



# THE District Communications GROUP

## **CONTRACTOR:**

District Communications Group, LLC (The)  
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## **ABOUT US**

The District Communications Group (The DC Group) is a specialized communications consultancy focused on developing effective strategies to help clients build brands and enhance reputations. From small organizations creating their first communications programs and making first impressions, to established corporations and government agencies looking to refine and enhance reputation or reach new audiences, we can help. We help organizations raise awareness, influence public opinion and inspire action.

We pride ourselves in creating communications solutions that go to the heart of our client's needs, and we are passionate in the pursuit of ideas that make a difference. Founded in 2010, The DC Group has a wide range of clients, from federal agencies, to nonprofit organizations to private, for profit businesses. The DC Group is a VA verified Service Disabled Veteran Owned Small Business (SDVOSB).

## **TERMS AND CONDITIONS**

[00CORP](#) The Professional Services Schedule (PSS)

**CONTRACT NUMBER: GS-07F-180AA**

**CONTRACT PERIOD:** March 12, 2013 to March 11, 2018 **Latest Modification:** July 6, 2016

For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at [www.gsa.gov](http://www.gsa.gov).

**BUSINESS SIZE:** Small

**Socioeconomic Indicators:** V, SDV

**CUSTOMER INFORMATION:**

**1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

SIN DESCRIPTION

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-3 Web Marketing Services
- 541-4A Market Research and Analysis Services
- 541-4B Video/Film Production Services
- 541-4F Commercial Art and Graphic Design Services
- 541-5 Integrated Marketing Services
- 874-4 Training Services: Instructor Led Training, Web Based Training and Educations Courses, Course Development and Test Administration, Learning Management Internships

**1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN:** (Government net price based on a unit of one)

NA

**1c. GENERAL SERVICES ADMINISTRATION FEDERAL ACQUISITION SERVICE  
AUTHORIZED FEDERAL SUPPLY SCHEDULE CATALOG/PRICE LIST**

541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC

SIN(s)	LABOR CATEGORY (e.g. Job Title/Task)	Year 4 March 12, 2016- March 11, 2017	Year 5 March 12, 2017- March 11, 2018
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Junior Writer	\$53.93	\$55.50
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Analyst Level III	\$64.72	\$66.60
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Account Coordinator	\$75.49	\$77.68

<b>SIN(s)</b>	<b>LABOR CATEGORY (e.g. Job Title/Task)</b>	<b>Year 4 March 12, 2016- March 11, 2017</b>	<b>Year 5 March 12, 2017- March 11, 2018</b>
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Consultant- Outreach	\$104.62	\$107.65
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Communications Consultant I	\$107.85	\$110.98
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Communications Consultant II	\$129.43	\$133.19
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Communications Consultant III	\$161.79	\$166.49
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Graphic Designer IV	\$97.07	\$99.89
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Principal Strategist	\$178.48	\$183.66
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Program Manager	\$188.75	\$194.22
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Principal - Social/New/Multi media	\$198.46	\$204.22

SIN(s)	LABOR CATEGORY (e.g. Job Title/Task)	Year 4 March 12, 2016- March 11, 2017	Year 5 March 12, 2017- March 11, 2018
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Research Consultant	\$ 87.79	\$ 90.33
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Research Manager	\$ 106.38	\$ 109.46
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Web Developer I	\$ 110.51	\$ 113.71
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Web Developer II	\$ 139.43	\$ 143.47
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Creative Director	\$ 123.93	\$ 127.52
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Video Production Specialist I	\$ 101.21	\$ 104.14
541-1, 541-1RC, 541-2, 541-2RC, 541-3, 541-3RC, 541-4A, 541-4ARC, 541-4B, 541-4BRC, 541-4F, 541-4FRC, 541-5, 541-5RC, 874-4, 874-4RC	Video Production Specialist II	\$ 143.56	\$ 147.72

**2. MAXIMUM ORDER\*:** \$1 million per SIN and \$1 million per order

\*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

**3. MINIMUM ORDER:** \$100

4. **GEOGRAPHIC COVERAGE:** Domestic, 50 states, Washington, DC, Puerto Rico, US Territories and to a CONUS port or consolidation point for orders received from overseas activities
5. **POINT(S) OF PRODUCTION:** NA
6. **DISCOUNT FROM LIST PRICES:** GSA Net Prices are shown on the attached GSA Pricelist. Negotiated discount has been applied and the IFF has been added.
7. **QUANTITY DISCOUNT(S):** None
8. **PROMPT PAYMENT TERMS:** Net 30 days
- 9.a **Government Purchase Cards must be accepted at or below the micro-purchase threshold.**
- 9.b **Government Purchase Cards are accepted above the micro-purchase threshold.**
10. **FOREIGN ITEMS:** None
- 11a. **TIME OF DELIVERY:** NA
- 11b. **EXPEDITED DELIVERY:** Contact Contractor's Representative
- 11c. **OVERNIGHT AND 2-DAY DELIVERY:** Contact the Contractor for rates.
- 11d. **URGENT REQUIRMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.
12. **FOB POINT:** Destination
- 13a. **ORDERING ADDRESS:** Same as contractor
- 13b. **ORDERING PROCEDURES:** For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in FAR 8.405-3
14. **PAYMENT ADDRESS:** Same as contractor
15. **WARRANTY PROVISION:** N/A
16. **EXPORT PACKING CHARGES:** N/A
17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE:** Purchases above the micro-purchase threshold will be accepted by contractor.
18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE):** N/A
19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE):** N/A
20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE):** N/A

20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE):** N/A

21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE):** N/A

22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE):** N/A

23. **PREVENTIVE MAINTENANCE (IF APPLICABLE):** N/A

24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (e.g. recycled content, energy efficiency, and/or reduced pollutants):** N/A

24b. **Section 508 Compliance for EIT:** as applicable

25. **DUNS NUMBER:** 965032878

26. **NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE:** Contractor has an Active Registration in the SAM database.

27. **SERVICE CONTRACT ACT (SCA):** The Service Contract Act (SCA) is applicable to this contract and as it applies to the entire PSS Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29CRF 5413.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the Contractor adds SCA labor categories / employees to the contract through the modification process, the Contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and applicable wage determination (WD) number. Failure to do so may result in cancellation of the contract..

## **OUR EXPERTISE**

### **Strategic Communications and Public Relations**

The DC Group understands the increasingly complex media environment and works in partnership with our clients to develop communications strategies and target messaging to all key audiences. Our mission-driven, 360-degree strategic communications plans are integrated, and rely on multiple platforms to communicate key messages.

### **Media Relations**

At The DC Group, we understand the 24/7 news cycle and use a variety of communications platforms to tell our stories. We work closely with clients to develop effective messaging to advocate positions and enhance reputations with target audiences. Our team has long-standing relationships with key media outlets covering the health care, government, business, sustainability, education, energy, technology and political sectors. Our professionals have worked in the newsrooms of some of the world's most prestigious media outlets and understand how the media work.

### **Digital Outreach and Social Media**

Digital and social media have unprecedented influence over public perception, enabling organizations to communicate directly with target audiences and bypass the media filter. Digital and social media offer the

speed and reach to provide accurate information and shape messages before journalists prepare their stories. In some cases, traditional media report news based upon online chatter. We help our clients shape and lead those conversations.

### **Stakeholder Engagement**

With deep relationships with media, government, corporations, and advocacy groups and years of unparalleled expertise, The DC Group sets itself apart through our strength in stakeholder connections and our ability to formulate strategic alliances to achieve winning results.

### **Event Promotion**

From trade shows to premiers and major press conferences, The DC Group team has vast experience ensuring that events are meticulously planned, executed seamlessly and generate positive media attention among target audiences. We have experience in conference, event and exhibit management for a variety of Government, non-profit and for-profit clients.

### **Crisis Management**

The DC Group brings experience, agility and a 24/7 intensity to crisis management. While every crisis is different, we have experience helping clients work through a wide variety of emergencies including corporate restructuring, litigation, natural disasters, activist initiatives, and strategic planning for crisis management.

### **DC Group Customized Training**

**Hourly Rates depend on complexity level of content**

**There is no Minimum/Maximum Number of participants**

**In person or Virtual Training**

DC Group provides scalable user, customized training for different complexity levels, beginning, intermediate, and advanced. We provide in-person training as well as online training via webinars and virtual training. This allows for an unlimited number of participants. DC Group staff meet with Stakeholders to discuss requirements, goals, objectives, and technology needs. A training plan is then created to begin development of curriculum and training technologies. Each training plan addresses content requirements, technology's intuitiveness, strategies, couch marks, visuals, training modality, and e-learning materials. DC group works with our customer to help them learn how to effectively use the technology and its features. Training focuses on single interactions experienced by the user as well as primary user tasks and atypical interactions.

### **Training Portals**

DC Group routinely posts and launches newly developed training materials, as well as updates to the training portal(s). We use content management system templates and best practices to create workflows, wireframes and mockups. These products show the layouts of navigation elements and the placement of major page elements, such as headers, footers, and content areas. DC Group documents all training portal updates and activities.

### **Training Materials**

DC Group creates training material in accordance with the training plan and customer requirements. Training materials may include hard copies, or a: 1) User Manual, 2) Quick-Start Guide, 3) FAQs and 4) Multimedia component, e.g., Web slide show, PowerPoint presentation, etc. for on-line training. These materials comply with Section 508, VA, VHA, and VA Mobile branding and style; privacy guidelines, and adhere to the Veterans Health Education Health Literacy standards for education material.

## LABOR CATEGORY DESCRIPTIONS

**Substitution Method: 2 years' experience=college credit, 5 years' experience= Bachelor's, 7 years' experience=masters**

### Currently Awarded Labor Categories

#### **Job Title: Junior Writer**

##### **Functional Responsibility (responsibilities, daily activities, most common):**

Write original proposal content and improve on existing boilerplate content; manage revisions and the approval process. Ensure that sales strategy messages are clear, compelling and well-articulated. Assist with the creation of business development supporting materials such as case studies, corporate resumes, white papers, etc.

**Minimum Education:** Bachelor's degree in Communications, Marketing, English, Business or related field.

**Minimum Experience (required skills):** Minimum of 5 years' experience. Excellent writing and editing skills. Effective project management skills, including being organized, detail oriented and resourceful, as well as the aptitude to work and communicate with diverse teams throughout the organization. Ability to create and revise content developed with internal subject matter experts and resources. Proficiency in MS Office software; graphics/design experience is a plus.

#### **Job Title: Analyst Level III**

##### **Functional Responsibility:**

Works closely with application and Web development teams on solutions for new projects and existing customers. Interacts with external customers to work through current issues during regularly scheduled conference calls that are driven by the Help Desk. Develops training schedules and itineraries for upcoming training sessions. Must have the ability to communicate effectively, set appropriate expectations, conduct follow-up, and thoroughly document all communications regarding development.

**Minimum Education:** Bachelor's degree at accredited college or university.

**Minimum Experience:** Minimum of 5 years' experience. Must have excellent oral and written communication skills to effectively present information to a wide range of audiences including: end users, technical staff, vendors, department management, and senior management. Write reports, business correspondence, and internal manuals. Document client contact in accordance with company policy and procedures.

#### **Job Title: Account Coordinator**

##### **Functional Responsibility:**



Support an assigned team/business unit of Account Executives, Account Specialists, and Account Supervisors. Compile vendor estimates and update cost elements. Generate program timelines. Assist team on large scale initiatives.

**Minimum Education:** Bachelor's degree (B.A.) from four-year college or university; or equivalent combination of education and experience.

**Minimum Experience (required skills):** Minimum of 5 years' experience. Must have internship or experience in Marketing or Project Management. Ability to read and interpret documents such as communications plans and media materials, etc. Write routine documents such as reports, correspondence press releases and web content. Must be able to speak effectively before a group. Ability to calculate figures and amounts such as discounts, interest, commissions, proportions, and percentages. An individual should have experience in Microsoft Outlook, Word, Power Point, and Excel. Typing skills should be a minimum of 55 wpm.

### **Job Title: Consultant- Outreach**

#### **Functional Responsibility:**

May work on one or more projects. Develops and maintains effective working relationships with customers, partners and the media. Proactively responds to informational needs and coordinates and delivers presentations at key meetings. Evaluates project information to ensure that public information/outreach efforts are met. Develops communications strategies, activities and work plans as part of the annual and quarterly public information planning processes.

**Minimum Education:** Bachelor's degree in Journalism, Communications, Public Administration, Planning, Marketing or related field or equivalent experience.

**Minimum Experience:** Minimum of 5 years' experience. Knowledge of event planning, sales, budget management, event logistics, scheduling techniques, publicity. Strong public speaking and presentation skills. Strong interpersonal skills. Ability to effectively facilitate meetings. Ability to use sound judgment and maintain confidentiality. Proficient with Microsoft Office Suite.

### **Job Title: Communications Consultant I**

#### **Functional Responsibility:**

Responsible for supporting the Companies communications initiatives as well as assisting in the execution of communication projects. Assist with copy-writing and oversight of timely production and distribution of all communication materials. Assist in editing materials prior to distribution to ensure clarity and appropriateness for each audience. Broadly deliver content through a variety of communication vehicles, including magazines, newsletters, Internet, blogs, executive messaging, collateral materials, franchise intranets, and other media as needs determine.

**Minimum Education:** Bachelor's degree required.

**Minimum Experience:** Minimum of 4 + plus years of related corporate communications/public relations experience; journalism background. Must have excellent written, proofreading and verbal communication skills. Ability to respond to rapidly changing conditions with agility and imagination, capitalizing on emerging communication opportunities.

## **Job Title: Communications Consultant II**

### **Functional Responsibility:**

Communications evaluation and strategic advice. Market research. Drafting of communication material; editorial and quality control. Project management, including overall planning, coordination of subcontractors, and regular reporting. Write press releases about a company's issues and events, and put them into the hands of media professionals to broadcast or publish. Organize functions like news conferences, tours, product launch parties and speaking engagements that help gain the public's or special interest group's attention. Create Campaigns; work with business managers and executives to relay information regarding the public perceptions and other research findings.

**Minimum Education:** Bachelor's degree in Journalism, Communications, Public Administration, Planning, Marketing or related field or equivalent experience.

**Minimum Experience:** Minimum 6+ years of related corporate communications/public relations experience; journalism background. Excellent verbal and written communication skills. Experience in project management.

## **Job Title: Communications Consultant III**

### **Functional Responsibility:**

Manage large-scale project teams. Develop and monitor budgets and deadlines; oversee staff, delegate, and peer review all client work; interact with clients on a regular basis by leading client meetings, answering questions, overseeing edits or changes, and providing requested materials. Generate revenue through acquisition of new clients. Develop communication strategies. May supervise two or more employees as direct reports. May have full authority for people management including: assigning, directing, and evaluating work; hiring, disciplining and firing employees; conducting performance evaluations and career development discussions; and approving salary.

**Minimum Education:** Bachelor's degree in Journalism, Communications, Planning, Marketing or related field or equivalent experience.

**Minimum Experience:** Minimum 8+ years of related corporate communications/public relations experience; journalism background. Excellent verbal and written communication skills. Must have experience in consulting, and project management.

## **Job Title: Graphic Designer IV**

### **Functional Responsibility:**

Lead design process maintaining creative integrity from concept to execution. Provide best in class individual design. Allocate and coordinate assignments among graphic design and production team, providing direction throughout process. Train and develop fellow designer to achieve business objectives and individual professional growth. Work closely with production team to execute all projects in a timely and cost efficient manner. Present creative ideas to management for assigned projects. Use influencing and decision-making process skills to move the brand forward. Maintain most current knowledge of design trends and techniques.

**Minimum Education:** Bachelor's degree in Fine Arts, and or Graphic Design.

**Minimum Experience:** Minimum 5 years' experience. Proficiency in Mac software: Adobe InDesign, Adobe Photoshop and Adobe Illustrator, PowerPoint, Keynote. Ability to manage multiple assignments simultaneously while maintaining deadlines. Strong English language skills, both written and verbal. Growth-oriented, team-player, with passion for the business and strong work ethic.

**Job Title: Principal Strategist**

**Functional Responsibility:**

Develop and maintain a comprehensive media strategy that defines how media marketing techniques will be applied to increase visibility and traffic across all brands and products. Define key performance indicators and implement enterprise level measurement, analytics, and reporting methods to gauge success. Mentor and provide training to communication and management professionals throughout the organization on best practices for creating, managing, monitoring, and developing media. Apply marketing research and development methods to learn and understand emerging trends and technologies and to communicate this knowledge clearly and concisely.

**Minimum Education:** BS/BA degree from an accredited college.

**Minimum Experience:** Minimum 8+ years of related corporate communications/public relations experience; journalism background. Excellent written and verbal communication skills. Knowledge of graphic design best practices and principles for both print and web projects. Strong technical background with advanced computer skills. Ability to work independently and as a member of a team, as well as independently. Aptitude to develop and maintain strong working relationships with both internal and external stakeholders.

**Job Title: Program Manager**

**Functional Responsibility:**

Comprehensive master project plans for each product development cycle; resource/workload capacity planning, identify key risks to delivery across different teams, track progress of master plan relative to key milestones, refine product development processes and practices, communicate status of projects, ensure project documents are complete, current, and stored appropriately.

**Minimum Education:** Bachelor's degree from a 4-year college or university.

**Minimum Experience:** Minimum 8+ years of related corporate communications/public relations experience; journalism background. Strong Project and Program Management skills. Strong experience as a Project Manager in a software development environment. Experience with bug tracking and other software development productivity tools. Strong organizational skills and strong attention to detail. Experience successfully managing multiple software projects simultaneously. Experience in defining and refining software development processes.

**Job Title: Principal – Social/New/Multimedia**

**Functional Responsibility:**

Provide strategic counsel for clients building digital and social media campaigns. Build and maintain the company by way of social/new/multimedia channels. Minute by minute participation in conversations that surround our content and brand, answer comments, be a mediator. Create content for feeds and snippets in various social media sites. Conduct keyword research including cataloging and indexing target keyword phrases. Participate in new media; optimizing tags, and search engines through copywriting, creative & keyword optimization. Manage and track link building campaigns, coordinated with all facets of our business. Create and update daily, weekly and monthly reports. Analyze campaigns and translate anecdotal or qualitative data into recommendations and plans for revising the social media campaign.

**Minimum Education:** Bachelor's degree in advertising, marketing, graphics, web development, communications, journalism or public relations or related.

**Minimum Experience:** Minimum of 5 years' experience. Has excellent verbal and written communication skills and an ability to work individually on a project or in a team environment Excels at research, possesses excellent writing skills and the ability to crank editorial and technical writing output without brooding. Has work experience or training in advertising, PR, online marketing or similar field.

### **Job Title: Research Consultant**

#### **Functional Responsibility (responsibilities, daily activities, most common):**

Assist in technical research and evaluation for projects; collaborated on data collection, survey development. Assist with the production of data tables, charts, illustrations for technical reports and presentation materials. Research expertise in planning and implementation of projects; design, develop, monitor and evaluate projects. Selecting the most appropriate methodology techniques, interpret data, writing reports to improve company strategies.

**Minimum Education:** Bachelor's degree in Statistics, Mathematics, Communications, Marketing, English, Business or related field.

**Minimum Experience (required skills):** Minimum 3 years' experience in a relevant field. Excellent writing and editing skills. Effective management skills, including being organized, detail oriented and resourceful, as well as the aptitude to work and communicate with diverse teams throughout the organization. Strong analytic skills. Proficiency in MS Office software; graphics/design experience is a plus.

### **Job Title: Research Manager**

#### **Functional Responsibility (responsibilities, daily activities, most common):**

Responsible for selecting the appropriate research methodology and supporting techniques to meet a defined business objective. Communicating with clients to understand and document the business objectives. Selecting the most appropriate methodology techniques, interpret data, writing reports to improve company strategies.

**Minimum Education:** Bachelor's degree in Mathematics, Statistics, Communications, Marketing, English, Business or related field.

**Minimum Experience (required skills):** Minimum 5 years' experience in a relevant field. Excellent research, writing and editing skills. Effective management skills, including being organized, detail oriented and resourceful, as well as the aptitude to work and communicate with diverse teams

throughout the organization. Strong analytic skills. Proficiency in MS Office software; graphics/design experience is a plus.

### **Job Title: Web Developer I**

#### **Functional Responsibility (responsibilities, daily activities, most common):**

The Web Developer translates design concepts, reviews, analyzes, and modifies programming systems including encoding, testing, debugging and documenting programs. Analyze web measurement data to make recommendations and implement improvements, working closely with the design team to ensure designs are translated accurately into visually compelling web pages, coding and testing websites, and communicating changes to critical users.

Familiar with a variety of the field's concepts, practices, and procedures. Relies on experience and judgment to plan and accomplish goals. Performs a variety of complicated tasks. May lead and direct the work of others. May report directly to a project lead or manager. A wide degree of creativity and latitude is expected.

**Minimum Education:** Bachelor's degree in Computer Science, Design, Marketing, or related field.

**Minimum Experience (required skills):** Minimum 3 years' experience in a relevant field. Excellent web development, writing and editing skills, and graphic design. Ability to create and revise content developed with internal subject matter experts and resources. Proficiency in MS Office software; graphics/design experience in a variety of software is a plus.

### **Job Title: Web Developer II**

#### **Functional Responsibility (responsibilities, daily activities, most common):**

Write original proposal content and improve on existing boilerplate content; manage revisions and the approval process. Ensure that sales strategy messages are clear, compelling and well-articulated. Assist with the creation of business development supporting materials such as case studies, corporate resumes, white papers, etc.

**Minimum Education:** Bachelor's degree in Computer Science, Design, Communications, Marketing, English, Business or related field.

**Minimum Experience (required skills):** Minimum 5 years' experience in a relevant field. Proficiency in MS Office software; graphics/design experience is a plus.

### **Job Title: Creative Director**

#### **Functional Responsibility (responsibilities, daily activities, most common):**

Supervises and directs creative product (design and copy), visual strategy development; supervises photo shoots and graphic design projects. Responsible for establishing creative direction for entire line of services and programs. Works with principal/management to facilitate focus groups, message workshops and other high level meetings. Supervises all agency creative staff and works closely with account management staff.

**Minimum Education:** Bachelor's Degree in Graphic Design, Production, Business.

**Minimum Experience (required skills):** Minimum 5 years of experience in the field, management experience, and good judgment to execute plans and goals.

**Job Title: Video Production Specialist I**

**Functional Responsibility (responsibilities, daily activities, most common):**

Handles all the pre-production, production and post-production activities not handled by the producer, creative director, etc. Maintains and operates video equipment, edits select footage and stays up-to date with all new technological advances. Familiar with standard concepts, practices, and procedures within a particular field.

**Minimum Education:** Bachelor's degree plus additional educational courses related to film and graphics.

**Minimum Experience (required skills):** Minimum 3+ years' experience in video or related field. Manages the production process interacting with client, crew, and outside vendors. Insures that the projects are completed on time and on budget; delivering a product that meets client's needs.

**Job Title: Video Production Specialist II**

**Functional Responsibility (responsibilities, daily activities, most common):**

Manages pre-production, production and post-production activities. Maintains and operates video equipment, edits select footage and stays up-to date with all new technological advances. Familiar with standard concepts, practices, and procedures within a particular field.

**Minimum Education:** Bachelor's degree plus additional educational courses related to film, graphics.

**Minimum Experience (required skills):** Minimum 5+ years' experience in video or related field. Manages the production process interacting with client, crew, and outside vendors. Insures that the projects are completed on time and on budget; delivering a product that meets client's needs.