

**GENERAL SERVICES ADMINISTRATION
FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST**

On-line access to contract ordering information, terms and conditions, up -to-date pricing, and the option to create an electronic delivery order are available through GSA Advantage! ®, a menu-driven database system. The INTERNET address GSA Advantage! ® is: GSAAdvantage.gov

Multiple Award Schedule

FSC Group: Information Technology Professional Services FSC Class:

CONTRACT NUMBER: 47QTCA22D00AF

Contract period: July 11, 2022 through July 10, 2027

Viderity Inc.

2101 L ST N W, STE 800, Washington, DC – 20037

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Contract administrators:

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Business size:

Certified Small Disadvantaged Business Enterprise.

*Women-Owned Small Business Certified, Historically Underutilized HUBZone Certified,
S Corporation.*

*For more information on ordering from Federal Supply Schedules go to the
GSA Schedules page at GSA.gov*

Prices Shown Herein are Net (discount deducted)

CUSTOMER INFORMATION

- 1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).**

SINs	Recovery	SIN Title
54151S	54151SRC	Information Technology Professional Services
541430,541511,541810, 541613, 541910, 541611, 512110, 541820		Graphic Design Services; Web Based Marketing; Advertising Services; Marketing Consulting Services; Marketing Research and Analysis; Administrative Management and General Management Consulting Services, Motion Picture and Video Production, Public Relations Services
OLM	OLMSTLOC OLMRC	Order-Level Materials (OLM's)

- 1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract.** This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. See Page 4
- 1c. Labor Category Descriptions:** If the Contractor is proposing hourly rates, a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate "Not applicable" for this item. See Page 4

2. Maximum order:

SINs	Maximum Order
54151S	\$500,000.00
541430,541511,541810, 541613, 541910, 541611, 512110, 541820	\$1,000,000.00
OLM	Must not exceed 33.33% over the task order value.

- 3. Minimum order:** \$1000
- 4. Geographic coverage (delivery area):** Domestic and Overseas delivery
- 5. Point(s) of production:** Same as contractor
- 6. Discount from list prices or statement of net price:** Government Net Prices (discounts already deducted.)
- 7. Quantity discounts:** 2.00% for task orders at \$200,000 and over
- 8. Prompt payment terms:** Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions. 0.50% 10 days, Net 30

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9. **Foreign items (list items by country of origin):** Not Applicable
- 10a. **Time of delivery:** (Contractor insert number of days.) Contact Contractor
- 10b. **Expedited Delivery:** Items available for expedited delivery are noted in this price list. Contact Contractor
- 10c. **Overnight and 2-day delivery:** Contact Contractor
- 10d. **Urgent Requirements:** Contact Contractor
11. **F.O.B. point(s):** Destination
- 12a. **Ordering address:** Same as contractor
- 12b. **Ordering procedures:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.
13. **Payment address:** Same as contractor
14. **Warranty provision:** Standard Commercial Warranty Terms & Conditions
15. **Export packing charges, if applicable:** Not Applicable
16. **Terms and conditions of rental, maintenance, and repair (if applicable):** Not Applicable
17. **Terms and conditions of installation (if applicable):** Not Applicable
- 18a. **Terms and conditions of repair parts indicating the date of parts price lists and any discounts from list prices (if applicable):** Not Applicable
- 18b. **Terms and conditions for any other services (if applicable):** Not Applicable
19. **List of service and distribution points (if applicable):** Not Applicable
20. **List of participating dealers (if applicable):** Not Applicable
21. **Preventive maintenance (if applicable):** Not Applicable
- 22a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Not Applicable
- 22b. **If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at: www.Section508.gov/:**
Not Applicable
23. **Unique Entity Identifier (UEI) number:** C3NPBTXZN113
24. **Notification regarding registration in System for Award Management (SAM) database:** Contractor registered and active in SAM.

Services Pricing

SIN	Labor Category	GSA PRICE including IFF				
		7/11/24-7/10/25	7/11/25-7/10/26	7/11/26-7/10/27	7/11/27-7/10/28	7/11/28-7/10/29
54151S	IT Program Manager I	\$109.92	\$112.79	\$115.72	\$118.73	\$121.81
54151S	IT Program Manager II	\$140.73	\$144.38	\$148.14	\$151.99	\$155.94
54151S	IT Strategic Consultant I	\$136.03	\$139.57	\$143.20	\$146.92	\$150.74
54151S	IT Strategic Consultant II	\$201.69	\$206.93	\$212.31	\$217.83	\$223.50
54151S	IT Functional Specialist I	\$109.92	\$112.79	\$115.72	\$118.73	\$121.81
54151S	IT Functional Specialist II	\$140.73	\$144.38	\$148.14	\$151.99	\$155.94
54151S	Subject Matter Expert I	\$138.59	\$142.20	\$145.89	\$149.68	\$153.57
54151S	Subject Matter Expert II	\$150.11	\$154.01	\$158.01	\$162.12	\$166.33
54151S	Subject Matter Expert III	\$151.27	\$155.20	\$159.24	\$163.39	\$167.64
54151S	Subject Matter Expert IV	\$152.78	\$156.75	\$160.82	\$165.00	\$169.29
54151S	Information Specialist II	\$128.72	\$132.06	\$135.49	\$139.02	\$142.64
54151S	IT Analyst II	\$123.80	\$127.01	\$130.31	\$133.70	\$137.18
54151S	IT Analyst III	\$132.41	\$135.86	\$139.39	\$143.02	\$146.74
54151S	IT Analyst V	\$161.94	\$166.16	\$170.48	\$174.91	\$179.46
54151S	Senior Technology Consultant	\$198.84	\$204.01	\$209.31	\$214.75	\$220.33
54151S	Design and Development Specialist 1	\$51.39	\$52.73	\$54.10	\$55.51	\$56.95
54151S	Design and Development Specialist 2	\$69.52	\$71.32	\$73.18	\$75.08	\$77.04
54151S	Design and Development Specialist 3	\$81.61	\$83.74	\$85.91	\$88.15	\$90.44
54151S	Design and Development Specialist 4	\$109.82	\$112.68	\$115.61	\$118.61	\$121.69
54151S	Design and Development Specialist 5	\$132.00	\$135.44	\$138.95	\$142.57	\$146.28
541430, 541511, 541810, 541613, 541910	Web Developer I	\$81.16	\$83.27	\$85.44	\$87.66	\$89.94
541430, 541511, 541810, 541613, 541910. 512110	Web Developer II	\$151.28	\$155.21	\$159.25	\$163.39	\$167.64
541430, 541511, 541810, 541613, 541910, 512110	Graphics Specialist I	\$109.93	\$112.79	\$115.72	\$118.73	\$121.82
541430, 541511, 541810, 541613, 541910. 512110	Graphics Specialist II	\$140.72	\$144.38	\$148.13	\$151.98	\$155.93
541430, 541511, 541810, 541613, 541910	Subject Matter Expert	\$278.52	\$285.76	\$293.19	\$300.81	\$308.63
541430, 541511, 541810, 541613, 541910. 512110	Communications Consultant I	\$149.32	\$153.20	\$157.18	\$161.27	\$165.46
541430, 541511, 541810, 541613, 541910	Communications Consultant II	\$221.40	\$227.16	\$233.07	\$239.13	\$245.35
541430, 541511, 541810, 541613, 541910	Project Manager I	\$120.66	\$123.80	\$127.01	\$130.32	\$133.70
541430, 541511, 541810, 541613, 541910. 512110	Project Manager II	\$154.48	\$158.50	\$162.62	\$166.85	\$171.19
541430, 541511, 541810, 541613, 541910	Visual/Graphic Designer I	\$115.74	\$118.75	\$121.83	\$125.00	\$128.25
541430, 541511, 541810, 541613, 541910	Visual/Graphic Designer II	\$133.78	\$137.26	\$140.83	\$144.48	\$148.24
541430, 541511, 541810, 541613, 541910. 512110	Interactive Media Specialist I	\$126.08	\$129.35	\$132.72	\$136.16	\$139.70
541430, 541511, 541810, 541613, 541910. 512110	Interactive Media Specialist II	\$151.29	\$155.22	\$159.26	\$163.41	\$167.66
541430, 541511, 541810, 541613, 541910	A/V Specialist I	\$120.64	\$123.78	\$126.99	\$130.30	\$133.68

541430, 541511, 541810, 541613, 541910	A/V Specialist II	\$154.48	\$158.50	\$162.62	\$166.85	\$171.19
541611	Process Improvement Analyst 1	\$92.51	\$94.92	\$97.39	\$99.92	\$102.52
541611	Process Improvement Analyst 2	\$97.13	\$99.66	\$102.25	\$104.91	\$107.64
541611	Process Improvement Analyst 3	\$154.20	\$158.21	\$162.32	\$166.54	\$170.87
541611	Process Improvement Analyst 4	\$193.05	\$198.07	\$203.21	\$208.49	\$213.91
541611	Process Improvement Analyst 5	\$232.61	\$238.66	\$244.87	\$251.23	\$257.76
541611	Business Analyst 1	\$77.78	\$79.81	\$81.88	\$84.01	\$86.20
541611	Business Analyst 2	\$109.92	\$112.79	\$115.72	\$118.73	\$121.81
541611	Business Analyst 3	\$142.13	\$145.82	\$149.61	\$153.50	\$157.49
541611	Business Analyst 4	\$167.66	\$172.02	\$176.49	\$181.08	\$185.78
541611	Business Analyst 5	\$201.46	\$206.70	\$212.07	\$217.58	\$223.23
541611. 512110	Task Lead	\$248.99	\$255.47	\$262.11	\$268.92	\$275.91
541611	Senior Task Lead	\$238.90	\$245.11	\$251.49	\$258.03	\$264.74
541611	Consultant	\$106.86	\$109.64	\$112.49	\$115.42	\$118.42
541611	Management Consultant 1	\$130.97	\$134.38	\$137.87	\$141.46	\$145.14
541611	Management Consultant 2	\$215.04	\$220.63	\$226.37	\$232.25	\$238.29
541611	Analyst 1	\$130.97	\$134.38	\$137.87	\$141.46	\$145.14
541611. 512110	Analyst 2	\$176.24	\$180.83	\$185.53	\$190.36	\$195.30
541430, 541511, 541810, 541613, 541910, 541512	**Administrative Assistant	\$58.36	\$59.88	\$61.44	\$63.04	\$64.69
541820	Account Executive	\$83.80	\$85.98	\$88.22	\$90.51	\$92.86
541820	Writer/Editor	\$128.45	\$131.79	\$135.22	\$138.74	\$142.35
541820	Producer 1	\$115.70	\$118.71	\$121.80	\$124.97	\$128.22
541820	Producer 2	\$154.26	\$158.27	\$162.39	\$166.61	\$170.94
541820	Outreach Coordinator	\$98.98	\$101.55	\$104.19	\$106.90	\$109.68
541820	Research Director	\$151.69	\$155.63	\$159.68	\$163.83	\$168.09
541820	Media Buyer	\$136.57	\$140.12	\$143.76	\$147.50	\$151.34
541820	Media Planner	\$182.35	\$187.09	\$191.95	\$196.94	\$202.06

Labor Category Descriptions

IT Program Manager

(Level I)

Has demonstrated information technology expertise and communications skills. Coordinates multiple projects and oversees project planning and the work of program personnel. Coordinates the completion of projects and applies experience in performance management, budget management, risk management, or other related services. Interacts with the client throughout the project, provides status reports, manages changes, ensures compliance, and provides insight and recommendations to

mitigate project-related issues. Applies overall knowledge of relevant technologies in the Federal IT space. Familiar with Project Management rollouts (i.e., scrum, agile) around software application support projects. A Bachelor's degree in Computer Science, Information Systems, Engineering, Business, or other related scientific or technical discipline.

(Level II)

Has demonstrated information technology expertise and communications skills. Directs and manages multiple projects and oversees the work of program personnel. Directs the completion of projects and applies experience in performance management, risk management, or other related services. Interacts with the client over the course of the project, provides status reports, and provides insight and recommendations to mitigate project-related issues. Applies overall knowledge of relevant technologies in the Federal IT space. Familiar with Project Management rollouts (i.e., scrum, agile) around software application support projects. A Bachelor's degree in Computer Science, Information Systems, Engineering, Business, or other related scientific or technical discipline.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	6

IT Strategic Consultant

(Level I)

Provides strategic consulting advice, solutions, and support to organizations, including two (2) years in at least one of the following: internet strategy, online communities, internet marketing, internet best practices, and internet trends. Has knowledge and demonstrated experience in conducting training, developing presentations/proposals, and writing strategic and technical content solutions. Participates in large-scale review and assessment of strategic issues facing a client, including baseline evaluation, "brand" identification, gap analysis, opportunities analysis, and developing a detailed implementation plan. Provides key understanding of competitive landscapes, emerging trends, technology, business trends, and competitors.

(Level II)

Provides strategic consulting advice, solutions, and support to organizations, including four (4) years in at least one of the following: internet strategy, online communities, internet marketing, internet best practices, and internet trends. Has knowledge and demonstrated experience in conducting training, developing presentations/proposals, and writing strategic and technical content solutions. Identifies and articulates a vision for the effective use of traditional and digital media channels as tools to further the goals of an organization. Leads large-scale review and assessment of strategic issues facing a client, including baseline evaluation, "brand" identification, gap analysis, opportunities analysis, and developing a detailed implementation plan. Facilitates high-level client discussions and decision making, guiding the strategy team, and provides key understanding of competitive landscapes, emerging trends, technology, business trends, and competitors.

Level	Education	Minimum Years of Experience
I	Bachelors	2
II	Bachelors	4

IT Functional Specialist

(Level I)

Experience in providing analysis in the design, development, evaluation, enhancement, maintenance, testing, or problem diagnosis/resolution. The IT Functional Specialist will bring process modeling, process simulation, and performance measuring expertise to large-scale implementations or systems integration efforts. May lead team(s) to support an overall process-related effort.

(Level II)

Experience in providing analysis in the design, development, evaluation, enhancement, maintenance, testing, or problem diagnosis/resolution. The IT Functional Specialist will bring process modeling, process simulation, and performance measuring expertise to large-scale implementations or systems integration efforts. May lead team(s) to support an overall process-related effort. Advises on methodology while coordinating analyses with other project personnel. Applies technical and/or analytical approaches to solve client issues.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	6

Subject Matter Expert

Serves as subject matter expert, possessing in-depth knowledge of a particular area, such as business, computer science, engineering, mathematics, technologies or the various sciences. Provides technical knowledge and analysis of highly specialized applications and operational environments, high-level functional systems analysis, design, integration, documentation, and implementation advice on exceptionally complex problems that need extensive knowledge of the subject matter for effective implementation. Participates as needed in all phases of system and software development with emphasis on the planning, analysis, testing, integration, documentation, and presentation phases. Applies principles, methods, and knowledge of the functional area of capability to specific task order requirements, advanced mathematical principles, and methods to exceptionally difficult and narrowly defined technical problems in engineering and other scientific applications to arrive at automated solutions.

Level	Education	Minimum Years of Experience
I	Bachelors	6
II	Bachelors	7
III	Bachelors	9
IV	Bachelors	12

Information Specialist II

Applies information management techniques and practices in support of business process improvement and business process modernization projects. Applies reverse engineering and reengineering disciplines to develop activity and data modeling, and transaction flow analysis to document existing processes. Uses such methodologies as IDEFO Performs process and/or data modeling utilizing industry standard tools such as IDEFO and IDEFIX. Develops and applies organization-wide information models for use in assisting the design of integrated, shared software and database management systems. Participates in the construct of sound, logical business improvement opportunities consistent with organizational information management guiding principles, cost savings, and open system architecture objectives. Analyzes functional business applications and design specifications.

Level	Education	Minimum Years of Experience
II	Bachelors	5

IT Analyst

Provides technical and administrative direction for tasks, including review of work products for correctness, and compliance with industry-accepted standards, policies, and user standards specified in specific TOs. Ensures problem resolution and customer satisfaction. Provides technical and administrative guidance and/or direction for technical personnel performing on a

task order. Provides technical and administrative direction for tasks, including review of work products for correctness and compliance with industry-accepted standards.

Level	Education	Minimum Years of Experience
II	Bachelors	5
III	Bachelors	7
V	Bachelors	12

Senior Technology Consultant

Provides subject matter expertise for the strategic planning and development of enterprise-level development projects. Assists the development team in overseeing the application architecture, design, development, and implementation of a content management system (CMS) solution. Leads the development of installs, theming, module integration and custom patching, and custom module development. Supports and leads development efforts for third-party and legacy system integration with the CMS. Has a solid understanding of user experience (UX) with in-depth knowledge of design strategy, and identifies tests, and initiates work with new and emerging technologies.

Level	Education	Minimum Years of Experience
	Bachelors	10

Web Developer

(Level I)

Programs customized web-based tools and applications as well as back-end solutions for clients. Designs systems for implementation by Web Developers and Web Programmers. Interacts with clients and project managers on technical aspects of the project. Knowledge and proficiency in HTML, dynamic HTML, ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress, CSS, CGI, .NET.

(Level II)

Advanced level programming skills with a solid knowledge of site design, information architecture, client management, user interface design, site utilization, front and back-end development. Programs customized web-based tools and applications as well as front and back-end solutions for clients. Designs systems for implementation by Web Developers and Web Programmers. Interacts with clients and project managers on technical aspects of the project. Knowledge and proficiency in HTML, dynamic HTML, ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress, CSS, CGI, and .NET.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	10

Graphics Specialist

(Level I)

Has demonstrated graphic design technology expertise and communications skills. –Adept at using technology and computer software to create digital media. Experience with graphics applications (Adobe Illustrator, Photoshop, InDesign, Illustrator, MS PowerPoint, etc.). Develops and edits graphic presentations for slides. Creates/edits/imports graphics for print, web, or machine-readable documents. Provides and creates the computer-based design, layout, and production for printed materials (brochures, flyers, posters, reports, magazines, etc.), websites, electronic documents, (e-newsletters, banner ads, etc.), and exhibit displays. Prepares files for print/web applications including creating animation, and custom illustrations. Corrects errors

in print-ready files and conducts quality assurance checks. Experience with PowerPoint animation, hand illustration, and media management.

(Level II)

Has demonstrated graphic design technology expertise and communications skills. Adept at using technology and computer software to create digital media. Manages and supervises the production of graphics-by-graphics support staff. Manages creative projects from concept to completion, translates marketing objectives into strategies and directs the creative team in the production of advertising, public relations, outreach, and marketing collateral. Experience with graphics applications (Adobe Illustrator, Photoshop, InDesign, Illustrator, MS PowerPoint, etc.). Develops and edits graphic presentations for slides. Creates/edits/imports graphics for print, web, or machine-readable documents. Provides and creates the computer-based design, layout, and production for printed materials (brochures, flyers, posters, reports, magazines, etc.), websites, electronic documents, (e-newsletters, banner ads, etc.), and exhibit displays. Prepares files for print/web applications including creating animation, and custom illustrations. Corrects errors in print-ready files and conducts quality assurance checks. Experience with PowerPoint animation, hand illustration, and media management.

Level	Education	Minimum Years of Experience
I	Bachelors	6
II	Bachelors	8

Subject Matter Expert

Develops customized organizational and marketing solutions to meet client needs. Engages clients in problem-solving, questioning, listening, and solutions identification. Translates organizational concerns into communications solutions. Provides a key understanding of competitive landscapes. Understands the strategic communications consulting landscape, emerging technology, and business trends, established competitors, and emerging companies. Leads team members in defining project objectives, scope, and deliverables; and assesses resource needs. Architects organizational strategies to ensure all creative work is focused on achieving client objectives.

Level	Education	Minimum Years of Experience
	Bachelors	12

Communications Consultant

(Level I)

Research (through quantitative and qualitative methods), plans and executes complex marketing, public relations, branding, strategy, media buying and communications projects with multiple deliverables. Recommends solutions including the development of communications strategies, marketing plans, training programs, curricula, media buys, public relations campaigns and other learning initiatives. Strategizes, develops, writes and edits for a variety of print and web communication vehicles, according to set standards regarding order, clarity, conciseness, style and terminology. Reads from scripts and speaks to the microphone and film is being projected, timing comments to fit action being portrayed. Converts and translates written material from one or more source languages (e.g., Spanish, German, French, Russian, Italian, Arabic, Japanese, Chinese, and Portuguese. Researches, plans, writes, and edits multimedia/interactive, trains the trainer instructor-led/classroom-based training program.

(Level II)

Research (through quantitative and qualitative methods), plans, executes and provides creative insight throughout complex marketing, public relations, branding, strategy, media buying and communications projects with multiple deliverables. Recommends and oversees the implementation of solutions including the development of communications strategies, marketing plans, training programs, curricula, media buys, public relations campaigns and other learning initiatives. Strategizes, develops, writes and edits content for a variety of print and web communication vehicles according to set standards

regarding order, clarity, conciseness, style and terminology. Converts and translates written material from one or more source languages (e. g., Spanish, German, French, Russian, Italian, Arabic, Japanese, Chinese, and Portuguese. Researches, plans, writes and edits multimedia/interactive, train the trainer instructor-led/classroom-based training program. Provides key understanding of competitive landscapes through an understanding of the strategic communications landscape, emerging technology, business trends, established competitors, etc.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	8

Project Manager

(Level I)

Serves as client point of contact on project progress from start to completion. Maintains project schedules, provides estimates, coordinates with print and other vendors, makes copies of scripts, and manages the transportation of video crew and equipment. Coordinates personnel to ensure they perform their jobs effectively; control their costs; achieve quality standards; maximize weekly billings; and control schedules, job-related costs, and materials. Manages the successful planning, coordination and, communication of all conference activities including travel logistics, materials shipping, event reservation, etc.

(Level II)

Serves as client point of contact on project progress from start to completion by maintaining project schedules, providing estimates and coordinating with print and other vendors, making copies of scripts, and managing the transportation of video crew and equipment. Coordinates personnel to ensure they perform their jobs effectively; control their costs; achieve quality standards; maximize weekly billings; and control schedules, job-related costs, and materials. Manages the successful planning, coordination, and communication of all conference activities including travel logistics, materials shipping, event reservation, etc.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	7

Visual/Graphic Designer

(Level I)

Prepares design files for print and web production including creating films, custom illustrations, blue lines, and match prints; providing file layout to fit presses; and correcting errors in print-ready files (e.g., missing images and fonts, color correcting, photograph manipulation, etc.) Performs all aspects of computer-based design, layout and production for printed materials (brochures, posters, flyers, reports, magazines, etc.), websites, electronic documents (e-newsletters, banner ads, etc.) and booth displays. Involved with the planning, coordination, and control of production processes to ensure the correct amount is produced at the right cost and at the right level of quality. Knowledgeable of Flash, Adobe Illustrator, Photoshop, InDesign, PowerPoint, etc.

(Level II)

Prepares design files for print and web production including creating films, custom illustrations, blue lines, and match prints; providing file layout to fit presses; correcting errors in print-ready files (e.g., missing images and fonts, color-correcting photograph manipulation, etc.); and conducting quality assurance checks. –Performs and oversees all aspects of computer-based design, layout and production for printed materials (brochures, posters, flyers, reports, magazines, etc.), websites, electronic documents (e-newsletters, banner ads, etc.), and booth displays. Manages creative projects from concept to

completion, translates marketing objectives into creative strategies, and directs the creative team in the production of advertising, public relations, outreach, and marketing collateral. Knowledgeable of Flash, Adobe Illustrator, Photoshop, InDesign, PowerPoint, etc.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	7

Interactive Media Specialist

(Level I)

Assists in the production of a television program or film by contributing to the content of a production and suggesting topics and themes. Plans, designs, builds and manages web development including web-based applications, multimedia elements, and interactive animations. Creates graphic effects that enrich multimedia products including narration, 3D animation, and sound effects. Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash, and Dreamweaver with an understanding of HTML, dynamic HTML, ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress CGI and .NET. Creates, measures, analyzes, optimizes and deploys highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, and search engine marketing. Assists in the production of a television program or film by contributing to the content of a production and suggesting topics and themes. Plans, designs, builds and manages web development including web-based applications multimedia elements and interactive animations. Creates graphic effects that enrich multimedia products including narration, 3D animation and sound effects. Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash, and Dreamweaver with an understanding of HTML, dynamic HTML, and ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress CGI and .NET. Creates, measures, analyzes, optimizes and deploys highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, search engine marketing.

(Level II)

Plans, designs, builds, manages and oversees web development including web-based applications, multimedia elements, and interactive animations. Expert knowledge in Photoshop, Illustrator, PowerPoint, Flash and Dreamweaver with an understanding of HTML, dynamic HTML, and ActionScript, Dreamweaver, JavaScript, XML, SQL, PHP, Drupal, WordPress, CGI and .NET. Creates, measures, analyzes, optimizes, deploys and oversees highly effective online marketing programs including e-mail campaigns, keyword research, blogs, online advertising, search engine marketing (SEM)/search engine optimization (SEO), etc. Writes, edits, troubleshoots and oversees programming for websites and HTML documents to function with all commonly used browsers (Safari, Internet Explorer, Mozilla Firefox, etc.). Conducts rehearsals and directs activities of cast, photographers, and technical crews during final rehearsals and final filming of videos through working with scenery, lights, props, music, costumes, etc. Determines treatment and scope of productions, establishes operating budgets, selects cast members, reviews filmed scenes, and approves final editing of film.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	7

A/V Specialist

(Level I)

Controls video consoles to regulate the transmission of television scenes, including test patterns and black-and-white or color telecasts. Conducts video shooting in line with cinematographer’s instructions. Photographs events, locations, people and other

illustrative or educational material for use in publications or videos, using still cameras. Travels to assigned locations and takes pictures, as well as develops negatives and printing film.

(Level II)

Films motion pictures, videos, television shows, and commercials. Assembles raw footage in preparation for inputting into the computer. Inputs uncut rushes and sound and synchronizes and stores them into files on the computer. Assembles the final product from the raw camera footage, dialog, sound effects and graphics.

Level	Education	Minimum Years of Experience
I	Bachelors	5
II	Bachelors	8

Administrative Assistant

Provides exceptional customer service. Responsibilities include general filing, typing, and data entry, copying and printing. Manages print projects by obtaining estimates, sending print-ready files to printer, ordering printer supplies, and coordinating delivery and schedule with the printer. Orders quantities of materials used in video production and schedules their delivery.

Level	Education	Minimum Years of Experience
	Bachelors	4

Design/Development Specialist

Services performed include, but are not limited to, contributing to overall strategic vision and integrates a broad range of solutions in support of client requirements for IT projects. Formulates and defines system scope and objectives, develops or modifies processes to solve complex problems for computer systems and business and electronic interfaces to achieve desired results through the use of innovative technologies. Develops and applies advanced engineering and design methods, theories, and research techniques in the investigation and solution of complex and advanced system requirements, hardware/software interfaces and applications, and solutions. Responsible for design, development, engineering, integration, and architecture. Senior staff manages, plans, and conducts major phases of significant projects. In general, work complexity and responsibility will be greater at higher levels.

Level	Education	Minimum Years of Experience
I	Bachelors	3
II	Associate's	1-4
III	Bachelors	1-4
IV	Bachelors	3-7
V	Bachelors	4-9

Process Improvement Analyst

Guides and assists clients through a wide range of management, organizational and business improvement, and modernization initiatives by applying continuous process improvement strategies, methodologies, and principles. Develops business methods for problem solving, process change and solutions implementation ensuring enterprise- wide integration. Identifies best practices, assesses performance measurement and research, collects, and verifies data and translates it into strategic and operational guidance. Provides group facilitation, interviewing, training and other forms of knowledge transfer. Areas of focus include but are not limited to identifying and eliminating duplication, outsourcing opportunities, streamlining, centralizing, business transformation, business process redesign and modeling, quality improvement and lean six sigma.

Level	Education	Minimum Years of Experience
I	Associate's	2
II	Bachelors	3
III	Bachelors	6
IV	Bachelors	8
V	Bachelors	10

Business Analyst

Prepares and conducts business analyses and studies, needs assessments, requirements analysis/definition and cost/benefit analyses to align business systems, solutions, and initiatives. Prepares forecasts and analyzes trends, reporting regulations and business conditions. Develops and analyzes metrics, performance measurements, requirements, reports, and recommendations related to management, organizational structure, policy/procedures, and business systems. Identifies potential business risks. Areas of focus include but are not limited to business performance, business and economic case analysis, internal control, and enterprise risk assessment.

Level	Education	Minimum Years of Experience
I	Associate's	2
II	Bachelors	3
III	Bachelors	4
IV	Bachelors	6
V	Bachelors	10

Task Lead

Experienced in task management, responsible for ensuring successful task completion within the scheduled timeframe consistent with the established scope of work to include both the technical and financial solutions. Organizes, directs, and coordinates the planning and production of all activities associated with assigned tasks.

Level	Education	Minimum Years of Experience
	Bachelors	8

Senior Task Lead

Senior leader, experience in project and task management, responsible for ensuring successful task completion within the scheduled timeframe consistent with the established scope of work to include both the technical and financial solutions. Organizes, directs, and coordinates the planning and production of all activities associated with assigned tasks.

Level	Education	Minimum Years of Experience
	Bachelors	10

Consultant

Team member contributing to consulting staff client assignments within specified guidelines. Performs a variety of tasks that require both practical experience and theoretical, state-of-the-art, technical knowledge in specialty area. Understands overall purpose of task assignment.

Level	Education	Minimum Years of Experience
	Associate's	2

Management Consultant

(Level I)

Possesses knowledge, some experience, and capabilities in the development of solutions, recommendations, or outcomes across multiple tasks and/or organizations. Supports the development of solutions to address organization’s challenges. Supports project objectives and helps assess the impact of industry trends, policy, or standard methodologies. Conducts activities in support of project team’s objectives. Works closely with senior Management Consultants or Task Leads.

(Level II)

Possess demonstrated knowledge, experience, and ability in the development of solutions, recommendations, or outcomes across multiple complex tasks and/or organizations. Evaluates option in the context of project objectives and contributes to the implementation of strategic direction. Supports project objectives through activities such as conducting interviews, gathering data, and developing recommendations in support of project objectives. Directs the activities of Management Consultants or other staff as necessary.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	5

Analyst

(Level I)

Performs analyst functions including data collection, interviewing, data modeling, reporting project testing, and creation of performance measurements to support project objectives. Gathers, compiles, and correlates data and performs routine analyses or activities. Works on less complicated assignments independently or on complex assignments under the direct supervision of a project or assignment manager.

(Level II)

Serves as key contributor. Translates technical guidance and discretion into discrete tasks and manages the accomplishment of tasks. Performs analyst functions including data collection, data analysis, interviewing, data modeling, reporting project testing, and creation of performance measurements to support project objectives. Operates under the direction of a program, project, or assignment leader.

Level	Education	Minimum Years of Experience
I	Bachelors	4
II	Bachelors	6

Account Executive

Supports planning, implementation and evaluation of marketing communication programs that help meet the objectives and goals for national/local organizations or businesses. Has experience in developing and communicating information to targeted audiences in the public and private sector. Strong communication skills and advertising, marketing or business background.

Level	Education	Minimum Years of Experience
	Bachelors	4

Writer/Editor

Composes communication from product developers for users of the products. Writes in a concise and easy-to-read manner for consumer publications or in highly specialized language for experts. May be responsible for the publication process including overseeing graphics, layout, and document design. Possesses good computer skills. Has experience in coordination of large technical publications and supervising the work of other technical writers when needed.

Level	Education	Minimum Years of Experience
	Bachelors	8

Producer 1

Assist in planning and coordinating various aspects of radio or video production, such as selecting script, evaluating talent, coordinating writing, directing and editing. Overall production of video and radio spots. Support Senior Producer by implementing artistic direction and look and feel of video.

Level	Education	Minimum Years of Experience
	Bachelors	4

Producer 2

Plan and coordinate various aspects of radio or video production, such as selecting script, evaluating talent, coordinating writing, directing and editing, and arranging financing. Oversees the overall production of video and radio spots. Responsibilities include the hiring of key personnel including support staff such as associate producers, writers and directors. Also responsible for the artistic direction of a project as well as the overall look and feel of a show. Maintains budget parameters and adheres to production deadlines.

Level	Education	Minimum Years of Experience
	Bachelors	8

Outreach Coordinator

Develops and directs approach to targeting media outlets and producing hard hitting information pieces such as press releases, Op/Ed pieces, and draft news stories. Evaluates public response and adjusts communication tactics accordingly. Meets with client regularly to discuss performance, propose initiatives, establish priorities and coordinate spokesperson schedules.

Level	Education	Minimum Years of Experience
	Bachelors	4

Research Director

Conducts market research, and develops, presents and implements communications plans based on strategic research and demographic analyses. Oversees and monitors project budgets and prepares major project deliverables and progress reports. Works with media, outreach and other program staff in the development of formative research, audience analysis, concept/message testing strategies, target marketing plans and evaluation strategies. Requires market or social sciences research background and experience.

Level	Education	Minimum Years of Experience
	Bachelors	8

Media Buyer

Works with client and account teams to develop objectives and strategies for media buys and determine mix of advertising types used for campaigns. Creates and implements a plan to meet media objectives within an established budget. Develops strategy and builds long-term relationships with media outlets and capitalize on paid and unpaid opportunities to highlight client work. Tracks, analyzes and interprets results of advertising expenditures. Requires strong research and analytical skills.

Level	Education	Minimum Years of Experience
	Bachelors	6

Media Planner

Supports Media Buyer by placing and tracking ads, tracking invoices and resolving problems, and accumulating statistics on advertising effectiveness. Requires attention to detail and good communication skills.

Level	Education	Minimum Years of Experience
	Bachelors	2

Service Contract Labor Standards

The Service Contract Labor Standards (SCLS), formerly known as the Service Contract Act (SCA), is applicable to this contract as it applies to the entire Multiple Award Schedule (MAS) and all services provided. While no specific labor categories have been identified as being subject to SCLS/SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCLS/SCA eligible labor categories. If and / or when the contractor adds SCLS/SCA labor categories to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS/SCA matrix identifying the GSA labor category titles, the occupational code, SCLS/SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Wage Determination No.	Locality	Offered Prices Compliant?
Administrative Assistant 2015-5813 \$23.29	Washington, DC Columbia County	Yes