Scope of Work – Tasks and Deliverables
Portuguese Language Media Consultant

1. Period of Performance
29 September 2026 to 28 September 2027

2. Place of Performance
Remote with coordination through Africa and Miami Hubs. Occasional Invitational travel to Lusophone countries may be required (subject to prior approval)

3. Contractor Responsibilities
The contractor shall provide all necessary work tools, equipment, and connectivity necessary to perform and complete the tasks/deliverables described below.

4. Scope of Work – Tasks and Deliverables
4.1 Media Relations Services

- The contractor shall develop and implement targeted media strategies for the Portuguese-Language Spokesperson (FLOX) to achieve media outreach and engagement goals across Lusophone countries.
- Build and maintain a contact database of all known press and media organizations from Mozambique, Angola, Guinea-Bissau, Cape Verde, and São Tome & Principe.
- Provide the Miami Media Hub with an annual list of emerging journalists and opinion leaders in the media markets of Mozambique and Angola.
- Facilitate at least one media interview per month for the Portuguese FLOX with Lusophone journalists reporting on Africa. Facilitate introductory calls for Lusophone journalists who report on Africa to learn about the Miami Media Hub as requested. Arrange at least 10 interviews for the FLOX on regional and global issues at major international events, including the U.N. General Assembly.
- Provide logistical coordination support for FLOX travel and media training activities in Lusophone Africa.
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- Provide briefings, including current events, press coverage and media narratives, for the FLOX in preparation for media engagements with Lusophone media outlets and regional media.
- The service provider shall provide support for the FLOX during media training sessions in Lusophone posts, and assist with presentation preparation, delivery, and follow-up with participants.

4.2 Creation of Social Media Content

- In coordination with the Africa and Miami Media Hubs, the contractor shall develop and adapt original content in Continental Portuguese for social media platforms. All proposed content is subject to Africa and Miami Media Hub approval.
- Proposing, drafting, editing, and publishing at least 75 social media posts per week, in alignment with U.S. Government policy and priorities, providing the Miami Hub team suggested posts twice per day, plus suggested weekend content on Friday. The contractor must utilize official government material and data sources, including flagship USG social media accounts, to ensure message accuracy and policy consistency in making the United States safer, stronger, and more prosperous

- Producing the following multimedia products:

    - At least one Portuguese social media video per month for publication on the Department's official Portuguese social media channels, as requested by the Miami Media Hub.
    - At least 3 Infographics and data visualizations per year
    - At least one edited video clip per month using images and footage from U.S. government or copyright-free sources

4.3 Media Monitoring and Analysis

- The contractor shall analyze, and report narratives found in Lusophone African media.
- Monitor and summarize original content from Lusophone media outlets, opinion pieces, and editorials weekly to report to the Miami Media Hub team for inclusion in their narrative reports.
- Track and analyze public statements by Lusophone leaders that promote American strength, prosperity, security and excellence.
- Conduct topic-specific analysis of Lusophone African media coverage upon request, with an expected minimum number of one analysis per month.

4.4 Translation and Quality Assurance

- As needed, the service provider shall provide quick and accurate translation and quality control services.
- Translation between English and Continental Portuguese of texts such as online content, including at least 75 social media posts per week.
- Quality checks for drafts of translated texts in Continental Portuguese three time per month upon request by members of GPA, AF Media Hub, or Miami Media Hub. The service provider provides quality checks of texts translated to Continental Portuguese by the translation services company, JTG.

5. Deliverable Acceptance Criteria

- Translations must meet professional linguistic standards and reflect U.S. Government policy accurately.
- Reports must be clear, concise and submitted on time.

6. Confidentiality and Intellectual Property

- All content created under this SOW is the property of the U.S. Government.
- Contractor shall maintain confidentiality of all sensitive information.
- No unauthorized sharing of official materials.