programs to gauge the effectiveness of the information dissemination strategy.
- Establish and maintain contacts with donor representatives and USG agencies to collect information for health reports.
- Serve as PAS's principal liaison with PEPFAR to manage communications, press, and media relations and develop press and media materials.
- Develop and maintain all PEPFAR public relations materials, including website content, fact sheets, presentations, and success stories.
- Draft speeches for the Ambassador, Deputy Chief of Mission, PEPFAR, and IAHT members.
- Serve as the primary point of contact for the Office of Global AIDS Coordinator (OGAC) public affairs and outreach planning efforts. Responsible for sharing with OGAC all press and event results as well as documenting said events and results to the Department of State and Congress via the Mission Activity Tracker (MAT).
- Travel to the field to capture PEPFAR and IAHT success stories for dissemination through the U.S. Mission website, outreach folders, and the media.
- Establish and maintain collegial working relationships with the local media and coordinate training sessions for Uganda press corps members to encourage accurate reporting of health activities.
- Assist PEPFAR, IAHT and technical teams in planning and scheduling of events and publicity to highlight the Mission's health programs and to increase public awareness and understanding of USG assistance.
- Regularly attend IAHT meetings, PEPFAR Interagency Technical Team meetings, PEPFAR Coordination Office meetings, and PEPFAR events.

(2) Public Information, Outreach and Media Relations

The Specialist will be the advisor on all public awareness campaigns in health. Working under the supervision of the PAO/IO, the Specialist will advise the IAHT and PEPFAR Coordination Office on press and media events, organize press and media relations and events, maintain press and media contacts, develop press and media materials (e.g., press releases, brochures, fact sheets, visual displays, audio and video materials) and coordinate with relevant staff to promote press and media coverage of health activities.

The Specialist serves as PEPFAR and IAHT's press relations officer for its HIV/AIDS and health activities, taking responsibility for all media relations in the health sector, including interviews, releases, feature articles and press events.

Chief duties include:

- Advise on media and publicity opportunities and the dissemination of the Mission health information materials and messages, and provide feedback on health messages and public and media reaction.
- Work with Mission implementing partners to organize public and media events, and help coordinate site visits.

--Advise on protocol issues involving USG or other government officials, including Ambassadors and other high-level dignitaries.

--Take the lead in updating the health sector content of the Mission's public website, working with the webmaster and with other Mission offices to ensure that all content is accurate, conforms to USG guidelines and is appropriately written for the target audience.

--Prepare and edit other U.S. Mission HIV/AIDS and health publicity material for external audiences and events.

--Serve as PEPFAR and IAHT's point of contact for all press relations, both international and local media, and work closely with PAS on press relations.

--Work with PAS to arrange press conferences and media round-table conferences on health issues to keep the media abreast of USG programs.

--Support the IO in serving as a USG contact for representatives of the local and international media to promote stories on USG programs. As appropriate, organize media tours and facilitate contacts among members of the media and USG agencies to encourage in-depth coverage of USG programs in the local and international media.

--Coordinate with GOU public relations offices, maintaining good relations and advising on working with Ugandan and international media.

--Respond to inquiries from the general public, media, and other sources about USG health programs and projects.

--Produce short video success stories for publication on the U.S. Embassy website, YouTube, Facebook and other social media sites.

--Suggest timely ideas for podcast content about various issues in health. Coordinate guest speakers and interviewees for podcasts, and assist in the production of podcasts.

--Provide content for U.S. Mission and OGAC social media platforms including photos, videos and podcasts.

(3) Internal USG Information Management

The incumbent has responsibility for the quality and content of the health briefing materials including briefing books, program information materials and power points for VIP visits, new staff orientation and special events.

Chief duties include:

--Work with appropriate PEPFAR and IAHT members to develop, select, edit, and update program information materials, to prepare and organize briefing packets and assist with PowerPoint and other media materials.

--If appropriate, develop a periodic internal newsletter of PEPFAR and IAHT developments and help produce and disseminate a Mission-wide health calendar.

--Develop procedures and systems to facilitate the efficient organization, updating, and management of

public information materials, including the Mission's intranet, helping reorganize electronic information storage and initiating other innovative approaches to information management.

--Provide the State Department's Bureau of African Affairs and other stakeholders with information on USG health programs and activities.

--When needed, serve as the Mission's primary point of contact for site visits by official visitors from Congress and other USG agencies or entities. Coordinate with the Embassy Protocol Officer on schedules and logistics. Lead the preparation of briefing materials, scene setters, and other information products and processes to support these visits.

Supervisory Relationship

The Senior Health Communications Specialist will work under the general supervision of the PAO and IO. Assignments are primarily in terms of program objectives and desired results. Accomplishments are evaluated for conformance with policy and accomplishment of objectives and individual work objectives through periodic and annual evaluations.

Supervisory Controls

Position is non-supervisory.

D. POSITION ELEMENTS

Post Entry Training: On-the-job training will be provided relating to USG-specific procedures, regulations, and methods. Appropriate training courses will be offered, subject to course offerings and the availability of funds. The Regional Legal Officer will determine if the employee must annually complete a Financial Disclosure Report (OGE 450 form) and attend mandatory annual Ethics training conducted at USAID/Uganda by the Legal Advisor.

Exercise of Judgment: Sound judgment (discretion) is used daily in giving technical guidance and in representing the USG in multiple press and media fora. Sound judgment is also required in analyzing and determining data content and in evaluating data for reliability and target audiences.

Authority to Make Commitments: Specialist is not authorized to make any commitments on behalf of the USG.

Nature, Level, and Purpose of Contacts: Must be able to develop and maintain high-level contacts across multiple USG agencies and other partner contacts for technical, policy and program management issues related to health programs. Maintain an extensive range of mid-to senior-level contacts in the government sector, donor community, and the private sector, as well as the local and international press/media circles for purposes of organizing and developing press and media materials and events and responding to inquiries about USG health programs and projects.

Support Items: The Specialist will be provided with the support services, equipment, and supplies necessary to perform the work.

10. AREA OF CONSIDERATION

Uganda permanent resident card holders (U.S. citizens, U.S. Resident Aliens) are eligible to submit an offer in response to this solicitation.

11. PHYSICAL DEMANDS

The work requested does not involve undue physical demands.

12. POINT OF CONTACT

Grace Nakaddu at gnakaddu@usaid.gov

II. MINIMUM QUALIFICATIONS REQUIRED FOR THIS POSITION

The Offeror must meet the minimum qualifications listed below:

A. EDUCATION

Possession of at least a Bachelor's degree with significant coursework in relevant fields - including but not limited to - journalism, communications, public health, public relations or affairs, international relations, international development, public administration, development or area studies, and social studies.

B. PRIOR WORK EXPERIENCE

At least five (5) years' experience as Development Outreach and Communications Specialist (DOCS) or in a similar position in international development.

OR

At least five (5) years' experience as a journalist, experience in public affairs or international relations is required if the candidate has less than five years' experience as a DOCS or in a similar capacity.

C. LANGUAGE PROFICIENCY

The candidate must be fluent in both spoken and written English and be able to serve as both editor and speechwriter.

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

III. EVALUATION AND SELECTION FACTORS

Candidates must address and will be scored and ranked based on the following Quality Ranking Factor (QRF):

(a) Technical Knowledge/Work Experience (70%)

Preferably at least five (5) years of progressively responsible experience as a DOC or in a similar position in international development.

OR

At least five (5) years' experience in related fields, such as public relations, international relations or journalism;

Demonstrated success in developing and disseminating information to a variety of target audiences;

Demonstrated success in designing and implementing effective public relations/communications campaigns targeted at specific audiences as well as the general public;

Demonstrated ability to plan and execute media campaigns and program;

Demonstrated ability to craft information messages in various media formats (press release, websites, stories, etc.) targeting a variety of audiences;

Evidence of broad understanding of issues related to international development and transition economies;

Knowledge of African political, economic, and social environments;

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;

Experience working as a team member, and providing leadership in the areas of his/her competencies;

Broad operational planning experience, analytical ability, and the capacity to convert planning concepts into firm plans to meet a variety of contingencies;

Previous work experience with the USG or another international development organization in an overseas context is highly desirable.

(b) Writing Skills (20%)

Applicants must provide at least two writing samples with their application. The samples should be 350 to 1,500 words (preferably 750-1000 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. Additionally, applicants that make it to the interview stage will also be required to take a brief writing exercise test on a topic chosen by the interview committee.

(c) Communication Skills/Group Dynamics (10%)

The applicant must demonstrate:

Effective team leadership skills and the ability to work effectively as a member of a multi-disciplinary, multi-cultural team;

Ability to make cogent argument clearly and succinctly in written and oral presentations;

Initiative and proactive engagement with colleagues to complete assigned tasks in accordance with agreed timetables;

Ability to work independently, managing several activities at once, and to work under pressure to meet very short deadlines;

Evidence of outstanding coordination and organizational skills.

Total Possible Points: 100

Only top ranked Offerors will be interviewed;

A writing exercise or sample is requested and will also be included in the overall evaluation process;

Reference checks will be conducted on those Offerors selected for interview. The Offeror's references must be able to provide substantive information about the Offeror's past performance, skills and abilities;

USAID reserves the right to obtain from previous employers relevant information concerning the Offeror's past performance, technical knowledge, required skills, including teamwork and team-building experience and may consider such information in its evaluation;

USAID reserves the right to conduct telephonic interviews with the most highly ranked Offerors and make the interview a deciding factor in selection;

USAID/Uganda will not reimburse expenses associated with the application and evaluation process (e.g. interviews, writing samples, writing tests).

IV. APPLYING

1. Eligible offerors are required to complete and submit:

- A. A **signed** offer form AID 309-2, "Offeror Information for Personal Services Contracts with Individuals," available at: <http://www.usaid.gov/forms>;
- B. Cover letter clearly indicating the position for which you are applying and describing how you meet the minimum requirements;
- C. Curriculum vitae/resume specifically addressing each QRF as outlined in the solicitation;
- D. Three (3) professional references (e.g. supervisor, peer and/or subordinate in current or previous employment) with current email address and telephone number;
- E. Valid work permit to work in Uganda; and
- F. At least two writing samples. The samples should be 350 to 1,500 words (preferably 750-1000 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.

2. Offers must be received by the closing date and time as specified in **Section I, item 3**, and submitted by email to the Point of Contact in **Section I, item 12**.

No other form of submission will be permitted (e.g. courier, fax or hand delivery). The US Government will not be responsible for incomplete/corrupted or missing information in electronic submissions and these offers may not be accepted. USAID will only confirm receipt and print out the electronic submission. USAID will not ensure quality or completeness of electronic files attached to the e-mails. The Offeror assumes all risk related to an electronic submission. Late offers or delayed electronic submissions will not be accepted.

3. To ensure consideration of offers for the intended position, Offerors must prominently reference the Solicitation number in the offer submission.

V. LIST OF REQUIRED FORMS FOR PSC HIRES

Once the Contracting Officer (CO) informs the successful Offeror about being selected for a contract award, the CO will provide the successful Offeror instructions and how to complete and submit forms for obtaining medical and security clearances.

VI. BENEFITS/ALLOWANCES

As a matter of policy and as appropriate, the resident American and Alien: Senior Health Communications Specialist will be compensated in accordance with AIDAR Appendix D.

U.S. Resident Hire Personal Services Contractors are not eligible for fringe benefits, differentials or allowances. As benefits, they are eligible for contributions to FICA, health insurance and life insurance, and sick and annual leave as described in AIDAR Appendix D
https://www.usaid.gov/sites/default/files/documents/1868/aidar_0.pdf

VII. TAXES

The successful American and Resident Alien Offeror will not be subject to Ugandan tax laws. However, they will be subject to 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/sites/default/files/documents/1868/aidar_0.pdf.

2. **Contract Cover Page form AID 309-1** available at <https://www.usaid.gov/forms>.

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>.

AAPD/CIB No.	Title/Issued Date	Subject Category
AAPD 16-03 REVISED (PDF 235 KB) AAPD 16-03 REVISED (Word 91 KB)	AAPD 16-03, REVISED AIDAR Deviation from Appendices D and J for the continuation of Expanded Incentive Awards for Personal Services Contracts with Individuals.	Personal Services Contracts
AAPD 15-02- Revised (PDF 145 kb) AAPD 15-02 Revised (Word 118 kb)	AAPD 15-02 REVISED - This AAPD 15-02 REVISED extends implementation of the USAID policy for Leave and Holidays, including family and medical leave, for U.S. personal services contractors (USPSCs) by deviation from AIDAR Appendix D, § 12, clause (GP) #5. This policy is effective as indicated on page 2, section II, of the AAPD.	Personal Services Contracts
AAPD 10-03	AIDAR, APPENDIX D: IMPLEMENTING BENEFITS FOR	Personal

AAPD/CIB No.	Title/Issued Date	Subject Category
Amendment 1 (PDF 92 kb)	SAME-SEX DOMESTIC PARTNERS OF USPSCs – 08/22/11	Services Contracts
AAPD 10-03 (PDF 69 kb)	AIDAR, APPENDIX D: IMPLEMENTING BENEFITS FOR SAME-SEX DOMESTIC PARTNERS OF USPSCs – 04/12/10	Personal Services Contracts
AAPD 10-01 (PDF 47 kb)	PERSONAL SERVICES CONTRACTS -- CHANGES IN USG REIMBURSEMENT AMOUNTS FOR HEALTH INSURANCE AND PHYSICAL EXAMINATION COSTS – 01/08/10	Personal Services Contracts
CIB 99-15 (PDF 51 kb)	Changes to AIDAR Concerning Resident Hires and Deviations – 08/99	Personal Services Contracts

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> .

[END SOLICITATION]