

## **New Amendment for Personal Services Contract (PSC) - Press Secretary - ADF-08-HQ-R-0012**

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### **MODIFICATION DETAILS**

**Where do you want to start the modification process:**

Notice Details, add/edit description

**Do you want to change the existing description or simply add to it?:**

Edit Existing Description

### **NOTICE DETAILS**

**Solicitation #:**

ADF-08-HQ-R-0012

**Procurement Type:**

**Modification/Amendment**

**Date Posted:**

September 12, 2008

**Title:**

Personal Services Contract (PSC) - Press Secretary

**Description:**

Added: Sep 05, 2008 3:46 pm

**Title:**

Personal Service Contract for 1 Press Secretary

**Description:**

(i) This is a solicitation for the recruitment of qualified applicants interested in providing Personal Service Contract (PSC) services as described herein and as supplemented with additional information included in this notice. This announcement constitutes the only solicitation; proposals are being requested and a written solicitation will not be issued. (ii) This requirement is being issued as a Request for Proposals (RFP) and the solicitation number is ADF-08-HQ-R-0012 (iii) This solicitation document and incorporated provisions and clauses are those in effect through Federal Acquisition Circular 2005-26. (iv) The North American Industry Classification System (NAICS) code is 541 - Professional, Scientific and Technical Services/541990-All other Professional, Scientific and Technical Services. (v) Contract Line Items (s) CLIN - n/a. (vi) Date and place of delivery - see attached statement of work. (vii) The statement of work follows. (viii) The provisions at 52.212-1 Instructions to Offerors - Commercial Items are not applicable to this requirement. (ix) The provisions at 52.212-2 are not being utilized; however, see the attached statement of work for the evaluation procedures that will be utilized. (x) The provisions at 52.212-3 are not applicable to this requirement. (xi) The clauses at 52.212-4 are not applicable to this requirement as this requirement is for personal services. (xii) The clauses at 52.212-5 are not applicable to this requirement. (xiii) Far clause 52.217-8 and 52.217-9 (60 calendar days and 30 calendars respectively shall be inserted), are applicable to this requirement. (xiv) The Defense Priorities and Allocations Systems (DPAS) do not apply to this requirement.

(xv) Applications are due on Friday September 12, 2008 at 3:00 pm EST. (xvi) The following individual shall be contacted for information regarding this solicitation: Paul Robinson, Contract Specialist at [probinson@usadf.gov](mailto:probinson@usadf.gov), telephone (202) 673-3916, Ext 123.

POSITION TITLE: Press Secretary - (1 position)

MARKET VALUE: GS7-GS9 (\$39,330 to \$44,572 - \$48,108.00 to \$54,525.00) Final compensation will be negotiated within the listed market value based upon the candidate's past salary, work history and education background.

TERMS OF APPOINTMENT AND COMPENSATION: The term of the contract will be for a base period of one (1) year, with 2 12/month unilateral Government options depending upon continuing need of the services, availability of funds and satisfactory performance.

PLACE OF PERFORMANCE: ADF Headquarters, 1400 I Street, NW, Washington, DC

SCOPE OF WORK - Press Secretary

#### I. BACKGROUND

The African Development Foundation (ADF) is an independent corporation of the United States Government. Its mandate is to foster community-based development in Africa. ADF programs focus on: 1) responding to the priority needs of grassroots communities and marginalized groups; 2) assisting indigenous small and medium-sized enterprises to engage in profitable and sustainable local, regional, and international trade; and 3) documenting, promoting, and disseminating best practices related to community based participatory development and to enterprise development. ADF provides conventional grants to non-governmental organizations and community reinvestment grants to indigenously owned businesses in African countries.

#### II. INTRODUCTION

The Position is located in the Office of the President. The Division is responsible for overseeing and coordinating all aspects of ADF's programs and operations, including communications.

#### III. GENERAL REQUIREMENT

The Press Secretary will report to the President and will be responsible for working with the Press, communicating with key stakeholders, and raising the overall profile of the Agency and its accomplishments.

He or she will perform the following:

Specific Task Requirements:

- Build and maintain relationships with Members of the Press, including print, visual, and online media
- Prepare, produce, and disseminate news releases, fact sheets, and other public documents
- Write press releases and other communications materials about the agency's performance for distribution to the public and private sectors
- Act as a spokesperson for the Agency, proactively pitching stories and developing and delivering responses to external inquiries from the Press, as well as other US Government Agencies, the U.S. Congress, foreign Embassies, international organizations, and the not-for-profit community.
- Collaborate with Agency staff to generate ideas and develop external relations and communications strategies; Implement said strategies
- Work directly with the President of the Agency and closely with Program and other senior staff
- Organize press conferences and coordinate other public information-related events
- Respond to media and general public inquiries
- Create and maintain mailing lists that permit selective and effective materials distribution, to maximize impact and coverage for general or selected audiences
- Review, create and collaborate on external presentations
- Maintain a clear understanding of the Agency's programs and operational strategies
- Create and edit the Agency's bimonthly internal newsletter
- Update and maintain the Agency's website, [www.usadf.gov](http://www.usadf.gov)
- Raise the public profile of USADF in the US and in Africa
- Disseminate knowledge to increase the Agency's demonstration effect.

#### IV. DESIRED QUALIFICATIONS

1. Bachelor's degree, preferably in a relevant liberal arts field such as English, Government, Journalism, Communications, etc.
2. A minimum of one year experience in media or public relations, and/or another writing intensive work environment.
3. Ability to work under tight deadlines and to manage and complete multiple projects simultaneously
4. Demonstrated knowledge of African public policy, U.S. Government, and international economic development issues

NOTE 1: You may substitute a Master's degree or 1 full year of graduate education leading to such a degree in the field of business, economics and/or political science for years of experience required under desired qualifications #2. Such education must have been obtained in an accredited college or university and demonstrate the knowledge, skills, and abilities necessary to do the work of this position.

#### V. Benefits/Allowances:

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

Employee's FICA contribution

Contribution toward Health and Life Insurance

Pay Comparability Adjustment

Eligibility for Worker's Compensation

Annual and sick leave

And any other negotiated benefits allowable under FAR subpart 31

Federal Taxes: ADF Personal Service Contractors are not exempt from payment of Federal Income Taxes.

#### VI. LIST OF REQUIRED FORMS FOR PSCS.

The Forms outlined below may be required and shall be completed only upon the advice of the Contracting Officer that an applicant is the successful candidate for the job:

- 1) Certify ability and willingness to travel and visit remote locations under harsh climate conditions with limited health care facilities;
- 2) Certify ability to meet the requirements of a background investigation to be conducted by ADF;
- 3) Questionnaire for Sensitive Positions (for National Security (SF-86) or Questionnaire for Non-Sensitive Positions (SF-85); and
- 4) Finger Print Card FD-259

#### VII. INQUIRIES

Questions concerning the solicitation should be sent to [probinson@usadf.gov](mailto:probinson@usadf.gov) no later than Friday, September 12, 2008. Response to questions will be posted on the Fedbizopps as an Amendment to the solicitation.

#### VIII. POINT OF CONTACT

Paul Robinson, Contract Specialists, email [probinson@usadf.gov](mailto:probinson@usadf.gov), telephone 202-673-3916, Ext 123, Fax 202-673-3810

#### IX. EVALUATION CRITERIA

##### EVALUATION FACTORS FOR AWARD

Phase 1: Desired Qualifications

Phase 2: Technical Evaluation Factors

Phase 3: Interviews

##### PHASE 1: \_ MANDATORY QUALIFICATIONS

Please submit your responses to the two (2) Desired Qualifications stated below.

As needed, Offerors shall cite the entity (ies) and location(s), period of service(s) and description of the service(s) provided that demonstrates the ability to provide the services identified in each of the factors.

DESIRED QUALIFICATIONS:

1. Bachelor's degree, preferably in a relevant liberal arts field such as English, Government, Journalism, Communications, etc.

2. A minimum of one year experience in media or public relations, and/or another writing intensive work environment.

NOTE 1: You may substitute a Master's degree or 1 full year of graduate education leading to such a degree in the field of business, economics and/or political science for years of experience required under desired qualifications #2. Such education must have been obtained in an accredited college or university and demonstrate the knowledge, skills, and abilities necessary to do the work of this position.

Applicants who satisfy the desired qualification requirements will be selected to pass to Phase 2.

#### PHASE 2: TECHNICAL QUALIFICATIONS

Please provide your responses to the Two (2) Technical Qualifications cited below.

Offerors shall cite the entity (ies) and location(s), period of service(s) and description of the service(s) provided that demonstrates the ability to provide the services identified in each factor

#### TECHNICAL QUALIFICATION:

1. Ability to work under tight deadlines and to manage and complete multiple projects simultaneously (50 points)
2. Demonstrated knowledge of African public policy, U.S. Government, and international economic development issues (50 points)

Applicants who pass the technical evaluation factors will pass to Phase 3.

#### PHASE 3: INTERVIEWS

Based on Phase 1 and Phase 2 results, the top ranking candidates will be contacted for interviews. Interviews may be conducted in person or by telephone. ADF shall not reimburse interview costs.

These candidates will be evaluated based on the following:

- Written and verbal English communication skills and fluency in English.
- Work experience as it relates to the Statement of Work.

#### SECTION L: INSTRUCTIONS, CONDITIONS AND NOTICE TO OFFERORS

##### PROPOSAL SUBMISSION:

A complete application consists of the following:

1. Two past performance references. The Offerors shall include complete contact information for all references to include phone numbers and email addresses. (ADF reserves the right to obtain from previous employers relevant information concerning the applicant's past performance and may consider such information in its evaluation)
2. Qualified individuals are requested to submit a resume, the resume shall contain at a minimum, Personal Information: full name, mailing address, email address, day and evening phone numbers, country of citizenship. Education: Name of schools attended (primary, secondary and college or universities), locations, dates, type of degrees received and major. Work Experience: Provide the following for paid and unpaid work experience related to the jobs for which you are applying (do not send job descriptions): job title; duties and accomplishments; employer's name and address, superiors name and phone number, start and end dates (month and year), hours per week, salary. Other Qualifications: Other pertinent information related to the qualifications required for the position; including job-related skills, such as languages, computer skills.
3. Qualified individuals are requested to submit a short writing same of no more than three (3) pages in length, such as a press release or advocacy memorandum.

Responses to Mandatory Qualifications and Technical Evaluation Factors

Applicants who fail to submit a complete application shall not be considered.

The Offerors assume the full responsibility for ensuring that offers and references are received at the place as delineated herein and by Friday September 12, 2008, by TIME 3:00 p.m. EST. All offers shall be closed and sealed and shall be fully identified on the sealed envelope if delivered via third party carrier or hand delivered.

When the proposals are hand-carried or sent by courier service, the address for offers is the African Development Foundation; 1400 Eye Street, N.W., Suite 1000, 10th Floor; Washington, D.C. 20005.

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. All applications shall be submitted in a sealed envelope with the solicitation number cited on the outside of the envelope for identification purposes.

Late applications will not be accepted and will be handled in accordance with Federal Acquisition Regulations (FAR) subpart 15.412.

No Electronic proposals shall be submitted

Interested offerors may register at <http://www.fedbizopps.gov> to receive notification when the solicitation and any amendments are issued and available for downloading. Please note that the General Services Administration provides the notification service as a convenience and does not guarantee that notifications will be received by all persons on the mailing list. Therefore, we recommend that you monitor the Fedbizopps site for all information relevant to desired acquisitions.

**METHOD OF AWARD**

ADF anticipates awarding 1 personal service contracts as result of the solicitation. Please note that this does not constitute any guarantee that a PSC will be awarded as a result of this solicitation nor does it constitute any authorization by ADF to reimburse costs incurred in the preparation of an application.

Award shall be made based on the best overall value to the Government. The Contracting Officer (CO) will use the technical merits of each proposal to determine the successful offeror.

**Classification Code:**

R -- Professional, administrative, and management support services

**NAICS Code:**

541990 -- All Other Professional, Scientific, and Technical Services

**Response Date:**

Sep 16, 2008 3:00 pm

**Primary Point of Contact.:**

Paul Robinson,  
Contract Specialist  
[probinson@usadf.gov](mailto:probinson@usadf.gov)  
Phone: 2026733916  
Fax: 2026733810

**Secondary Point of Contact:**

Sheila J. Joseph,  
Contract Specialists  
[sjoseph@usadf.gov](mailto:sjoseph@usadf.gov)  
Phone: 2026733916  
Fax: 202-673-3810

**Place of Contract Performance:**

African Development Foundation  
1400 Eye Street  
Suite 1000 10 th. Floor  
Washington , District of Columbia 20005  
United States

**Archiving Policy:**

Automatic, 15 days after response date

**Allow Vendors To Add/Remove From Interested Vendors:**

yes

**Allow Vendors To View Interested Vendors List:**

no