

**GENERAL SERVICES ADMINISTRATION
Federal Supply Service
Authorized Federal Supply Schedule Price List**



SAIC is a FORTUNE 500[®] scientific, engineering, and technology applications company that uses its deep domain knowledge to solve problems of vital importance to the nation and the world, in national security, energy and the environment, critical infrastructure, and health. For more information, visit www.saic.com . SAIC: From Science to Solutions[®]

Advertising & Integrated Marketing Solutions (AIMS)

FSC Group 541

Contract Number: GS-23F-0052K

Contract Period: 12/01/09 through 11/30/14

<http://www.saic.com/contractcenter/gsa-aims/>

Business Size: Large

POINTS OF CONTACT:

SAIC GSA PROGRAM MANAGEMENT OFFICE

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**Modification A282
Effective 3/07/2013**

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 for GSA Advantage! is: GSAAvantage.gov. For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at fss.gsa.gov.

CUSTOMER INFORMATION

- 1a. **Awarded Special Item Numbers:**
 - 541-1 Advertising Services
 - 541-2 Public Relations Services
 - 541-4A Market Research and Analysis
 - 541-4B Video/Film Production
 - 541-5 Integrated Marketing Services
 - 541-1000 Other Direct Costs
- 1b. **Lowest Priced Model:** N/A
- 1c. **Hourly Rate Description:** Reference GSA price list on pages 13 through 18.
2. **Maximum Order Threshold:** \$1,000,000. Reference Page 6 (the Maximum Order Threshold is not a ceiling on order size).
3. **Minimum Order Limitation:** \$2,500
4. **Geographic Coverage:** SAIC worldwide locations
5. **Point(s) of Production:** Various SAIC and customer locations
6. **Basic Discount:** All prices herein are net
7. **Quantity Discount:** None. Discounts may be negotiated at the task order level.
8. **Prompt Payment Terms:** 0% net 30 days.
- 9a. **Government Commercial Credit Card at or Below Micro-purchase Threshold:** Government commercial credit cards are acceptable for orders below the micro-purchase threshold.
- 9b. **Government Commercial Credit Card Above Micro-purchase Threshold:** Contact Contractor's Representative for credit card acceptance of orders above the micro-purchase threshold. Discounts for use of the card may be available upon request.
10. **Foreign Items:** None
- 11a. **Time of Delivery:** To be negotiated with ordering agency on each task order.
- 11b. **Expedited Delivery:** Items available for expedited delivery are noted in this pricelist.
- 11c. **Overnight and 2-day Delivery:** Contact contractor for rates for overnight and 2-day delivery.
- 11d. **Urgent Requirements:** Contact contractor for faster delivery or rush requirements.
12. **FOB Point:** Destination
13. **Ordering Address:**

Science Applications International Corporation
1710 SAIC Drive
McLean, VA 22102
Attention: Gregory Parrington
Phone: (703) 676-6902
Fax: (703) 676-5106
Email: Gregory.Parrington@saic.com

13b. Ordering Procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment Address: Should Electronic Funds Transfer (EFT) payment be available, SAIC requests that the EFT remittance be specified as follows:

Science Applications International Corporation
Citibank, N.A.
New York, New York
Account No. 30547584
ABA No. 021000089
SWIFT: CITIUS33

Should EFT not be available, the remittance address is as follows:

Science Applications International Corporation
P.O. Box 223058
Pittsburgh, PA 15251-2058

Reference Information for all Checks:

- The name of the customer making payment
- The contract number/delivery order number
- The invoice number
- If available, project number

15. Warranty Provision: Provision for any appropriate and applicable warranties shall be specifically identified in individual orders. Such warranties are subject to the negotiation between the ordering agencies and the contractor.

16. Export packing charges, if applicable: Not applicable.

17. Terms and Conditions of Government Commercial Credit Card Acceptance: SAIC accepts government commercial credit cards in accordance with government commercial credit card program guidelines.

18. Terms and conditions of rental, maintenance, and repair (if applicable): Not applicable.

19. Terms and conditions of installation (if applicable): Not applicable.

20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): Not applicable.

- 20a. **Terms and conditions for any other services (if applicable):** Not applicable.
- 21. **List of service and distribution points (if applicable):** Not applicable.
- 22. **List of participating dealers (if applicable):** Not applicable.
- 23. **Preventive maintenance (if applicable):** Not applicable.
- 24a. **Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants):** Not applicable.
- 24b. **Section 508 Compliance:** If applicable, Section 508 compliance information on the supplies and services in this contract are available in Electronic and Information Technology (EIT) at the following web site www.Section508.gov/
- 25. **DUNS Number:** 96-748-8581
- 26. **Notification regarding registration in Central Contractor Registration (CCR) database:** SAIC is registered in the CCR database.

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SAIC AIMS OVERVIEW

Under the General Services Administration Federal Supply Schedule contract for Advertising and Integrated Marketing Solutions (AIMS), SAIC's diverse and in-depth knowledge of advertising and marketing is available to all federal government and other authorized agencies using a streamlined ordering process. The current contract ordering period is December 1, 2009, through November 30, 2014, with one additional five-year option period. The contract is an indefinite delivery, indefinite quantity (IDIQ) multiple award schedule contract that provides for task orders to be placed as firm fixed-price or time and material basis using the labor categories and ceiling rates defined in the contract.

Under the federal supply schedule program, GSA enters into contracts with commercial firms to provide supplies and services at stated prices for given periods of time. Orders are placed directly with the schedule contractor, and deliveries are made directly to the customer. The federal supply schedule program mirrors commercial buying practices more than any other procurement process in the federal government today. It provides customers with literally millions of state-of-the-art, high-quality commercial products and services at volume discount pricing on a direct delivery basis. The federal supply schedule program also offers the benefits of shorter lead times, lower administrative costs, and reduced inventories.

Multiple award schedule contracts are awarded to contractors supplying comparable commercial supplies and services at government-negotiated, pre-approved prices. They provide federal agencies with the variety and the flexibility necessary to select the best-valued professional services to meet their requirements. Consistent with the Competition in Contracting Act, multiple award schedule contracts are competitive in that participation in the program is open to all responsible sources, and orders placed following the procedures in Federal Acquisition Regulation 8.4 result in the lowest overall cost alternative.

CONTRACT CLAUSES

GSA multiple award schedule contracts are awarded in accordance with the provisions of Federal Acquisition Regulation Part 12 – Acquisition of Commercial Items. As much as possible, GSA multiple award schedule contracts include only those clauses required, either to implement provisions of law or executive orders applicable to the acquisition of commercial items or determined to be consistent with customary commercial practice. Ordering agencies may incorporate provisions in their task orders that are essential to their specific requirements (e.g., security, hazardous material handling, and key personnel) provided they do not conflict with the terms and conditions of the contract. These provisions, when required, must be included in the individual task order, and any costs necessary to comply with the provision(s) will be included in the task order proposal price estimate, unless otherwise prohibited by law. For a list of clauses and terms and conditions included in the AIMS contract, select the applicable Schedule at <http://www.gsaelibrary.gsa.gov/ElibMain/home.do> and view GSA Contracts on-line, or contact the SAIC AIMS points of contact.

ORDERS EXCEEDING THE MAXIMUM ORDER THRESHOLD (MOT)

All GSA MAS contracts contain a price point called a maximum order threshold. This threshold is not a ceiling on an order size; rather, it is a point where the Contractor must honor any order exceeding that amount unless that order is returned to the ordering office within 7 days after issuance.

BLANKET PURCHASE AGREEMENTS

Ordering activities may establish blanket purchase agreements under any GSA schedule contract. A GSA schedule blanket purchase agreement simplifies the filling of recurring needs for supplies or services, while leveraging a customer's buying power by taking advantage of quantity discounts, thus saving administrative time and reducing paperwork.

Blanket purchase agreements are established in accordance with the procedures in Federal Acquisition Regulation Part 8.405-3. An ordering activity may request a price reduction based on the total estimated volume of the blanket purchase agreement, regardless of the size of individual orders. Blanket purchase agreements may be established with one or more scheduled contractors at the discretion of the ordering activity. When establishing multiple blanket purchase agreements, the ordering activity must specify the procedures for placing orders under the blanket purchase agreements. A GSA schedule blanket purchase agreement should not exceed five years in length, but may do so to meet program requirements. A blanket purchase agreement may extend beyond the current term of its GSA schedule contract, so long as there are option periods in the GSA schedule contract that, if exercised, will cover the blanket purchase agreement's period of performance.

CONTRACTOR TEAM ARRANGEMENTS

Contractor Team Arrangements are encouraged under the Federal Supply Schedules Program. Under a Contractor Team Arrangement (CTA), two or more GSA Schedule contractors work together, by complementing each other's capabilities, to offer a total solution to meet an ordering activity's requirement rather than ordering activity making separate buys for each part of a requirement. The CTA combines the supplies and/or services from the team members' separate GSA Schedule contracts. It permits contractors to compete for orders for which they may not independently qualify. A customer benefits from a CTA by buying a solution rather than making separate buys from various contractors. Contractor Team Arrangements provide a "win-win" situation for both GSA Schedule contractors and ordering activities.

For additional information see FAR 9.6 and "Contractor Team Arrangements" at the GSA website <http://www.gsa.gov> under "Acquisition Solutions", click on "GSA Schedules", click on "Contractor Team Arrangements" or contact the SAIC AIMS Program Management Office.

SUBCONTRACTING TO SMALL BUSINESS

Recognizing both the social and economic benefits, SAIC is committed to the maximum Practicable use of small, HUBZone small, small disadvantaged and women-owned small business concerns as subcontractors.

SPECIAL ITEM NUMBERS (SINs) DESCRIPTIONS	
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541-1 Advertising Services Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components:

- Advertising objective determination
- Message decision/creation
- Media selection
- Outdoor marketing and media services
- Broadcast media (Radio, TV and Public Service Announcements)
- Direct mail services
- Media planning
- Media placement services
- Advertising evaluation
- Related activities to advertising services

541-2 Public Relations Services Services include, but are not limited to: providing customized media and public relation services such as the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations and press kits. Other related services may fall under the following categories:

- Executing media programs
- Conducting press conferences
- Scheduling broadcast and/or print interviews
- Press, public relations and crisis communications
- Media training: Training of agency personnel to deal with media and media responses
- Media alerts
- Press clipping services
- Related activities to public relations services

541-4A Market Research and Analysis - Services include, but are not limited to: Customizing strategic marketing plans, Branding initiatives, Creating public awareness of products, services, and issues, Targeting market identification and analysis, Establishing measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies , Conducting focus groups, telemarketing, individual interviews, preparing/distributing surveys, and compiling/analyzing results, Establishing call centers (in relation to services provided under this schedule)

541-4B Video/Film Production - Videotape and film production services will be provided to inform the public and Government agencies about the latest products, services, and/or issues in various outputs such as: industry standard formats, CD-ROM, DVD and video streaming development. Filming in studios, on location, live shows, or events may also be required. Examples of services include, but are not limited to:

Writing
Directing
Shooting
Arranging for talent/animation
Narration
Music and sound effects
Duplication
Distribution
Video scoring
Editing

541-5 Integrated Marketing Services - This SIN will be used to offer a complete solution that integrates various services found under the other SINs. Services required under this SIN may include the creation of comprehensive solutions using strategically targeted marketing plans that include full service execution of media planning and creative multimedia campaigns. These comprehensive solutions include services available separately under: 541-1 Advertising, 541-2 Public Relations, 541-3 Web Based Marketing, and 541-4 Specialized Marketing. Contractors must have the capabilities to provide services identified within all Special Item Numbers.

NOTE: SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the schedule.

541-1000 Other Direct Costs (ODCs) are expenses other than labor hours. - All ODCs proposed must be directly related to a service being offered under this Schedule and can only be purchased in conjunction with the Schedule service. Possible ODCs may include such items such as audio/visual equipment, facility rental, commercial production, media costs, booth space rental, etc.

GSA SCHEDULE PRICE LIST

The Service Contract Act (SCA) is applicable to this GSA Schedule Contract and the following labor categories may be subject to Wage Determinations (WD) based upon the work performed. The Ordering Agency Contracting Officer is responsible for identifying the appropriate wage determination applicable to an effort, and for providing the appropriate wage determination accordingly.

- SIN 541-1 ADVERTISING SERVICES**
- SIN 541-2 PUBLIC RELATIONS SERVICES**
- SIN 541-4A MARKET RESEARCH AND ANALYSIS**
- SIN 541-4B VIDEO/FILM PRODUCTION**
- SIN 541-5 INTEGRATED MARKETING SERVICES**

OPTION PERIOD 2					
12/01/09 - 11/30/14					
LABOR CATEGORY	Year 1 12/1/09 thru 11/30/10	Year 2 12/1/10 thru 11/30/11	Year 3 12/1/11 thru 11/30/12	Year 4 12/1/12 thru 11/30/13	Year 5 12/1/13 thru 11/30/14
Communications Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Communications Consultant II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Communications Consultant III	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Communications Consultant IV	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Communications Consultant V	\$179.43	\$183.92	\$188.52	\$193.23	\$198.06
Communications Consultant VI	\$250.66	\$256.93	\$263.35	\$269.93	\$276.68
Sr. Communications Consultant	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Content/Production Consultant I	\$58.98	\$60.45	\$61.96	\$63.51	\$65.10
Content/Production Consultant II	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Content/Production Consultant III	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Content/Production Consultant IV	\$94.17	\$96.52	\$98.93	\$101.40	\$103.94
Content/Production Consultant V	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Content/Production Consultant VI	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Content/Production Consultant VII	\$146.32	\$149.98	\$153.73	\$157.57	\$161.51
Sr. Content/Production Consultant	\$149.97	\$153.72	\$157.56	\$161.50	\$165.54
Creative Writer I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Creative Writer II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Creative Writer III	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Graphic Designer/Illustrator I	\$49.96	\$51.21	\$52.49	\$53.80	\$55.15
Graphic Designer/Illustrator II	\$76.49	\$78.40	\$80.36	\$82.37	\$84.43
Graphic Designer/Illustrator III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64

Graphic Designer/Illustrator IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Graphic Designer/Illustrator V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Information Survey Spec. I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Information Survey Spec. II	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Information Survey Spec. III	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Information Survey Spec. IV	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Jr. Communication Spec./Admin I	\$45.88	\$47.03	\$48.20	\$49.41	\$50.64
Jr. Communication Spec./Admin II	\$57.04	\$58.47	\$59.93	\$61.43	\$62.96
Jr. Communication Spec./Admin III	\$68.15	\$69.85	\$71.60	\$73.39	\$75.22
Marketing Consultant I	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Marketing Consultant II	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Marketing Consultant III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Marketing Consultant IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Marketing Consultant V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Marketing Consultant VI	\$194.33	\$199.19	\$204.17	\$209.27	\$214.50
Sr. Marketing Consultant	\$218.77	\$224.24	\$229.85	\$235.59	\$241.48
Multi-Media Designer I	\$69.88	\$71.63	\$73.42	\$75.26	\$77.14
Multi-Media Designer II	\$90.36	\$92.62	\$94.93	\$97.30	\$99.74
Multi-Media Designer III	\$104.54	\$107.15	\$109.83	\$112.58	\$115.39
Multi-Media Designer IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Multi-Media Designer V	\$146.32	\$149.98	\$153.73	\$157.57	\$161.51
Multi-Media Designer/Illustrator I	\$56.89	\$58.31	\$59.77	\$61.27	\$62.80
Multi-media Designer/Illustrator II	\$67.16	\$68.84	\$70.56	\$72.32	\$74.13
Multi-media Designer/Illustrator III	\$107.48	\$110.16	\$112.92	\$115.74	\$118.64
Multi-media Designer/Illustrator IV	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Multi-media Designer/Illustrator V	\$150.65	\$154.42	\$158.28	\$162.23	\$166.29
Research Spec./Prod'n Coordinator I	\$62.68	\$64.24	\$65.85	\$67.49	\$69.18
Research Spec./Prod'n Coordinator II	\$76.49	\$78.40	\$80.36	\$82.37	\$84.43
Research Spec./Prod'n Coordinator III	\$90.36	\$92.62	\$94.93	\$97.30	\$99.74
Research Spec./Prod'n Coordinator IV	\$110.79	\$113.56	\$116.39	\$119.30	\$122.29
Trade Show/Exhibit Hall Coordinator I	\$58.98	\$60.45	\$61.96	\$63.51	\$65.10
Trade Show/Exhibit Hall Coordinator II	\$90.36	\$92.62	\$94.93	\$97.30	\$99.74
Trade Show/Exhibit Hall Coordinator III	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39
Video Film Spec. I	\$58.98	\$60.45	\$61.96	\$63.51	\$65.10

Video Film Spec. II	\$79.43	\$81.42	\$83.46	\$85.55	\$87.69
Video Film Spec. III	\$104.54	\$107.15	\$109.83	\$112.58	\$115.39
Video Film Spec. IV	\$127.90	\$131.09	\$134.37	\$137.73	\$141.17
Video Film Spec. V	\$172.42	\$176.73	\$181.15	\$185.68	\$190.32
Video Film Spec. VI	\$209.64	\$214.88	\$220.25	\$225.76	\$231.40
Sr. Video Film Spec.	\$303.90	\$311.50	\$319.29	\$327.27	\$335.45
Writer/Technical Editor I	\$92.23	\$94.54	\$96.90	\$99.32	\$101.81
Writer/Technical Editor II	\$113.90	\$116.75	\$119.67	\$122.66	\$125.73
Writer/Technical Editor III	\$144.40	\$148.01	\$151.71	\$155.50	\$159.39

SIN 541-1000 OTHER DIRECT COSTS (ODCs) (Non-Labor Items)

The labor hours cited do not include supplies, materials, or other incidental costs. The following non-labor hour costs are associated with services provided:

Item	Unit of Measure	Effective 1/1/2004
Printing/Photocopying	per job	\$16,658.11
Postage	per mailing	\$17,024.86
Novelty Items	per item	\$805.62
Exhibits/Displays	per exhibit	\$10,380.79
Conference/Events: <i>includes Room Rental, AV Equipment Rental, Set-Up / AV Supplies, Catering, and Audio Services</i>	per day	\$13,974.64
Photography	per session	\$2,393.69
Video Production	per video	\$59,734.72
Mailing List/Document Purchase	per list	\$3,207.99
Novelty Items (5,000 Mouse Pads)		\$9,696.88
CD Reproduction (5000 CDs + Label)		\$5,465.18

Non-labor costs are comprised of the components as described above and are directly applicable to the service provided. Agency orders may alter the type, quality, and timing of each component and thus result in a lower price for specific requirements.

AIMS LABOR CATEGORY DESCRIPTIONS

The descriptions and qualification requirements for the following labor categories are applicable to new task orders issued on or after the effective date of a modification exercising Option Period 2, and are not applicable to *existing* task orders, Blanket Purchase Agreements and resulting task orders, or to proposals submitted prior to execution of a modification exercising Option Period 2.

Communications Consultant

Principal Duties and Responsibilities

Responsible for developing, coordinating, managing, and evaluating outreach and communications strategies, plans, and activities. Develop short and long term strategic communication plans for clients; implement communication plans including liaison with content production consultants, marketing consultants and production team. Review communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques.

Education/Experience Requirements

Communications Consultant I - BS/BA or equivalent and 1 year of general experience.

Communications Consultant II - BS/BA or equivalent and 3 years of general experience.

Communications Consultant III - BS/BA or equivalent and 5 years of general experience.

Communications Consultant IV - BS/BA or equivalent and 8 years of general experience.

Communications Consultant V - MS/MA or equivalent and 8 years of general experience.

Communications Consultant VI - PhD or equivalent and 9 years of general experience.

Content Production Consultant

Principal Duties and Responsibilities

Researches, reviews and analyzes customer communication needs and strategies. Offer suggestions on emphasis in presentation, coverage, balance, and suitability of expression for associated products. Interfaces with agency staff and designers, communications/marketing consultants, videographers, writers/editors and other team members to develop focused and relevant content for marketing and advertising products.

Education/Experience Requirements

Content Production Consultant I - BS/BA or equivalent and 1 year of general experience.

Content Production Consultant II - BS/BA or equivalent and 2 years of general experience.

Content Production Consultant III - BS/BA or equivalent and 3 years of general experience.

Content Production Consultant IV - BS/BA or equivalent and 6 years of general experience.

Content Production Consultant V - BS/BA or equivalent and 7 years of general experience.

Content Production Consultant VI - BS/BA or equivalent and 8 years of general experience.

Content Production Consultant VII - BS/BA or equivalent and 10 years of general experience.

Sr. Content Production Consultant

Principal Duties and Responsibilities

Conducts large projects and is responsible for meeting goals within time and cost constraints. Coordinates with agency staff and designers, communications/marketing consultants, videographers, writers/editors and other team members to ensure the development of focused and relevant content for marketing and advertising products.

Education/Experience Requirements

Sr. Content/Production Consultant - MS/MA or equivalent and 7 years of general experience.

Creative Writer

Principal Duties and Responsibilities

Work with team members and agency clients to create persuasive messages for all media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives and must be able to write across all mediums. May have related experience in writing documents and scripts for media based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and web site productions.

Education/Experience Requirements

Creative Writer I - BS/BA or equivalent and 2 years of general experience.

Creative Writer II - BS/BA or equivalent and 5 years of general experience.

Creative Writer III - BS/BA or equivalent and 10 years of general experience.

Graphic Designer/Illustrator

Principal Duties and Responsibilities

Executes graphic/illustration projects and assists in coordination of all production scheduling. Interfaces with users to determine scope of project and best medium. Experienced in original graphic design and/or illustration as well as using stock photos and clip art. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements

Graphic Designer/Illustrator I - HS or equivalent degree.

Graphic Designer/Illustrator II - HS or equivalent and 3 years of experience.

Graphic Designer/Illustrator III - HS or equivalent and 5 years of experience.

Graphic Designer/Illustrator IV - HS or equivalent and 7 years of experience.

Graphic Designer/Illustrator V - HS or equivalent and 10 years of experience.

Information Survey Specialist

Principal Duties and Responsibilities

Works with marketing consultants to determine the needs of the client based on the client's required information, budget, and timeframe. Responsible for the planning, implementation, and

analysis of surveys. Determines the appropriate survey(s) and gathers statistical data. Keeps current with the latest survey methods. Compiles and evaluates data and provides results/recommendations to marketing consultants and/or clients.

Education/Experience Requirements

Information Survey Specialist I - BA/BS or equivalent and 1 year of experience.

Information Survey Specialist II - BA/BS or equivalent and 3 years of experience.

Information Survey Specialist III - BA/BS or equivalent and 5 years of experience.

Information Survey Specialist IV - BA/BS or equivalent and 7 years of experience.

Jr. Communication Specialist/Admin

Principal Duties and Responsibilities

Provides support to the communications team under supervision of management level personnel. This includes, but is not limited to, research and writing, planning and support, meeting coordination, survey assistance, project administration, and other communications or administrative activities. May perform other duties as assigned.

Education/Experience Requirements

Jr. Communication Specialist/Admin I - HS or equivalent degree.

Jr. Communication Specialist/Admin II - HS or equivalent and 2 years of general experience.

Jr. Communication Specialist/Admin III -HS or equivalent and 5 years of general experience.

Marketing Consultant

Principal Duties and Responsibilities

Recommends, prioritizes, develops plans and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the organization; reviews marketing strategies, programs and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals and analysis of statistical data. Develops promotional strategies for but not limited to, advertising, outreach and event marketing, promotions, radio, television and video production, and written publications.

Education/Experience Requirements

Marketing Consultant I -BA/BS or equivalent and 1 year of general experience.

Marketing Consultant II - BA/BS or equivalent and 3 years of general experience.

Marketing Consultant III - BA/BS or equivalent and 5 years of general experience.

Marketing Consultant IV - BA/BS or equivalent and 7 years of general experience.

Marketing Consultant V - BA/BS or equivalent and 10 years of general experience.

Marketing Consultant VI - MS/MA or equivalent and 8 years of general experience.

Multi-Media Designer

Principal Duties and Responsibilities

Designs products using a variety of mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Experience with all multi-media devices. Interfaces with agency and technical staff to assure quality products delivered on time and within budget.

Education/Experience Requirements

Multi-Media Designer I - HS or equivalent and 6 years of general experience.

Multi-Media Designer II - BA/BS or equivalent and 3 years of general experience.

Multi-Media Designer III - BA/BS or equivalent and 5 years of general experience.

Multi-Media Designer IV - BA/BS or equivalent and 7 years of general experience.

Multi-Media Designer V - BA/BS or equivalent and 10 years of general experience.

Multi-Media Designer/Illustrator

Principal Duties and Responsibilities

Designs products using a variety of mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Experience with all multi-media devices. Experienced in original illustration as well as using stock photos and clip art. Interfaces with agency and technical staff to assure quality products delivered on time and within budget.

Education/Experience Requirements

Multi-Media Designer/Illustrator I - HS or equivalent and 5 years of general experience.

Multi-Media Designer/Illustrator II - BA/BS or equivalent and 2 years of general experience.

Multi-Media Designer/Illustrator III - BA/BS or equivalent and 6 years of general experience.

Multi-Media Designer/Illustrator IV - BA/BS or equivalent and 7 years of general experience.

Multi-Media Designer/Illustrator V - BA/BS or equivalent and 11 years of general experience.

Research Specialist/Production Coordinator

Principal Duties and Responsibilities

Performs research and analysis. Responsibilities include but are not limited to, collecting, sorting, analyzing and reporting on assigned topics. Controls and manages the flow of information between the various components of a marketing project to provide all the required components within the time frame needed. For media productions, ensures all timely provision of necessary equipment and materials; ensures that staff and crews are in place as required.

Education/Experience Requirements

Research Specialist/Production Coordinator I - BA/BS or equivalent and 1 year general of experience.

Research Specialist/Production Coordinator II -BA/BS or equivalent and 2 years of general experience.

Research Specialist/Production Coordinator III -BA/BS or equivalent and 4 years of general experience.

Research Specialist/Production Coordinator IV - BA/BS or equivalent and 7 years of general experience.

Sr. Communications Consultant

Principal Duties and Responsibilities

Defines, plans, and coordinates the communications plans, marketing research needs, and strategic direction for the client's marketing efforts. Works closely with clients to identify preferred media outlets and markets to support campaigns and develops/coordinates these efforts through mediums such as print, radio, TV, cable, Internet, interactive computer technology, and press releases. Conducts large projects and is responsible for meeting goals within time and cost constraints.

Education/Experience Requirements

Sr. Communications Consultant - PhD or equivalent and 15 years of experience.

Sr. Marketing Consultant

Principal Duties and Responsibilities

Provides expert technical and managerial guidance and direction for marketing campaign strategies, including the identification, development and coordination of strategies to be utilized. Conducts large projects and is responsible for meeting goals within time and cost constraints.

Education/Experience Requirements

Sr. Marketing Consultant - PhD or equivalent and 8 years of experience.

Senior Video Film Specialist

Principal Duties and Responsibilities

Oversees the creative direction and conceptual design of projects to ensure successful market differentiation and penetration.

Education/Experience Requirements

Sr. Video Film Specialist - PhD or equivalent and 12 years of experience.

Trade Show/Exhibit Hall Coordinator

Principal Duties and Responsibilities

Manages all show/exhibit logistics (booth space, booth property, registrations, booth duty schedule, associated special events, collateral, shipping, booth graphics, etc.) for trade shows/exhibits. Includes managing trade show and event budgets effectively; managing all aspects of preshow requirements including working with clients to determine location, décor, menu, themes etc. Provide overall onsite support as necessary; coordinating attendee list for all participants and registering all attendees. Provide after show support as required.

Education/Experience Requirements

Trade Show/Exhibit Hall Coordinator I - BA/BS or equivalent and 1 year of experience.

Trade Show/Exhibit Hall Coordinator II - BA/BS or equivalent and 4 years of experience.

Trade Show/Exhibit Hall Coordinator III -BA/BS or equivalent and 8 years of experience.

Video Film Specialist

Principal Duties and Responsibilities

Responsibilities include planning/ producing, directing of video/multi-media presentations. Establishes conceptual and stylistic direction. Duties include creating storyboards, scriptwriting; editing, videography, animation and post production. Possesses specialized skills in video expertise using design software and pre-press production.

Education/Experience Requirements

Video Film Specialist I - BA/BS or equivalent and 1 year general experience.

Video Film Specialist II - BA/BS or equivalent and 3 years of experience.

Video Film Specialist III - BA/BS or equivalent and 5 years of experience.

Video Film Specialist IV - BA/BS or equivalent and 7 years of experience.

Video Film Specialist V - MA/MS or equivalent and 6 years of experience.

Video Film Specialist VI - MA/MS or equivalent and 8 years of experience.

Writer/Technical Editor

Principal Duties and Responsibilities

Gathers requirements from technical sources and formulates into documentation. Capable of understanding client's objectives and goals and converting them into written form. Has excellent command of writing skills and clear expression of ideas. Proofread drafts and final documents for typographical and grammatical errors. Layout final documents and ensure they conform to approved styles and formats. May have related experience in writing documents and scripts for media based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and web site productions.

Education/Experience Requirements

Writer/Technical Editor I - BA/BS or equivalent and 1 years of general experience.

Writer/Technical Editor II - BA/BS or equivalent and 5 years of experience.

Writer/Technical Editor I - BA/BS or equivalent and 8 years of experience.

Substitution/Equivalency:

- GED or vocational degree = high school degree.
- Two years of higher education = one (1) yr of general experience.
- BS/BA = six (6) yrs of general experience.
- MS/MA= ten (10) yrs of general experience, or BS/BA + four (4) yrs of general experience.
- PhD = thirteen (13) yrs of general experience, or BS/BA + six (6) yrs of general experience, or MS/MA and three (3) yrs of general experience.