GENERAL SERVICES ADMINISTRATION
Schedule for Multiple Award Schedule

Federal Supply Group:  
- GSA MAS Information Technology - IT Services
- GSA MAS Professional Services - Marketing & Public Relations

Contract Number: 47QRAA18D00CN

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

Contractor: Nighthawk Incorporated DBA Nighthawk Marketing

MN: 100 S. 5th Street, Suite 1900, Minneapolis, MN 55402
NighthawkMarketing.com

Contact Information: Jim Douglas, Chief Marketing Officer
P: 952-322-4794
E: info@nighthawkmarketing.com

Contract Number: 47QRAA18D00CN
Business Size: Disadvantaged, Woman-Owned, Small Business
Contract Period: July 23, 2018 - July 22, 2023

Price list current as of Modification # PA-0004 effective February 23, 2021

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 https://gsaadvantage.gov.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>GOVERNMENT CAPABILITIES</td>
<td>3</td>
</tr>
<tr>
<td>CUSTOMER INFORMATION</td>
<td>5</td>
</tr>
<tr>
<td>HOURLY RATES/PRICING</td>
<td>7</td>
</tr>
<tr>
<td>LABOR CATEGORY DESCRIPTIONS</td>
<td>8</td>
</tr>
</tbody>
</table>
**GOVERNMENT CAPABILITIES**

**NIGHTHAWK MARKETING** is a WOSB providing web and digital marketing services to government agencies, including government funded nonprofit and healthcare organizations. We have completed numerous projects with a high degree of quality and attention to detail while closely adhering to brand guidelines, budget parameters, and timelines. The people, processes, and resources that Nighthawk Marketing has in place allow our agency to work with speed, accuracy, and efficiency.

**RECENT PROJECTS**

**Website Design, Development, & Support**

- HHS-CMS/ResDAC  
  [https://resdac.org](https://resdac.org)

- HHS-HRSA/Flex Monitoring  
  [https://flexmonitoring.org](https://flexmonitoring.org)

- USDA-FS/MN Dept of Natural Resources  
  [https://playcleango.org](https://playcleango.org)

- NIH-NCATS/Univ of MN CRSC  
  [https://crsc.umn.edu](https://crsc.umn.edu)

- MN Dept of Agriculture  
  [https://mda.state.mn.us](https://mda.state.mn.us)

- MN Board of Water & Soil Resources  
  [https://bwsr.state.mn.us](https://bwsr.state.mn.us)

- MN Office of the Secretary of State  
  [https://sos.state.mn.us](https://sos.state.mn.us)

- MN Office of the State Auditor  
  [https://osa.state.mn.us](https://osa.state.mn.us)

- MN Governor’s Office  
  [https://staysafe.mn.gov](https://staysafe.mn.gov)

**Video Production, Animation, & Photography**

- ED/MN Dept of Education  
  Early Childhood Longitudinal Data System

- USDA-FNS/MN Dept of Education  
  MN Team Nutrition

- USDA-FNS/MN Dept of Health  
  WICS Program Benefits

- USDA/NRCS  
  Small Farmers Award Nominations

**Marketing, Advertising, & Outreach**

- USDA-FS/MN Dept of Natural Resources  
  PlayCleanGo Program

- HHS-CDC/MN Dept of Health  
  Arthritis Program

- U.S. Fish and Wildlife Service  
  GLRI Tracking System

**WEBSITE DESIGN, DEVELOPMENT & SUPPORT**

We focus on human-centered website research, design, and development that creates meaningful, relevant user experiences. Our expertise is open-sourced content management systems, with heavy emphasis on Drupal.

- Accessibility Compliance
- Backend Development
- Content Audit
- Content Development
- Content Migration
- Discovery & Consulting
- Fronend Development
- Information Architecture (IA)
- Project Management
- Quality Assurance & Testing
- Site Hosting
- Staff Training
- Technical Support
- User Experience Research (UX)
- User-Centered Design
- Wireframing

**VIDEO PRODUCTION, ANIMATION, & PHOTOGRAPHY**

We produce award-winning videos that captivate, educate, and engage your viewing audience. Our video crew has extensive experience creating testimonial, interview, animation, training, drone, and demonstration short-form videos.

- 2D/3D Animation
- Accessibility Compliance
- Aerial Footage
- Audio Descriptions
- Closed Captioning
- Custom Graphics
- Discovery & Consulting
- Language Translation
- Project Management
- Screen Recordings
- Script Writing
- Storyboard Design
- Video Editing
- Whiteboard Animation

**MARKETING, ADVERTISING, & OUTREACH**

We develop and manage results-driven strategies that promote program awareness and showcase benefits and values. Many of the programs we support are funded by either state or federal grants.

- Brand Development
- Collateral Development
- Feasibility Studies & Audits
- Marketing Research
- Media Planning & Buying
- Program & Marketing Audits
- Project Management
- Public Awareness
- Search Marketing (PPC)
- Social Media Management
- Strategic Marketing Plans
- Strategy Consulting
Federal, state, and local government agencies, including government funded nonprofit and healthcare organizations, can work directly with Nighthawk Marketing under the contracting vehicles below.

FEDERAL MASTER CONTRACT – #47QRAA18D00CN
Our GSA MAS Information Technology & Professional Services master contract allows for procuring of simple to complex fixed-price, time and materials, or labor-hour services. Nighthawk Marketing is an approved contractor under the following SINs:

GSA MAS Information Technology - IT Services
- 54151S/54151SRC: Information Technology Professional Services
- 54151HEAL/54151HEALRC: Health Information Technology Services

GSA MAS Professional Services - Marketing and Public Relations
- 541511/541511RC: Web Based Marketing Services
- 512110/512110RC: Video/Film Production
- 541922/541922RC: Commercial Photography Services
- 541430/541430RC: Graphic Design Services
- 541613/541613RC: Marketing Consulting Services
- 541910/541910RC: Marketing Research and Analysis
- 541810/541810RC: Advertising Services
- OLM/OLMRC: Order Level Material

SBA CERTIFIED ED WOSB
The SBA Economically Disadvantaged Woman Owned Small Business Program helps small businesses owned, controlled, and operated by women to compete for federal contracts.

MN CERTIFIED TG/ED WOSB
The Equity Select program encourages agencies to work with woman-owned small businesses.

MN CERTIFIED DBE SMALL BUSINESS ENTERPRISE
The Disadvantaged Business Enterprise program aims to increase the participation of women and minority owned businesses in state contracts and procurements. When federal dollars are utilized, goals for DBE participation may be set on these projects.

MN MASTER CONTRACT – WEB DESIGN, DEVELOPMENT, & SUPPORT

MN MASTER CONTRACT – VIDEO PRODUCTION & GRAPHIC DESIGN

MN MASTER CONTRACT – ACCESSIBILITY COMPLIANCE
1A. AWARDED SPECIAL ITEM NUMBER(S):
GSA MAS Information Technology - IT Services
• 54151S/54151SRC: Information Technology Professional Services
• 54151HEAL/54151HEALRC: Health Information Technology Services

GSA MAS Professional Services - Marketing and Public Relations
• 541511/541511RC: Web Based Marketing Services
• 512110/512110RC: Video/Film Production
• 541922/541922RC: Commercial Photography Services
• 541430/541430RC: Graphic Design Services
• 541613/541613RC: Marketing Consulting Services
• 541910/541910RC: Marketing Research and Analysis
• 541810/541810RC: Advertising Services
• OLM/OLMRC: Order Level Material

1B. HOURLY RATES/PRICING: Hourly rates/pricing can be found on page 7

1C. LABOR CATEGORIES: Labor category descriptions can be found on pages 8-15

2. MAXIMUM ORDER: $1,000,000.00

3. MINIMUM ORDER: $100.00

4. GEOGRAPHIC COVERAGE: Domestic Only

5. POINT OF PRODUCTION: Same as company address

6. DISCOUNT FROM LIST PRICE: Government net prices (discounts already deducted)

7. QUANTITY DISCOUNTS: 1% for orders between $50k-$100k, 2% for orders exceeding $100k

8. PROMPT PAYMENT TERMS: Net 30 days. Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9. FOREIGN ITEMS: None

10A. TIME OF DELIVERY: Specified on the Task Order

10B. EXPEDITED DELIVERY: 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(ES): Same as contractor addresses
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: Nighthawk Marketing, PO Box 241032, St. Paul, MN 55124

14. WARRANTY PROVISION: Contractor’s standard commercial warranty

15. EXPORT PACKING CHARGES: n/a

16. TERMS AND CONDITIONS OF RENTAL MAINTENANCE AND REPAIR: n/a

17. TERMS AND CONDITIONS OF INSTALLATION: n/a

18A. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES: n/a

18B. TERMS AND CONDITIONS FOR OTHER SERVICES: n/a

19. LIST OF SERVICES AND DISTRIBUTION POINTS: n/a

20. LIST OF PARTICIPATING DEALERS: n/a

21. PREVENTIVE MAINTENANCE: n/a

22A. SPECIAL ATTRIBUTION SUCH AS ENVIRONMENTAL ATTRIBUTES: n/a

22B. SECTION 508 COMPLIANCE: We have experience with WCAG and Section 508 compliance. Visit our website for more information: NighthawkMarketing.com.

23: DUNS NUMBER: 096441758

24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Registered

Final Pricing: The rates shown on the next page include the Industrial Funding Fee (IFF) of 0.75%.
## HOURLY RATES/PRICING

<table>
<thead>
<tr>
<th>SINs</th>
<th>Labor Categories</th>
<th>GSA Net Prices (including) IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1035 – ADA/508 Compliance Specialist (Junior)</td>
<td>$136.02</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1001 – ADA/508 Compliance Specialist (Senior)</td>
<td>$176.32</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1002 – Business Analyst (Junior)</td>
<td>$80.60</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1003 – Business Analyst (Senior)</td>
<td>$110.83</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1004 – Content Specialist (Junior)</td>
<td>$80.60</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1005 – Content Specialist (Senior)</td>
<td>$120.91</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1006 – Creative Director</td>
<td>$125.94</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1007 – Database Administrator (Junior)</td>
<td>$80.60</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1008 – Database Administrator (Senior)</td>
<td>$120.91</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1009 – Graphic Designer (Junior)</td>
<td>$80.60</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1010 – Graphic Designer (Senior)</td>
<td>$120.91</td>
</tr>
<tr>
<td>512110, 541430, 541613, 541810, 541910, 541922</td>
<td>NM1037 – Marketing Consultant</td>
<td>$196.47</td>
</tr>
<tr>
<td>541613, 541810, 541910</td>
<td>NM1031 – Marketing Researcher (Junior)</td>
<td>$95.72</td>
</tr>
<tr>
<td>541613, 541810, 541910</td>
<td>NM1032 – Marketing Researcher (Senior)</td>
<td>$141.06</td>
</tr>
<tr>
<td>541613, 541810, 541910</td>
<td>NM1029 – Media Planner/Buyer (Junior)</td>
<td>$75.57</td>
</tr>
<tr>
<td>541613, 541810, 541910</td>
<td>NM1030 – Media Planner/Buyer (Senior)</td>
<td>$115.87</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1036 – Photographer</td>
<td>$125.94</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1011 – Project Manager (Junior)</td>
<td>$85.64</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1012 – Project Manager (Senior)</td>
<td>$136.02</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1013 – Quality Assurance (Junior)</td>
<td>$70.53</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1014 – Quality Assurance (Senior)</td>
<td>$100.76</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1015 – Security Engineer</td>
<td>$171.28</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1016 – SEO/PPC Specialist</td>
<td>$151.13</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1033 – Social Media Manager (Junior)</td>
<td>$80.60</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1034 – Social Media Manager (Senior)</td>
<td>$120.91</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1017 – Systems Administrator (Junior)</td>
<td>$110.83</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1018 – Systems Administrator (Senior)</td>
<td>$151.13</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1019 – UX/IA Specialist</td>
<td>$130.98</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1020 – Videographer</td>
<td>$125.94</td>
</tr>
<tr>
<td>512110, 541430, 541511, 54151S, 54151HEAL, 541613, 541810, 541910, 541922</td>
<td>NM1021 – Video Animator</td>
<td>$136.02</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1022 – Web Consultant</td>
<td>$196.47</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1023 – Web Designer (Junior)</td>
<td>$125.94</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1024 – Web Designer (Senior)</td>
<td>$176.32</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1025 – Web Developer Backend (Junior)</td>
<td>$100.76</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1026 – Web Developer Backend (Senior)</td>
<td>$151.13</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1027 – Web Developer Frontend (Junior)</td>
<td>$100.76</td>
</tr>
<tr>
<td>541511, 54151S, 54151HEAL, 541613</td>
<td>NM1028 – Web Developer Frontend (Senior)</td>
<td>$151.13</td>
</tr>
</tbody>
</table>
LABOR CATEGORY DESCRIPTIONS

NM1035 – ADA/508 Compliance Specialist: 3+ years of experience and Bachelor’s degree
- Broad knowledge of accessibility barriers as well as the tools and techniques for overcoming them.
- Expert understanding of accessibility standards: WCAG, ADA Section 508, 21 Century Video and Communications Act.
- Ability to discern accessibility issues from design and code.
- Knowledge of accepted accessibility patterns and best practices for video, website and application design.
- Ability to analyze and employ problem-solving skills to recommend the best solution.

NM1001 – ADA/508 Compliance Specialist: 10+ years of experience and Bachelor’s degree
- Broad knowledge of accessibility barriers as well as the tools and techniques for overcoming them.
- Expert understanding of accessibility standards: WCAG, ADA Section 508, 21 Century Video and Communications Act.
- Ability to discern accessibility issues from design and code.
- Knowledge of accepted accessibility patterns and best practices for video, website and application design.
- Ability to analyze and employ problem-solving skills to recommend the best solution.

NM1002 – Business Analyst (Junior): 3+ years of experience and Bachelor’s degree
- Familiar with a range of digital/web services and solutions, ideally where open source, cloud technologies, and agile development methodologies have been applied.
- Traits include excellent attention to details and communication skills.
- Ability to rationalize complex information to make it understandable for others to work.
- Ability to interrogate reported information and challenge sources where inconsistencies are found.

NM1003 – Business Analyst (Senior): 7+ years of experience and Bachelor’s degree
- Familiar with a range of digital/web services and solutions, ideally where open source, cloud technologies, and agile development methodologies have been applied.
- Traits include excellent attention to details and communication skills.
- Ability to rationalize complex information to make it understandable for others to work.
- Ability to interrogate reported information and challenge sources where inconsistencies are found.

NM1004 – Content Specialist (Junior): 3+ years of experience and Bachelor’s degree
- Demonstrates superior ability to develop, write and edit copy for a variety of communication vehicles including the web.
- Displays outstanding understanding of the integration of words, images and functionality across a broad spectrum of marketing and communications materials.
- Has ability to conduct research, interview and offer creative project solution ideas.
LABOR CATEGORY DESCRIPTIONS

NM1005 – Content Specialist (Senior): 7+ years of experience and Bachelor's degree
- Demonstrates superior ability to develop, write and edit copy for a variety of communication vehicles including the web.
- Displays outstanding understanding of the integration of words, images and functionality across a broad spectrum of marketing and communications materials.
- Has ability to conduct research, interview and offer creative project solution ideas.

NM1006 – Creative Director: 5+ years of experience and Bachelor's degree
- Experience leading projects and creative teams from start to finish.
- Understands strategic intent of projects and audience/customer goals.
- Serves as branding consultant for originating concepts and initial concepts.
- Helps communicate concept approaches to clients.
- Creates strong and effective internal partnerships, leading collaboration across integrated teams.
- Ability to see the big picture and drive ideas through to specific tactics.
- Professional traits include proven leadership, strategic thinking, persuasive and effective communication, and strong relationship building.

NM1007 – Database Administrator (Junior): 3+ years of experience and Bachelor's degree
- Responsible for the design, support, and maintenance of enterprise technology infrastructure to include hardware configurations and logical architecture.
- Leads internal design and code reviews.
- Performs unit and system testing.
- Assists with and provides input to implementation and operational plans.

NM1008 – Database Administrator (Senior): 7+ years of experience and Bachelor's degree
- Responsible for the design, support, and maintenance of enterprise technology infrastructure to include hardware configurations and logical architecture.
- Leads internal design and code reviews.
- Performs unit and system testing.
- Assists with and provides input to implementation and operational plans.

NM1009 – Graphic Designer (Junior): 3+ years of experience and Bachelor's degree
- Performs all aspects required for print design and production.
- Creates designs for printed materials, electronic documents, and displays.
- Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.
- Proficient with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, etc.).
LABOR CATEGORY DESCRIPTIONS

NM1010 – Graphic Designer (Senior): 10+ years of experience and Bachelor’s degree
- Performs all aspects required for print design and production.
- Creates designs for printed materials, electronic documents, and displays.
- Has the ability to produce layouts, create illustrations, manipulate photographs, and perform all other necessary tasks in executing final designs.
- Proficient with Adobe Creative Suite (InDesign, Illustrator, Photoshop, Acrobat, etc.).

NM1037 – Marketing Consultant: 15+ years of experience and Master’s degree
- Possesses mastery of designing, developing, and supporting complex marketing and research strategies.
- Works at a senior level to uncover impediments to the productivity, efficiency, and effectiveness of marketing strategies.
- Oversees the research, design and development of marketing and research plans, including the integration of brand strategies, marketing programs, and other strategic initiatives.
- Serves as senior level consultant for originating concepts and communicating concept approaches to clients.
- Collaborates with staff to integrate all efforts and client feedback into an effective and cohesive marketing strategy.
- Provides strategic insight throughout the project.
- Leads team members in defining project objectives, scope and deliverables; assesses resource needs.
- Architects organizational strategies to ensure all creative work is focused on achieving client objectives.

NM1031 – Marketing Research (Junior): 3+ years of experience and Bachelor’s degree
- Identifies and finalizes the list of possible data sources to analyze based on the objectives of the study.
- Collects relevant data and performs a detailed review of data.
- Analyzes gaps and constraints of the data.
- Provides a written project plan for each industry outlining, timelines, and the deliverables.
- Produces well written, concise, detailed summary documents resulting from organizational meetings and forums.
- Manages projects from inception to completion.

NM1032 – Marketing Research (Senior): 7+ years of experience and Bachelor’s degree
- Identifies and finalizes the list of possible data sources to analyze based on the objectives of the study.
- Collects relevant data and performs a detailed review of data.
- Analyzes gaps and constraints of the data.
- Provides a written project plan for each industry outlining, timelines, and the deliverables.
- Produces well written, concise, detailed summary documents resulting from organizational meetings and forums.
- Manages projects from inception to completion.
NM1029 – Media Planner/Buyer (Junior): 3+ years of experience and Bachelor’s degree

- Developing media plans and placing media.
- Providing expert counsel in the areas of media mix and spending, as well as in the specific areas of media planning and evaluation.
- Adept at media measurement techniques to evaluate the effectiveness and efficiency of media buys to reach targeted audiences.
- Negotiating media in accordance with research and analysis and purchase paid advertising to impact target audiences.
- Meeting all deadlines to ensure on time placement.
- Employing standard advertising industry measures of effectiveness in media planning, placement and evaluation to include reach and frequency, cost-per-thousand, audience composition, audited circulation data, editorial profiles and ratings.

NM1030 – Media Planner/Buyer (Senior): 7+ years of experience and Bachelor’s degree

- Developing media plans and placing media.
- Providing expert counsel in the areas of media mix and spending, as well as in the specific areas of media planning and evaluation.
- Adept at media measurement techniques to evaluate the effectiveness and efficiency of media buys to reach targeted audiences.
- Negotiating media in accordance with research and analysis and purchase paid advertising to impact target audiences.
- Meeting all deadlines to ensure on time placement.
- Employing standard advertising industry measures of effectiveness in media planning, placement and evaluation to include reach and frequency, cost-per-thousand, audience composition, audited circulation data, editorial profiles and ratings.

NM1036 – Photographer: 5+ years of experience and Bachelor’s degree

- Produces award-winning photos that captivate, educate, and engage audiences.
- Experience as a camera operator using professional camera equipment and lighting for both on-site and in-studio shoots.
- Maintains and operates a variety of camera and lighting equipment.
- Edits custom photos.
- Stays up to date with technological advances.
- Ability to work alone with a single-camera or multiple-camera setup.
- Strong experience with digital technology and editing software packages.
LABOR CATEGORY DESCRIPTIONS

NM1011 – Project Manager (Junior): 3+ years of experience and Bachelor’s degree
- Manages projects from inception to completion.
- Manages the day-to-day execution of client engagements.
- Serves as a point of contact for clients about project progress.
- Assists in the coordination of personnel to ensure they perform their jobs effectively, controlling their costs, achieving quality standards, maximizing weekly billings, and controlling schedules and materials.
- Proficient with Basecamp, GANTT Charts, etc.

NM1012 – Project Manager (Senior): 7+ years of experience and Bachelor’s degree
- Manages projects from inception to completion.
- Manages the day-to-day execution of client engagements.
- Serves as a point of contact for clients about project progress.
- Assists in the coordination of personnel to ensure they perform their jobs effectively, controlling their costs, achieving quality standards, maximizing weekly billings, and controlling schedules and materials.
- Proficient with Basecamp, GANTT Charts, etc.

NM1013 – Quality Assurance (Junior): 3+ years of experience and Bachelor’s degree
- Performs QA verification and usability analysis tasks for existing systems or systems under development.
- Understands usability testing as well as functionality testing.
- Develops and executes test plans and test cases.
- Manages test environments and test data.
- Drafts documentation for internal and external audiences.

NM1014 – Quality Assurance (Senior): 7+ years of experience and Bachelor’s degree
- Performs QA verification tasks for existing systems or systems under development.
- Understands usability testing as well as functionality testing.
- Develops and executes test plans and test cases.
- Manages test environments and test data.
- Drafts documentation for internal and external audiences.

NM1015 – Security Engineer: 7+ years of experience and Bachelor’s degree
- Experience working with complex technology implementations, white-hat hacking, and fundamental computer science concepts.
- Comfortable bridging the gap between legacy development or operations teams and working toward a shared culture and vision.
- Works with developers to create the most secure systems while enhancing the privacy of all system users.
LABOR CATEGORY DESCRIPTIONS

NM1016 – SEO/PPC Specialist: 5+ years of experience and Bachelor’s degree
- SEO experience with on-page optimization (the use of such elements as keywords and HTML tags in ways that help increase search engine traffic to your site) and off-page optimization (such as link building).
- PPC experience creating, managing, and analyzing search marketing campaigns.
- Communicates clearly why certain changes need to be made in terms that everyone understands.
- Ability to review websites and PPC campaigns, define business goals and target visitors, and identify strategies to improve search engine rankings and page views.
- Google AdWords certified.

NM1033 – Social Media Manager (Junior): 3+ years of experience and Bachelor’s degree
- Proposes and executes social media action plans and strategies across social media digital platforms.
- Identifies online influencers and building online and offline relationships and increasing the reach of key messages through cooperative dialogue with influencers.
- Develops an editorial calendar and communications plan with launch times aligned across all platforms and integrated into communication plans.
- Builds interactive engagements to grow the number of followers and enhance the level of engagement with the target audience.
- Integrates social media amplification and engagement into traditional media engagement activities.
- Analyzes the resonance and effectiveness of the platforms through analytic reporting.

NM1034 – Social Media Manager (Senior): 7+ years of experience and Bachelor’s degree
- Proposes and executes social media action plans and strategies across social media digital platforms.
- Identifies online influencers and building online and offline relationships and increasing the reach of key messages through cooperative dialogue with influencers.
- Develops an editorial calendar and communications plan with launch times aligned across all platforms and integrated into communication plans.
- Builds interactive engagements to grow the number of followers and enhance the level of engagement with the target audience.
- Integrates social media amplification and engagement into traditional media engagement activities.
- Analyzes the resonance and effectiveness of the platforms through analytic reporting.
NM1017 – Systems Administrator (Junior): 3+ years of experience and Bachelor’s degree
• Responsible for supporting the design and development of application prototypes, utilities, and solutions across multiple environments using life-cycle methodologies.
• Assists developers in producing specifications and design documentation including process flow, object/class models, sequence diagrams, system and web services interface specifications, data dictionary and data model, etc.

NM1018 – Systems Administrator (Senior): 7+ years of experience and Bachelor’s degree
• Responsible for supporting the design and development of application prototypes, utilities, and solutions across multiple environments using life-cycle methodologies.
• Assists developers in producing specifications and design documentation including process flow, object/class models, sequence diagrams, system and web services interface specifications, data dictionary and data model, etc.

NM1019 – UX/IA Specialist: 7+ years of experience and Bachelor’s degree
• Experience creating professional websites and applications focused on usability and functionality.
• Responsible for conducting user research, analysis & synthesis, persona development, interaction design, and usability testing (tree testing and card sorting exercises) to create websites that engage users.
• Plans and directs the user interface design efforts.
• Solid communication skills.
• Proficient with Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.).
• Proficient with development technologies such as PHP, HTML, CSS, XML, JavaScript, MySQL.

NM1020 – Videographer: 5+ years of experience and Bachelor’s degree
• Experience as a camera operator using professional video cameras, sound, and lighting for both on-site and in-studio shoots.
• Maintains and operates a variety of video camera equipment and sound recording devices.
• Edits custom and b-roll footage, including the integration of voiceover, music track, and closed captioning.
• Stays up to date with technological advances.
• Ability to work alone with a single-camera or multiple-camera setup.
• Strong experience with digital technology and editing software packages (editing software including After Effects, Premier Pro, Final Cut Pro).
LABOR CATEGORY DESCRIPTIONS

NM1021 – Video Animator: 5+ years of experience and Bachelor’s degree
- Experience creating and editing digital and traditional video assets along with solid design skills.
- Develops video assets including editing of existing videos, graphic overlays to stock video, and custom videos based on product screen simulations or custom 2D and 3D graphics.
- Partners closely with graphic designer and videographer to develop ideas and execute projects.
- Strong experience with digital technology and editing software packages (editing software including After Effects, Premier Pro, Final Cut Pro, Camtasia, Adobe Captivate).
- Proficient with Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.).

NM1022 – Web Consultant: 15+ years of experience and Master’s degree
- Possesses mastery of designing, developing, and supporting complex websites built on a wide array of content management systems such as Drupal, WordPress, Joomla, Tridion.
- Works at a senior level to uncover impediments to the productivity, efficiency, and effectiveness of web strategies.
- Oversees the design and development of websites, including the integration of brand strategies, marketing programs, and other web-based initiatives.
- Serves as senior level consultant for originating concepts and communicating concept approaches to clients.
- Collaborates with staff to integrate all efforts and client feedback into an effective and cohesive web design and development process.
- Provides strategic insight throughout the project.
- Leads team members in defining project objectives, scope and deliverables; assesses resource needs.
- Architects organizational strategies to ensure all creative work is focused on achieving client objectives.

NM1023 – Web Designer (Junior): 3+ years of experience and Bachelor’s degree
- Experience with designing creative and engaging designs for website and mobile applications, including responsive layouts for mobile and tablet views.
- Ability to create wireframes and prototypes.
- Proficient with Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.).

NM1024 – Web Designer (Senior): 7+ years of experience and Bachelor’s degree
- Experience with designing creative and engaging designs for website and mobile applications, including responsive layouts for mobile and tablet views.
- Ability to create wireframes and prototypes.
- Proficient with Adobe Creative Suite (InDesign, Illustrator, Photoshop, etc.).
LABOR CATEGORY DESCRIPTIONS

NM1025 – Web Developer Backend (Junior): 3+ years of experience and Bachelor's degree
• Experience using modern, open source software to prototype and deploy backend website and applications, including all aspects of server-side processing, data storage, and integration with frontend development.
• Comfortable with both object oriented and procedural programming methodologies.
• Proficient with open-source content management systems such as WordPress, Drupal, Joomla, Tridion.
• Proficient with development technologies such as PHP, HTML, CSS, XML, JavaScript, jQuery, MySQL.

NM1026 – Web Developer Backend (Senior): 7+ years of experience and Bachelor’s degree
• Experience using modern, open source software to prototype and deploy backend website and applications, including server-side processing, data storage, and integration with frontend development.
• Comfortable with both object oriented and procedural programming methodologies.
• Ability to lead a development team and the project with proven track record of successful web projects.
• Proficient with open-source content management systems such as WordPress, Drupal, Joomla, Tridion.
• Proficient with development technologies such as PHP, HTML, CSS, XML, JavaScript, jQuery, MySQL.

NM1027 – Web Developer Frontend (Junior): 3+ years of experience and Bachelor’s degree
• Experience using modern, frontend Web development tools, techniques, and methods for the creation and deployment of user-facing interfaces.
• Comfortable working in an agile and lean environment for routinely deploying changes.
• Proficient with Bootstrap, Foundation, and open-source content management systems such as WordPress, Drupal, Joomla, Tridion.
• Proficient with development technologies such as PHP, HTML, CSS, XML, JavaScript, jQuery, MySQL.

NM1028 – Web Developer Frontend (Senior): 7+ years of experience and Bachelor’s degree
• Experience using modern, frontend Web development tools, techniques, and methods for the creation and deployment of user-facing interfaces.
• Comfortable working in an agile and lean environment for routinely deploying changes.
• Ability to lead a development team and the project with proven track record of successful web projects.
• Proficient with Bootstrap, Foundation, and open-source content management systems such as WordPress, Drupal, Joomla, Tridion.
• Proficient with development technologies such as PHP, HTML, CSS, XML, JavaScript, jQuery, MySQL.