



U.S. EMBASSY DHAKA

VACANCY ANNOUNCEMENT NUMBER – **2017-09**

- OPEN TO:** US Citizen Eligible Family Members (USEFMs), Member of Household (MOH) – All Agencies, and All Qualified US Citizens.
- POSITION:** Supervisory Development Outreach and Communications (DOC) Specialist, GS-12
- OPENING DATE:** **February 26, 2017**
- CLOSING DATE:** **March 11, 2017** (before 4:30 p.m.)
- WORK HOURS:** Full-time; 40 Hours/5 days per week
- SALARY:** GS-12 (Salary Scale: \$62,722 - \$81,541 annually)
- Depending on qualifications and experience, Incumbent may be hired at a trainee grade (lower than the position grade)**

The United States Agency for International Development (USAID) in Dhaka is seeking a US Citizen Eligible Family Member (USEFM), and Member of Household (MOH), Qualified US Citizen for the position of **Supervisory Development Outreach and Communications (DOC) Specialist** in the Program Office.

Candidates for employment are generally hired at the first step of the established grade of the position. In some instances, candidate may be hired at a higher step when exceptional qualifications so warrant. If there are no qualified candidates at the stated grade level, a candidate may be hired at a lower grade level.



NOTE: Due to the high volume of applications received, we will only contact applicants who are being considered. Thank you for your understanding.

BASIC FUNCTION:

The Development Outreach Communications (DOC) Specialist is a member of the Program Office (PRO), which includes as a primary responsibility the production and dissemination of public information regarding the Mission and its development portfolio. The DOC will lead the DOC team within PRO to investigate, analyze, collect, manage, and distribute information associated with the USAID foreign assistance program in Bangladesh. A crucial objective is to develop strategic information used to educate and promote better understanding of USAID programs for both Bangladeshi and American audiences. Equally important, is to ensure outreach activities further Mission and U.S. Embassy strategic goals. To effectively achieve these objectives, the DOC Specialist will work closely with the Embassy Public Affairs Section (PAS), USAID staff, local news agencies, as well as USAID partners. The DOC Specialist will be USAID/Bangladesh's primary point of contact and liaison for all information requests on program activities. S/he will supervise a highly motivated team of Bangladeshi 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 the Embassy's PAS will ensure that embassy personnel are properly apprised of USAID public outreach activities and projects, that policies and procedures regarding outreach communications are strictly adhered to and that USG interests are protected. Close collaboration with the Mission management will ensure that outreach activities support USAID / Bangladesh 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, PRO is responsible for overseeing the formulation and implementation of the Mission's CDCS for Bangladesh 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. PRO 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. PRO also



assumes the lead in the formulation, management and control of the Mission's Program Budget, negotiates bilateral agreements with the Government of Bangladesh, and supports the Mission Director's participation in donor coordination forums in-country. PRO develops and implements the Mission's public information strategy in consultation with the Front Office and the Embassy's Public Affairs Office, and assists Technical Office (TO) teams in preparation, clearance, and timely submission and approval of documents.

MAJOR DUTIES AND RESPONSIBILITIES:

USAID/Bangladesh manages a \$200+ million portfolio of development programming that spans Democracy and Governance, Food Security, Health and Climate Change. Bangladesh is a focal country for four Presidential Initiatives: Feed the Future, Global Health, Global Climate Change and Global Engagement with the Muslim World. The mission's recently developed CDCS, for 2011-2016, guides mission activities toward the overall development goal of making Bangladesh a 'knowledge-based, healthy, food-secure and climate resilient middle income democracy.' As a focal country for the Presidential Initiatives and with a highly engaged Embassy, outreach and communications is a high priority for the Mission and the Embassy.

The mission has also recently developed a communication 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 communication strategy is to promote a better understanding and awareness of the impact of USAID's cooperation with Bangladesh and to demonstrate the benefits of USAID programs. The communication strategy targets key audiences such as senior Bangladesh government officials, other donors, youth, private sector and civil society, local and international media and US 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.

The specific duties of the Development Outreach Communications Specialist include, but are not limited to, the following areas:

Supervision and Coordination

- Lead the Mission's Development Outreach and Communications team to ensure the overall quality, coherence and strategic application of the team's communications and outreach products and initiatives. The team comprises a three Foreign Service National (FSN) staff. Within the mission, the team also includes communication points of contact in each of the technical offices. In addition, the DOC team has established linkages with communications professionals in each of the implementing partners.



- Lead the development and implementation of the Mission’s communication strategy and outreach plan that promotes a better understanding of and support for USAID programs to external audiences. Ensure public awareness of programs and projects being funded by USAID and provide information to USAID/W and the U.S. Embassy.
- 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 Embassy goals.
- Serve as the primary liaison with PAS in the execution of USAID events, the dissemination of USAID publicity materials and on any other issues that may arise. Represent USAID in planning relevant Embassy events and site visits by the Ambassador and other high-level visitors.
- Collaborate closely with the Embassy’s PAS to achieve maximum exposure and understanding of USAID’s programs and initiatives. Work in concert with PAS in developing activities designed to highlight U.S. assistance contributions as defined by the Chief of Mission and USAID Mission Director.
- Through well-established professional contacts with donors, NGOs, and leaders of other international and local organizations active in development activities, the DOC Officer 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.



Public Information and Publicity Materials

- Coordinate information dissemination, media 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 publicity 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/Bangladesh 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.
- Development and maintenance of online outreach, including websites, social media, etc.
- Oversee preparation of a weekly summary of events, submissions for the monthly report to the Administrator and for USAID Frontlines and other USAID public information platforms including Facebook, Twitter, YouTube and other new and emerging social media sites.

Media and Public Relations

- Manage information and media outreach activities, in coordination with the 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/Bangladesh's relationship with international, regional, and local press, including encouraging accurate reporting, equity, and trouble-shooting as necessary. Interact with local media contacts regularly. 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.
- Advise and work with PAS to expand opportunities to keep media abreast of USAID/Bangladesh programs, including TV, radio and other media. This may include arranging interviews, preparing talking points, organizing briefings and media tours of USAID projects.



- Work closely with the Front Office 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 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.

Publicity 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 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 implementing partners for USAID events.
- Manage documentation of USAID events, including video, documentaries, photos, updates to Facebook, YouTube and Twitter accounts.
- Serve as the Mission's primary point of contact for publicity events and site visits by official visitors from the Embassy, USAID, Congress and other USG agencies or entities. 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.
- Perform other duties relating to public outreach, information and communication, as assigned or required.

QUALIFICATIONS REQUIRED

Applicants must address each required qualification listed below with specific information supporting each item. Failure to do so may result in a determination that the applicant is not qualified.

- 1. Education:** A Master's degree, in the field of public relations, journalism, international development/relations, English, marketing, communications or related field is required. *(You must attach a copy of your academic certificate along with your application form.)*



- 2. Experience:** A minimum of five years of demonstrated successful experience in public relations, journalism, or related field is required. Previous work experience with an international development organization overseas is required. Proven experience with writing and communications that demonstrate 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. Experience in report writing, events planning, and execution, website design, and social networking media is required.
- 3. Knowledge:** 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 multi-cultural 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 also required. Must have broad understanding of issues related to international development and be able to translate them to a general audience. Must have knowledge of local, regional and international press, and regional development issues.
- 4. Skills and Abilities:** 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, staff development and management skills are required. Excellent organizational, critical and strategic thinking skills required. Strong computer skills in the full range of MS software, including spreadsheet, PowerPoint, and graphics, is required. Experience with Facebook, Twitter, YouTube, RSS feeds and other social media platforms is also required.

ADDITIONAL SELECTION CRITERIA:

1. Management may consider the following when determining successful candidacy: nepotism, conflicts of interest, budget, and residency status.
2. The candidate must be able to obtain and hold a local security certification.



NOTE: Only newly hired employees (and former employees returning from a break in service) serve a probationary period. Current employees recently promoted to a new position must have approval from a supervisor to apply.

3. Current employees serving a probation period are not eligible to apply.
4. Candidate must be a U.S. citizen or U.S. resident alien and be able to obtain Facility Access security clearance.

HOW TO APPLY:

Interested candidates are requested to submit the following:

1. A cover letter of no more than 2 pages that demonstrates how the candidates' qualifications meet the work requirements;
2. A curriculum vitae which describes education and career experiences and achievements;
3. A completed and signed [Application Form AID-302-3](#);
4. Names, contact numbers, and addresses of three professional references;
5. A written statement certifying the date and length of time for which the candidate is available for the position.
6. Candidates who claim U.S. Veterans preference must provide a copy of their Form DD-214 with their application.
7. Any other documentation (e.g. certificates, awards, copies of degrees earned) that addresses the qualification requirements of the position as listed above.

To ensure consideration of applications for the intended position, please make reference to the solicitation number on your application, and as the subject line in any cover letter.

[Application Form AID-302-3](#)

TYPE AND DURATION OF APPOINTMENT:

Employment shall be through a USAID Personal Services Contract for a period of two years.

BENEFITS/ALLOWANCES:

As a matter of policy, and as appropriate, the resident-hire USPSC is normally authorized the following benefits and allowances:

BENEFITS:

Employee's FICA Contribution (USPSC only)
Contribution toward Health & Life Insurance
Eligibility for Worker's Compensation (USPSC only)
Annual & Sick Leave
Sunday Pay



AS THIS IS A RESIDENT HIRE USPSC POSITION, THE FOLLOWING WILL NOT BE PROVIDED BY THE MISSION:

Visa support
Air fare for Post arrival
Housing
Embassy Commissary access
Transport facilities
Embassy Medical Unit facilities

FEDERAL TAXES:

USPSCs are not exempt from payment of Federal Income taxes.

This contract will be awarded according to AIDAR Appendix D subject to availability of funds.

WHERE TO APPLY:

SUBMIT APPLICATION PACKET ELECTRONICALLY TO:

Dhaka-Jobs@USAID.gov

Attention: Supervisory Executive Officer
USAID HR Section/Executive Office
USAID/Bangladesh

POINT OF CONTACT:

Human Resources Section
Executive Office/USAID
Telephone: +88-02-5566-2000
FAX: +88-02-5566-2909

EQUAL EMPLOYMENT OPPORTUNITY: The U.S. Mission in Dhaka 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. The Department of State 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.



Appendix (DEFINITIONS)

Resident Hire USPSC: A U.S. citizen who, at the time of hire as a PSC, resides in the cooperating country as a spouse or dependent of a U.S. citizen employed by a U.S. government agency or under any U.S. government-financed contract or agreement, or for reasons other than for employment with a U.S. government agency or under any U.S. government-financed contract or agreement. A U.S. citizen for purposes of this definition also includes persons who at the time of contracting are lawfully admitted permanent residents of the United States.

Eligible Family Member (EFM): An EFM for employment purposes is an individual who meets **all** of the following criteria:

- U.S. Citizen or not a U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in [3 FAM 1610](#)); **or**
- Child, who is unmarried and under 21 years of age or, regardless of age, is incapable of self-support; **or**
- Parent (including stepparents and legally adoptive parents) of employee, spouse, or same-sex domestic partner, when such parent is at least 51 percent dependent on the employee for support; **or**
- Sister or brother (including stepsisters and stepbrothers, or adoptive sisters or brothers) of the employee, spouse, or same-sex domestic partner when such sibling is at least 51 percent dependent on the employee for support, unmarried, and under 21 years of age, or regardless of age, incapable of self-support; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Is under chief of mission authority.

U.S. Citizen Eligible Family Member (USEFM): A USEFM for employment purposes is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan; and resides at the sponsoring employee's post of assignment abroad, or as appropriate, at



an office of the American Institute in Taiwan; and is under chief of mission authority; **or**

- resides at an Involuntary Separate Maintenance Allowance (ISMA) location authorized under 3 FAM 3232.2; **or**
- Currently receives a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Appointment Eligible Family Member (AEFM): An AEFM for employment purposes is an individual who meets **all** of the following criteria:

- U.S. Citizen; **and**
- Spouse or same-sex domestic partner (as defined in 3 FAM 1610) of the sponsoring employee; **or**
- Child of the sponsoring employee who is unmarried and at least 18 years old; **and**
- Listed on the travel orders or approved Form OF-126 of a sponsoring employee, i.e., a direct-hire Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad or, as appropriate, at an office of the American Institute in Taiwan (AIT); **and**
- Is under chief of mission authority; **and**
- Is residing at the sponsoring employee's post of assignment abroad or, as appropriate, at an office of the American Institute in Taiwan; **and**
- Does **NOT** currently receive a U.S. Government retirement annuity or pension from a career in the U.S. Foreign Service or Civil Service.

Member of Household (MOH): An individual who accompanies or joins a sponsoring employee, i.e., sponsor is a direct hire employee under Chief of Mission authority, either Foreign Service, Civil Service, or uniformed service member who is permanently assigned to or stationed abroad at a U.S. mission, or at an office of the American Institute in Taiwan. A MOH is an individual who meets the following criteria:

- Not an EFM and therefore not on the travel orders or approved through form OF-126 Foreign Service Residence and Dependency Report of the sponsoring employee; and
- Officially declared by the sponsoring U.S. Government employee to the Chief of Mission (COM) as part of his or her household and approved by the COM; and
- Is a parent, grandparent, grandchild, unmarried partner, adult child, foreign born child in the process of being adopted, father, mother, brother, sister, father-in-law, mother-in-law, son-in-law, daughter-in-law, brother-in-law, sister-in-law, stepfather, stepmother, stepson, stepdaughter, stepbrother, stepsister, half-brother, or half-sister who falls outside the Department's current definition of Eligible Family Member 14 FAM 511.3. A MOH may or may not be a U.S. Citizen.



Not Ordinarily Resident (NOR) – An individual who meets the following criteria:

- An EFM, USEFM or AEFM of a direct-hire Foreign Service, Civil Service, or uniformed service member permanently assigned or stationed abroad, or as appropriate, at an office of the American Institute in Taiwan; or
- Has diplomatic privileges and immunities; and
- Is eligible for compensation under the FS or GS salary schedule; and
- Has a U.S. Social Security Number (SSN); and
- Is not a citizen of the host country; and
- Does not ordinarily reside in the host country; and
- Is not subject to host country employment and tax laws.