**TASK ORDER -STATEMENT OF WORK (SOW)**

**EXTERNAL AFFAIRS ASSISTANT**

**1.0 BACKGROUND**

Based in Washington, D.C., USADF is the independent federal government agency focused on community-led development at the grassroots level.  USADF was established to support African-designed and -driven solutions that address grassroots economic and social problems. USADF is strategically focused on (1) continuing the work of the Agency, (2) being the economic development partner of choice for corporations, countries, and communities, and (3) measuring and increasing programmatic impact in Africa.

USADF invests directly in communities by providing seed capital and technical assistance directly to agricultural, off-grid energy, and youth- and women-led enterprises.  In its $58M portfolio, USADF supports and invests in African-designed and -managed enterprises and works to improve lives and livelihoods in poor and vulnerable communities in Africa. With an innovative grants program in 21 countries, the USADF team is outcome-oriented, evidence-based, and committed to public service. The grants help organizations create tangible benefits such as increasing or sustaining the number of jobs in a community, improving income levels, and addressing social development needs.

USADF is a public corporation with a seven-member Board of Directors; members are nominated by the President of the United States and confirmed by the United States Senate. USADF is a Federal grant-making public corporation and can be characterized as a micro-agency with 50 staff members in Washington. Washington staff communicates with approximately 70 contractors and technical partners in 21 countries in Africa via email and telephone. USADF's annual budget is approximately $41 million per year.

**2.0** **SCOPE**

USADF has a need for an External Affairs Assistant to perform a variety of high-level and highly visible assignments that support the Agency’s communication strategy. This confidential position is in the Division of External and Government Affairs and reports to the Chief of Staff/Director of External and Government Affairs. The External Affairs Assistant performs a substantial role assisting the Office of Communication in the delivery of digital and written content and evaluating the effectiveness of USADF’s external engagement efforts.

**3.0** **PLACE OF PERFORMANCE**

USADF, as of April 2022, is working under a hybrid environment through which staff are required to be in the office twice per week from October 1, 2022. The USADF office is located at 1400 Eye (“I”) Street, NW, Washington, D.C. Staff are permitted to telework up to three days per week.

**4.0** **PERIOD OF PERFORMANCE**

The period of performance will be a base period of 12 months with two 12-month optional periods.

**5.0 WORK HOURS AND OPERATION**

The USADF office is open 5 days per week, Monday through Friday, 8:00 a.m. and 4:30 p.m., excluding Federal holidays. The Contractor shall be required to work 40 hours a week. The Contractor is responsible for providing services during the hours requested, except when the Government facility is directed to close due to local or national emergencies (SOW 12.0), administrative closures, government holidays (SOW 11.0), or any other similar issue that may arise that the Government determines a closure is warranted, unless otherwise advised by the Contracting Officer Representative.

**6.0 ACQUISITION TYPE**

The Government intends to issue a task order against a BPA for a firm-fixed price.

**7.0** **REQUIREMENTS**

The Contractor shall work as the External Affairs Assistant under the technical direction of the COR/ACOR in completing the following requirements.

**7.1 Major Duties**

* Assists in maintaining the Foundation's web and social media presence, creatively developing the calendar, scheduling content posts, and conducting market research on best practices and followership. Posts updated material to Foundation’s web and social media sites.
* Edits digital content based on instructions provided by the supervisor or higher-level specialist to ensure quality, clarity, and consistency.
* Assists with publicity efforts to obtain news media coverage of newsworthy events. Uses a practical familiarity of standard print and broadcast media communications to recommend which techniques are most appropriate to the situation.
* Assists in the suggestion of the use of various print and digital media options and on the use of various types of publicity and delivery methods available. Uses a variety of associated software to prepare press information packets and materials such as photo distribution, folders, biographies, brochures, and other publicity materials.
* Provides usage reporting by tracking metrics for ongoing communications via social media platforms.
* Assists in drafting articles, press releases, talking points, fact sheets, and communication plans for internal/external publication, as well as standard operating procedures for the Office of Communications.
* Researches and drafts narrative text for storytelling by creating content about grant impact, USADF representatives and staff, and developing distribution mechanisms; verifies accuracy of information presented; and interviews individuals to obtain current information.
* Assists in planning special events with the African diplomatic corps, U.S. embassies in Africa, USADF funding partners and grantees, headquarters staff, special events (e.g., U.S. Africa Leaders’ Summit), etc.
* Coordinates communication and social media amplification efforts with USADF funding partners.

**8.0 GOVERNMENT-FURNISHED PROPERTY**

A laptop computer will be furnished to the Contractor to use, including a workspace with a desk – which may or may not be a closed office – within our premises.

**9.0 GOVERNMENT FURNISHED INFORMATION**

USADF shall provide the Contractor access to all information necessary to complete the requirements of the contract that are allowable, such as a workstation and government issued phone number.

**10.0 CONFIDENTIALITY OF DATA**

Due to the sensitivity and confidentiality of much of the data handled by USADF, the Contractor shall maintain confidentiality of all documents, data, and other information supplied to it by USADF, in accordance with all applicable Federal guidelines and regulations. The Contractor agrees, in the performance of this contract, to keep all information obtained or otherwise reviewed because of this contract in the strictest of confidence. The Contractor acquires no possessory and no proprietary interests in such information. The Contractor agrees not to disclose any information concerning the work under this contract to any persons or entities unless prior written approval is obtained from the Contracting Officer. The Contractor agrees not to publish, reproduce, or otherwise divulge such information in whole or in part, in any manner or form, at any time, during or following contract performance, nor to authorize or permit others to do so. The Contractor agrees to take such reasonable measures as are necessary to restrict access to such information to those employees of the Contractor needing such information to perform the work provided on this order, on a “need to know” basis. The Contractor agrees to immediately notify the COR if he or she determines or has reason to suspect a breach of any of these requirements or restrictions, and to provide written notification as soon as possible.

Confidentiality is essential to satisfactory performance. The Contractor will prevent any person other than the Contractor from seeing or having access to information in the possession or under the control of the Contractor.

The Contractor shall prevent disclosing the contents or description of documents, data, or information to any person not authorized under this order or by USADF to have access to such documents or information. The Contractor shall prevent removal of any documents, data, or information from the Government’s premises without authorization by appropriate USADF officials.

The Contractor shall comply, complete, and pass security access requirements, i.e., Non-Disclosure Agreement, Background Check through Office of Personnel Management (OPM), Electronic Questionnaire for Investigation Processing (e-QIP) [portal: http://www.opm.gov/e-qip/], OF 306 (fillable forms available at http://www.opm.gov/forms/html/of.asp), and Fair Credit Reporting Release) at least two weeks before beginning work under the contract.

**11.0 FEDERAL HOLIDAYS**

Except as specified by the Contracting Officer Representative, services shall not be required on the following Federal holidays:

New Year's Day – January 1;

Martin Luther King Jr.'s birthday - third Monday in January;

Presidents' Day - third Monday in February;

Memorial Day - last Monday in May;

Juneteenth – June 19;

Independence Day - July 4;

Labor Day - 1st Monday in September;

Columbus Day - second Monday in October;

Veterans' Day - November 11;

Thanksgiving Day - 4th Thursday in November;

Christmas Day - December 25

Holidays that fall on Saturday are observed on the previous Friday. Holidays that fall on Sunday are observed on the following Monday. Holidays shall also include any additional day(s) granted by Executive Order, which can be viewed on the Office of Personnel website at <https://www.opm.gov/fedhol/>.

1. **UNFORESEEN GOVERNMENT FACILITIES CLOSURES**

When an unforeseen Government facility closure occurs on a scheduled day of work, the PSC shall not be required to perform any services on the day of the closure and shall receive no payment unless remote access is given or other work arrangements can be made and approved by the COR. In the event of a partial day unforeseen Government facility closure, the Government will notify the PSC within one hour after notification of the facility closure is received. Payment of a partial day closure will be made for the actual time worked.

**13.0 MINIMUM QUALIFICATIONS**

The Contractor shall have the following minimum qualifications:

1. Bachelor’s Degree or higher in International Affairs or International Communications.
2. Minimum of 2 years of work experience assisting in the delivery of a digital content strategy.
3. A professional with the ability to deal with sensitive business information in a confidential and professional manner.
4. Exceptional attention to detail and possess strong organizational and planning skills.
5. Excellent written and verbal communication skills with the ability to communicate effectively with a wide variety of people through a variety of media forms.
6. Strong knowledge of MS Office applications, including Word, Outlook, and PowerPoint.
7. Ability to take the initiative to liaise with other departments and/or external sources.
8. Excellent customer service focus coupled with an ability to work collaboratively with others.
9. Ability to work under deadlines and to complete multiple projects concurrently.
10. Contractor(s) hired for work under this contract shall reside within the United States or its territories (and be prepared to work from USADF’s office on a hybrid model) and shall either be U.S. citizens or have lawful permanent resident status.

**14.0 OTHER REQUIREMENTS**

**14.1 COMPLIANCE WITH GOVERNMENT LAWS, RULES, AND REGULATIONS**

While the Contractor is at the government facility, the Contractor is responsible for compliance with all laws, rules, and regulations governing conduct with respect to health and safety – not only as they relate to its employees and agents, but also to other personnel who are government employees or agents of the government and to property at the site regardless of ownership. While on government premises and in possession of government property, the Contractor is responsible for such property and any damages thereto by the Contractor.

**14.2 NON-PERSONAL SERVICE STATEMENT**

Actions of the Contractor may not be interpreted or implemented in any manner that results in creating or modifying Federal policy, obligating the appropriated funds of the U.S. Government, overseeing the work of Federal employees, providing direct personal services to any Federal employee or otherwise violating the prohibitions set forth in Parts 7.5 and 37.1 of the Federal Acquisition Regulation (FAR).

**14.3 PREVENTING PERSONAL CONFLICTS OF INTEREST**

The Contractor shall comply with FAR 52.203-16, Preventing Personal Conflicts of Interest. Further, the Contractor shall not advise the USADF to take any action that will benefit, or appear to benefit, the Contractor beyond the scope of this contract. The Contractor shall inform the USADF if the appearance of such a conflict exists. For example, the Contractor shall not influence the USADF to enter into financial arrangements with entities that the Contractor expects to have future business dealings with, unless the USADF has been advised of the prospect of that future business.

**14.4 DRESS AND APPEARANCE**

Contractor personnel shall maintain a neat well-groomed professional demeanor and appearance including hair, makeup, clothing, and actions. No shorts, sleeveless shirts, or exposed midriffs. Clothing shall include comfortable business or casual attire, which shall not interfere with duties or/and safety guidelines and standards.

**14.5**  **Occasional Travel for Work**

Travel shall be approved in advance by the COR. All travel is to be paid in actuals in accordance with Federal Travel Regulations and USADF travel policy.

**15.0 CONTRACTING OFFICER AUTHORITY**

In no event shall any understanding or agreement between the Contractor and any Government employee other than the Contracting Officer on any order modifications, change orders, letter or verbal direction to the Contractor be effective or binding upon the Government. All such actions shall be formalized by the proper contractual document executed by the appointed Contracting Officer. The Contractor is hereby put on notice in the event a Government employee other than the Contracting Officer directs a change in the work to be performed or increases the scope of work to be performed, as described in DTAR 1052.201-70(c) (1-6); it is the Contractor’s responsibility to make inquiry to the Contracting Officer no later than the beginning of the next Government workday before making the deviation. Payments will not be made without being authorized by the appointed Contracting Officer with the legal authority to bind the Government.

**16.0** **QUALITY ASSURANCE SURVEILLANCE PLAN (QASP)**

The Government will evaluate the Contractor's performance in accordance with this Quality Assurance Surveillance Plan (QASP) identified herein. The purpose of the QASP is to ensure reliable, uninterrupted services are provided in accordance with the SOW. This plan shall also ensure acceptable performance and assist in avoiding unnecessary mistakes and/or delays.

1. **Performance Categories & Standards.** The COR will summarize and document the Contractor's service and delivery performance utilizing the following categories and standards:

a. Quality of Service - Requirements were 99% completed within the expectation of the Government by the Contractor

b. Schedule/Timeliness - Requirements were 99% completed within the agreed upon schedule and specified periods of performance.

c. Business Relations - customer service/interactions were 99% responsive and professional.

1. **Surveillance method.** Random Evaluation. This method employs a “spot check” style of evaluation and may be adjusted based on quality trends. The Government retains the right to inspect all requirements of this contract.
2. **Incentive/Disincentive**
	1. **Incentive -** If Contractor performs the requirements in accordance with performance standards, then they will be rated satisfactory. If s/he provided extra tangible benefits beyond the contract, then s/he will be rated very good or exceptional and favorable comments will be documented in the Contractor’s Past Performance.
	2. **Disincentive** - If the Contractor does not perform the requirements in accordance with the performance standards, then lower ratings (Marginal, Unsatisfactory) along with unfavorable comments will be documented on Contractor’s Past Performance.
3. **Performance Issues.** If the Government evaluations identify unacceptable performance in any of the above categories, the COR will record it and notify the Contractor within three (3) business days. The Contractor shall initial the observation, however, initialing of the observation does not constitute concurrence with the observation; it only indicates acknowledgement that the Contractor has been made aware of a potential performance issue(s). The Contractor shall meet with the Government for developing and implementing a plan to correct any performance issue(s) at no additional cost to the Government. If the Contractor does not agree with correcting the unacceptable performance issue(s) within the time specified by the Government, then the COR will notify the Contracting Officer who will take the appropriate administrative action for unacceptable performance.

**END**