



# USAID | NEPAL

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SOLICITATION NUMBER	<b>SOL-367-16-000006</b>
ISSUING DATE	June 28, 2016
CLOSING DATE	July 15, 2016 5:00 P.M Kathmandu Time.
POSITION TITLE	Development Outreach and Communications Specialist
NUMBER OF POSITION(S)	One
MARKET VALUE	GS-13 (\$73,846 - \$95,998)
ORGANIZATIONAL LOCATION OF POSITION	Kathmandu, Nepal
DIRECT SUPERVISOR	Director for Program and Project Development Office or his/her designee (PPD)
SUPERVISORY CONTROL	Minimal. After an initial period, the incumbent is expected to act independently with minimal day-to-day direction.
PERIOD OF PERFORMANCE	Two years, with option to extend for up to two years. Beginning o/a July 2016 thru July 2018.
SECURITY ACCESS	Must be able to obtain security clearance at the secret level from the USAID SEC and medical clearance from the State MED within a reasonable period of time (USAID will provide details regarding these clearances to the selected candidate). If such clearances are not obtained within a reasonable time or negative suitability issues are involved, any offer made may be rescinded.
AREA OF CONSIDERATION	Open to U.S Citizens.

**POSITION DESCRIPTION:**  
**Development Outreach and Communications Specialist**

**INTRODUCTION:** The Supervisory DOC Specialist is a member of PPD, and the position's primary responsibility is to produce and disseminate public information regarding the USAID Mission and its development portfolio, with the overall goal of increasing awareness and understanding of U.S. Government foreign assistance efforts, which will be done under the overall aegis of Public Affairs as the lead on Embassy outreach. The Supervisory DOC will lead PPD's DOC team to investigate, analyze, collect, manage, and distribute information associated with the USAID foreign assistance program in Nepal. A crucial objective is to develop strategic information used to educate and promote better understanding of USAID programs for both Nepali and American audiences. Equally important is to ensure that outreach activities further USG goals in Nepal. To effectively achieve these objectives, the Supervisory DOC Specialist will work closely with the Embassy Public Affairs Section (PAS), USAID staff, as well as USAID partners. The Supervisory DOC Specialist will be USAID/Nepal's primary point of contact and liaison for all information requests on program activities. S/he will supervise a highly motivated team of Nepali professionals.

The DOC team collaborates closely with technical offices and implementing partners, providing oversight, advice and guidance in developing and implementing the Mission's communication strategy. Close collaboration with PAS will ensure that PAS, which has the lead on Mission Kathmandu Outreach, is properly apprised of USAID public outreach activities and projects, that policies and procedures regarding outreach communications are strictly followed, and that USG interests are protected. Close collaboration with USAID Mission management will ensure that outreach activities support USAID/Nepal strategic goals including, but not limited to, those outlined in the Country Development Cooperation Strategy (CDCS). A key function of this position will be to mentor the DOC team and build capacity within the Mission and with implementing partners to develop more effective communication plans and materials. S/he will also serve as principal liaison with the Agency's Legislative and Public Affairs Bureau in Washington (USAID/LPA).

Under the direction of the Mission Director, PPD is responsible for overseeing the formulation and implementation of the Mission's CDCS for Nepal and assisting to define the role and objectives of U.S. assistance. This includes ensuring that the Agency's program policies are adhered to and reflected in the Mission's programming policies and procedures. PPD coordinates and assists with all Mission activity designs and fulfills required planning and reporting requirements for the Office of the Director of Foreign Assistance (F) through the

annual Operational Plan and Performance Plan Report. PPD also assumes the lead in the formulation, management and control of the Mission's Program Budget, negotiates bilateral agreements with the Government of Nepal, and supports the Mission Director's participation in donor coordination forums in-country. PPD develops and implements the Mission's public information strategy in consultation with the USAID Mission Director and receiving guidance and direction from the Embassy Front Office and PAS, and assists Technical Office (TO) teams in preparation, clearance, and timely submission and approval of documents.

**BACKGROUND:** USAID/Nepal manages a \$366 million portfolio of development programming that spans Democracy and Governance, Food Security, Health, Education, and Natural Resources Management. Nepal is a focal country for three Presidential Initiatives: Feed the Future, Global Health, and Global Climate Change. The Mission's recently developed CDCS, for 2014-2019, guides activities toward the overall development goal of "a more democratic, prosperous, and resilient Nepal." As a focal country for the Presidential Initiatives and with a highly engaged Embassy, outreach and communications is a high priority for Mission Kathmandu. Following the devastating April 2015 earthquake in Nepal, USAID mobilized emergency response and developed an earthquake recovery plan that leverages ongoing programs to support earthquake-affected areas. The demand for USAID outreach and communication products significantly increased following the earthquake and is expected to continue in the near term.

The Mission has a communications strategy, based on the CDCS, incorporating key messaging from each of the Presidential Initiatives and the Agency's USAID Forward reform effort. The goal of the communications strategy is to promote a better understanding and awareness of the impact of USAID's cooperation with Nepal and to demonstrate the benefits of USAID programs. The communications strategy targets key audiences, such as Supervisory Nepal Government officials, other donors, youth, private sector and civil society, local and international media, and U.S. lawmakers. The rationale for these selections is to reach decision-makers and opinion leaders on development issues to encourage good will and foster productive partnerships to achieve development goals.

**MAJOR DUTIES AND RESPONSIBILITIES:** The specific duties of the DOC include, but are not limited to, the following areas:

#### **1. Supervision and Coordination**

- Lead the Mission's DOC team to ensure the overall quality, coherence, and strategic application of the team's communications and outreach products and initiatives. The team comprises two Foreign Service National (FSN) staff and one Eligible Family Member American editor/communications specialist. In addition, the DOC team has

established linkages with communications professionals within the Mission's implementing partners.

- Lead the development and implementation of the Mission's communication strategy and outreach plan, which promotes public understanding of and support for USAID programs. Ensure public awareness of programs and projects being funded by USAID and provide information to USAID/W and the U.S. Embassy.
- Collaborate/coordinate with PAS, which has the overall Mission lead on media engagement and public messaging.
- Formulate and manage the communication and outreach budget for the Mission. Given USG and Agency directives to reduce expenditures on publications, travel, and conferences, the incumbent must identify cost-effective ways to achieve communication goals.
- Monitor and evaluate progress toward communication objectives as outlined in the communication strategy. This includes establishing a monitoring and evaluation plan for the communication strategy, identifying indicators and measuring progress to assess effectiveness and impact of outreach activities. Also includes monitoring local and international press coverage, awareness, and attitudes concerning USAID programs. Information gathered will inform ongoing activities and future programming.
- Formulate and implement innovative outreach activities that advance development objectives as outlined in the Mission's CDCS.
- Mentor the DOC team and train technical office staff and implementing partners on developing effective communication plans and materials.
- Coordinate with PAS and other USG agencies to develop strategic communications at the Embassy level and ensure that USAID communications are in line with the broader USG goals.
- Adhere to the Mission Kathmandu Media Policy and PAS-issued guidance/standard operating procedures on communication and outreach processes.
- Serve as the primary liaison with PAS in the execution of USAID events, the dissemination of USAID public materials and on any other issues that may arise. Represent USAID in planning relevant Mission Kathmandu events and site visits by the Ambassador and other high-level visitors.
- Collaborate closely with PAS to achieve strategic exposure and understanding of USAID's programs and initiatives. Work in concert with PAS in developing appropriate activities designed to highlight U.S. assistance as defined by the Chief of Mission and USAID/Nepal Mission Director.

- Through well-established professional contacts with donors, NGOs, and leaders of other international and local organizations active in development activities, the Supervisory DOC Specialist will gather, analyze, and properly format data and information on local and international opinion concerning USAID programs for the purpose of gauging the effect of information dissemination strategies, providing feedback on ongoing activities and for planning future communications programming.

## **2. Public Information and Publicity Materials**

- Coordinate information dissemination, outreach and public events within the Mission with technical offices and outside the Mission with implementing partners.
- Build the capacity of implementing partners to develop timely, accurate, effective and well-written media materials.
- Oversee the drafting, editing, organization and dissemination of a standard information package of public information materials, including fact sheets, newsletters, project briefs, country profile, development objective summary, presentations, responses to requests for information and all other public information materials related to USAID/Nepal activities. Materials must be tailored for both internal audiences (incoming staff, high-level visitors, LPA, Congress) and external audience (general public and media). Incumbent must be able to present development topics in clear, concise English and translate sometimes complex or highly technical language into a format easily understood by the general public.
- Generate and maintain a standard set of narrative data related to the Mission's development portfolio for general use in briefers, outreach materials, communications, etc.
- Develop and maintain USAID's online outreach, including websites, social media, etc.
- Oversee preparation of a weekly summary of events and submissions for USAID Frontlines and other USAID public information platforms including Facebook, Twitter, YouTube and other social media sites.
- Coordinate and oversee USAID/Nepal's branding and marking efforts. Serve as brand expert, and advise USAID staff and implementing partners on developing appropriately branded public information and events. Design and conduct workshops on the implementation of branding guidelines. Serve as technical point of contact on waivers to branding requirements in relationship to media.

## **3. Media and Public Relations**

- Manage information and media outreach activities, in coordination with the PAS, Front Office and technical teams. Ensure strategic

selection of events and optimal representation by USG personnel to more effectively and efficiently communicate USAID messaging.

- Work with PAS to manage USAID/Nepal's relationship with international, regional, and local press, including encouraging accurate reporting, equity, and troubleshooting as necessary. Process materials and address any necessary changes to ensure that items go to press on time. Provide advice to the Mission and to USAID/LPA regarding appropriate press contacts, in coordination with PAS.
- Advise and work with PAS to select opportunities to keep media abreast of USAID/Nepal programs, including TV, radio and other media. This may include preparing talking points, organizing briefings and media tours of USAID projects.
- Work closely with the Front Office, PAS and USAID staff on press and media relations to ensure targeted and coherent messages consistent with the Communication Strategy from all USAID staff and implementing partners.
- Respond to inquiries from the general public, media -- in coordination with PAS--, and other sources about USAID programs and projects.
- Oversee development of effective media outreach materials, ensuring accurate information and presentation of development topics and the impact of USAID programs in a format easily understood by the general public.

#### **4. Public Events**

- Plan and schedule a calendar of events with the DOC team and technical team staff, including project managers, host country officials, NGOs, and implementing partners.
- Serve as DOC advisor on the outreach component of public events, in coordination with PAS, Front Office, technical teams and implementing partners. This includes conferences, openings, ribbon-cuttings and other ceremonies. Organize press packets, deal with protocol issues, site selection, staging and logistical issues and identify USG representation.
- Review and edit press releases, scene setters and talking points drafted by USAID staff and implementing partners for USAID events.
- Manage documentation of USAID events, including video, documentaries, photos, updates to Facebook, YouTube, and Twitter accounts.
- Serve as the USAID's primary point of contact for public events and site visits by official visitors from the Executive Branch or Congress. Serve as control officer or participate in teams planning VIP visits. Lead preparation of briefing materials, scene setters, and

other information products to support these visits. Maintain a diverse list of potential site visit locations appropriate for a variety of high-level visitors throughout the country.

## **5. Other Duties**

- Perform other duties relating to public outreach, information and communication, as assigned or required.

**REQUIRED QUALIFICATIONS:** This position requires a combination of leadership, analytical and technical expertise, and managerial skills. The incumbent must have excellent English writing skills and be able to meet strict deadlines in a fast-paced environment. The incumbent must be familiar with and be able to work well in an overseas environment with a wide range of government and non-government counterparts. The successful candidate will have experience with local, regional, and international press.

The DOC shall have the following qualifications. Note that in order to be considered those marked "required" must be met.

**Education (15 points):** A master's degree, preferably in the field of public relations, journalism, international development/rerelations, English, marketing, communications or related field, is required. Three years of overseas experience in public relations may be considered an acceptable substitute for the required master's degree.

**Relevant Experience (30 points):** A minimum of five years (or eight years without a Master's degree) of demonstrated successful experience in public relations, journalism, or related field is required. Previous work experience with an international development organization overseas is strongly preferred. Proven experience with writing and communications that demonstrates skills and hands-on experience in a combination of the following areas: public relations, editing, public information, publishing, and digital communications. Proven experience in developing and disseminating targeted information to a variety of audiences is required. Relevant marketing experience will be considered, as applicable. The incumbent must demonstrate a minimum of two years' supervisory experience and must be able to mentor, guide and build capacity of staff and implementing partners. Strong preference will be given to candidates familiar with Nepal. Experience in report writing, events planning, and execution, website design, and social networking media is strongly preferred.

**Technical Knowledge (30 points):** The successful candidate must be capable of crafting strategic communication plans and information messages in various media formats (e.g. press releases, web-site,

cables, etc.), targeting a variety of audiences. Excellent leadership, coordination, and organizational skills within a multicultural work environment are required. Experience in planning, strategizing, and application of policies and procedures regarding all development outreach communications activities, such as branding and marketing, is preferred. Must have broad understanding of issues related to international development and be able to translate them to a general audience. Knowledge of local, regional and international press, and regional development issues, is desirable.

**Skills (25 points):** Native level fluency in English (reading, writing, and speaking) is required. Given the nature of the position, demonstrated effective written and oral communication is a requirement. Strong communication, interpersonal skills, and ability to lead and work in teams required. Excellent organizational, critical and strategic thinking skills required. Strong staff development and management skills preferred. Strong computer skills in the full range of MS software, including spreadsheet, PowerPoint, and graphics, is preferred. Experience with Facebook, Twitter, YouTube, RSS feeds and other social media platforms strongly preferred.

Applicants should provide at least two writing samples with their applications. The samples should be 750 to 1,000 words. They can be excerpts from longer articles or papers and do not have to be specifically written for this application. The samples should demonstrate the applicant's ability to clearly and succinctly communicate complex ideas to the public. Co-written articles will not be accepted - the applicant must be the sole author.

**SUPERVISION RECEIVED:** The incumbent will report to the Director of the Program and Project Development Office or his/her designate, consulting and receiving direction as necessary. The incumbent will be expected to work independently, taking initiative in determining, planning and executing assignments.

**AVAILABLE GUIDELINES:** Foreign Affairs Manual (FAM), Foreign Affairs Handbook (FAH), Automated Directives System (ADS), Mission Orders and Mission Notices, Mission Media Policy.

**EXERCISE OF JUDGMENT:** The incumbent performs under general administrative discretion with ability to exercise independent judgment, to accomplish work of outstanding difficulty. Judgment and ingenuity are required *not only* to interpret the intent of guidance and to develop applications/guidelines, but also to make quick decisions in settings that require immediate development outreach communication action with crucial implications on U.S. interests and no U.S. Supervisory officials are present to consult.



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

1. Benefits
  - a. Employee's FICA Contribution
  - b. Contribution toward Health & Life Insurance
  - c. Pay Comparability Adjustment
  - d. Eligibility for Worker's Compensation
  - e. Annual & Sick Leave
  - f. Access to Embassy medical facilities, commissary and pouch mail service
2. Allowances (as applicable)
  - a. Temporary Lodging Allowance (Section 120)
  - b. Living Quarters Allowance (Section 130)
  - c. Post Allowance (Section 220)
  - d. Supplemental Post Allowance (Section 230)
  - e. Post Differential (Chapter 500)
  - f. Payments during Evacuation Authorized Departure (Section 600)
  - g. Danger Pay (Section 650)
  - h. Educational Allowance (Section 270)
  - i. Separate Maintenance Allowance (Section 260)
  - j. Educational Travel (Section 280)

USPSCs are not exempt from payment of Federal Income Tax.

**Application Submission Instructions:**

Send your application by e-mail to: [usaidnepalhr@usaid.gov](mailto:usaidnepalhr@usaid.gov)

The application must include following:

1. Resume
2. Form AID 302-3
3. Names and contact details for three references.

Hard copies may be sent to the following address:

Executive Officer USAID/Nepal  
U.S. Embassy  
G.P.O. Box 295 Maharajgunj Kathmandu,  
Nepal