Subject: **PR10837280** - Request for proposal for Webmaster/Media Monitoring Service  
Yemen Affairs Unit – Public Affairs Section

The Public Affairs Section of the Yemen Affairs Unit seeks a service provider for webmaster/media monitoring services for Yemen Affairs Unit, Public Affairs Section.

All literature and discussions pertaining to this project will be in the English language. Any translations if desired by the offerors must be made at their expense. If you intend to submit a proposal, please make sure to attach CVs and other documents to support your proposal.

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| 1     | PAS-YAU is looking for a service provider to perform the following tasks:  
- Maintain Mission flagship digital properties (Twitter, Facebook, website) in English and Arabic  
- Create customized content for all Mission digital platforms in both English and Arabic  
- Maintain Ambassador's digital presence  
- Post both pre-packaged and customized content, as appropriate in a timely fashion, to ensure the Mission’s digital presence is always fresh  
- Identify, select, curate, and create digital content in accordance with Department policies and procedures to promote Mission programs and initiatives and amplify key messages in support of Mission goals  
- Create a weekly calendar of material to be posted in Arabic and English  
- Track audience responses and engagement with posted content and report trends  
- Monitor responses for any inadmissible, inappropriate, or non-compliant content  
- Ensure that necessary licenses and tools are up to date  
- Create posts in Standard ARABIC, YEMENI DIALECT, AND | 01 Project |
## PRESS AND MEDIA MONITOR

- Monitor host country press and broadcast media outlets and social media for items of interest to USG with particular emphasis on political, economic, and security issues, bilateral relations, and host country foreign policy
- Compile and edit daily press summary and social media report for dissemination to USG policy makers
- Translate, summarize, and paraphrase articles and social media posts into clear, concise, idiomatic American English, as appropriate
- Maintain press contact lists
- Draft and disseminate press releases, fact sheets, and media notes

## REQUIREMENTS

- Fluent idiomatic American English
- Native Yemeni dialect
- Must be proficient user of Twitter, Facebook, Instagram, and YouTube
- Must be proficient user of MS Office, WordPress, Photoshop, CANVA, and Hootsuite
- Must work night shift and be on call on weekends
- Must be able to translate nuanced text to/from Arabic and English
- Must be familiar with U.S. foreign policy in Yemen and in the region
- Must be able to draft text quickly and accurately in response to emergency situations

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**Proposal Submission:**
The proposal must be submitted by email at RiyadhContracting@state.gov, on or before **17:00 Hrs., June 30th, 2022.** No proposal will be accepted after this time.

**Technical Capability:** The proposal shall meet all the requirements contained herein. The offerors shall provide with their proposal, at a minimum, in written English the following information.

- Evidence that the offeror operates an established business with a permanent address and telephone listing and is registered to conduct business in Kingdom of Saudi Arabia.

Responsibility will be determined by analyzing whether the apparent successful offeror complies with the requirement of FAR subpart 9.1 including:
• Ability to comply with the required performance period, taking into consideration all existing commercial and governmental business commitments.
• Satisfactory record of integrity and business ethics.
• Necessary organization, experience, and skills or the ability to obtain them.
• Necessary equipment and facilities or the ability to obtain them; and
• Be otherwise qualified and eligible to receive an award under applicable laws and regulations.

**Delivery Instructions:** No later than 30 days after the day of receiving of award of contract or the purchase order.

**Other requirements:**
• A proposal MUST be dated, signed, and valid for 30 calendar days from submittal to the Embassy.
• Offeror must be registered in the System for Award Management (SAM) database before an award can be made to them (if the project price exceeds $20,000). If the offeror is not registered in the SAM, it may do so through the SAM website via google chrome at [https://www.sam.gov](https://www.sam.gov) (also see attached quick start guide for international entity registration in SAM)
• All proposals and other correspondence must be in English language.
• Contract award will be subject to the laws and regulations of the United States of America and is being competed utilizing full and open competition procedures.

**Competition:** Contract award will be subject to the laws and regulations of the United States of America. This requirement is being competed utilizing full and open competition procedures.

The Contracting Officer reserves the right to reject all proposals and to waive any information or minor irregularities in proposals received.

**Question Submission:** Interested offerors may submit questions regarding this RFQ may be directed to the Contracting Officer by email at RiyadhContracting@state.gov, **June 23, 2022.** Questions not received within this time will not be considered.

Sincerely,

[Signature]

Jackie L. Parker
Contracting Officer