General Services Administration
Federal Supply Service | Authorized Federal Supply Schedule

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

Yes& Federal, LLC
1700 Diagonal Road, Suite 450
Alexandria, VA 22314
(P) 703 823 1600
yesandagency.com/federal

Robert W. Sprague
(P) 703 823 5671
rsprague@yesandagency.com

Multiple Award Schedule
Federal Supply Group: Professional Services
PSC: R701, D304, T006, R499
Contract Number: 47QRAA20D003A
Contract Period: December 18, 2019 – December 17, 2024
Business Size: Small
Pricelist current through Modification #PS-0017, dated 10/26/2021

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

1a. Table of Awarded Special Item Numbers (SINs):

- SIN 512110: Video/Film Production
- SIN 541430: Graphic Design Services
- SIN 541511: Web Based Marketing
- SIN 541611: Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Services
- SIN 541613: Marketing Consulting Services
- SIN 541810: Advertising Services
- SIN 541810ODC: Other Direct Costs for Marketing and Public Relations Services
- SIN 541820: Public Relations Services
- SIN 541850: Exhibit Design and Advertising Services
- SIN 541910: Marketing Research and Analysis
- SIN 541922: Commercial Photography Services
- SIN 561920: Conference, Meeting, Event and Trade Show Planning Services
- SIN OLM: Order Level Materials

1b. Lowest Priced Model Number/Unit Price for Each SIN:

- DVD/CD-ROM Duplication: See Attached Pricelist

1c. Hourly Rates (Services Only): See Attached Pricelist.

2. Maximum Order:

- SIN 512110: $1,000,000,000
- SIN 541430: $1,000,000,000
- SIN 541511: $1,000,000,000
- SIN 541611: $1,000,000,000
- SIN 541613: $1,000,000,000
- SIN 541810: $1,000,000,000
- SIN 541810ODC: $1,000,000,000
- SIN 541820: $1,000,000,000
- SIN 541850: $1,000,000,000
- SIN 541910: $1,000,000,000
- SIN 541922: $250,000,000
- SIN 561920: $1,000,000,000
- SIN OLM: $250,000,000

3. Minimum Order: $100.00.

4. Geographic Coverage (delivery area): Worldwide

5. Point of Production: Yes&Federal, LLC
   1700DiagonalRoad, Suite 450
   Alexandria, Virginia 22314

6. Discount from list prices: Net GSA Pricing Listed in Attached Pricing Tables

7. Quantity Discounts: 5% discount for individual task orders exceeding the maximum threshold of $1 million.

8. Prompt Payment Terms: 30 days.
   Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions


10a. Time of Delivery: To be Negotiated at the Task Order Level.

10b. Expedited Delivery: To be Negotiated at the Task Order Level.
10c. Overnight and 2-day delivery: To be Negotiated at the Task Order Level

10d. Urgent Requirements: Customers are encouraged to contact the contractor for the purposes of requesting accelerated delivery

11. F.O.B. Point(s): Destination.

12a. Ordering Address:

Yes& Federal, LLC
1700 Diagonal Road, Suite 450
Alexandria, Virginia 22314
Attention: Robert Sprague
Phone: 703.823.5671
Email: rsprague@yesandagency.com

12b. Ordering Procedures: Ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment Address: EFT Payment is available upon request. If EFT is not available, please send payment to the following:

Yes& Federal, LLC
1700 Diagonal Road, Suite 450
Alexandria, Virginia 22314


15. Exporting Packaging Charges: Not Applicable.


17. Terms and Conditions of Installation (If Applicable): Not Applicable.

18a. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices (If Applicable): Not Applicable.

18b. Terms and Conditions for Any Other Services (If Applicable): Not Applicable.


22a. Special Attributes Such As Environmental Attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants): Recycling.

22b. Section 508 Compliance for EIT: Not Applicable

23. Unique Entity Identifier (UEI) Number: 78-376-5373

24. Notification Regarding Registration in System for Award Management (SAM) Database: Active; CAGE/NCAGE Number: 1UP68
Federal buyers of integrated advertising, marketing, and public relations services benefit from a small business industry partner. Small marketing agencies are agile, nimble, resourceful, and passionately committed to the mission they support—plus, they can help federal agencies meet their small business program goals.

The same buyers require confidence that the industry partner they select has the experience and robust project management capabilities to fulfill vital mission goals. Only an established and proven small business can mitigate performance risks and ensure the success of complex and multifaceted communications and marketing initiatives.

Consider Yes& Federal.

Yes&, with a corporate history of more than 35 years, has been a successful holder of a GSA Professional Services Schedule since 2001. A certified small business, Yes& has developed, implemented, and managed large-scale, integrated advertising and public education campaigns across government, not-for-profit, and industry clients, and has served as the prime contractor for multiple multi-year outreach, education, and advertising campaigns on behalf of federal government agencies.

Yes& is a practitioner of state-of-the-art marketing innovations including digital analytics, customer journey mapping, programmatic media buying, and experiential marketing along with more traditional disciplines of branding, media relations, design, video, and event management. At the same time, Yes& is known for rigorous and efficient project management, strict contract compliance, emphasis on high-quality deliverables, and focus on exceptional customer service. Our approach has generated across-the-board “Very Good” and “Exceptional” ratings via CPARs and other assessment platforms.

GSA SCHEDULE BUYERS BENEFIT FROM:

- Comprehensive one-stop shopping for integrated marketing, advertising, public relations, and creative production
- Proven past performance as prime on federal BPAs and multi-year communications initiatives for multiple federal agencies
- Experience in key domains including public safety, cybersecurity, recruiting, human capital, financial regulation, healthcare
- Highly qualified, motivated, and diverse staff supported by a dynamic and inclusive corporate culture
- Small business mindset—flexibility, agility, and the ability to innovate
- Large business processes, including methodologies, scalability, and depth of expert resources
- Washington, DC area headquarters, with the ability to provide service throughout the United States
- Robust management, reporting, and compliance capabilities
- Favorable pricing compared to commercial customers
SCOPE OF WORK

Yes& works diligently to understand how each project—no matter how small or how extensive—fits into the agency’s goals and can provide valuable counsel on the most effective communications methodologies to reach any target audience or constituency.

The following are examples of tasks that may be performed under each Special Item Number (SIN) but are not meant to exclude or limit any authentic marketing, media, and public information service under this Federal Supply Schedule.

SIN 542110 VIDEO/FILM PRODUCTION

High-quality video production has been a staple for Yes& since the company’s founding in 1985. While the technologies surrounding video production have changed remarkably, the need for professional experience in the production of effective video and television programming has not. Yes& has captured video throughout the United States and overseas in all formats, including the 8K now used for broadcast commercials, with production frequently taking place in sensitive federal locations. Broadcast quality editing, voiceover, mixing, animation, and mastering facilities are maintained in-house. Nearly 200 industry awards, including the ADDY Best in Show, NAGC Blue Pencil and Gold Screen, and DHS Small Business Achievement Award have recognized the excellence of Yes& creative video production.

SIN 541430 GRAPHIC DESIGN SERVICES

From traditional print products such as brochures, annual reports, presentations, and collateral material to the most current digital media including digital display, out-of-home, and cinemagraph, Yes& offers expertise in graphic design to support federal agencies across a wide variety of marketing and communications purposes. Yes& excels in the development of visual branding, such as logos, visual identity packages, and standards and usage guides. Senior designers produce vivid and distinctive design without ever losing sight of the objective of each piece of communication. With a thorough understanding of print production, Yes& can ensure accurate reproduction and effective use of design elements to maximize communication impact within any budgetary range.

SIN 541511 WEB BASED MARKETING

Yes& provides outstanding contemporary design for digital marketing and sites designed to take full advantage of the most current online and mobile platforms. Services include the development of online and digital strategies, assessment and analysis of online and digital presence, web design, interactive programming, digital marketing, development in platforms including WordPress and Drupal, Section 508 compliance, and digital analytics.

SIN 541611 MANAGEMENT AND FINANCIAL CONSULTING, ACQUISITION AND GRANTS MANAGEMENT SUPPORT, AND BUSINESS PROGRAM AND PROJECT MANAGEMENT SERVICES

Yes&'s trained professionals are able to assist agencies with a variety of tasks and projects. Our team is able to provide operating advice and assistance on administrative and management issues and it relates to communications and public relations concerns. Yes& provides all clients with top-tier solutions and the support needed to see that deliverables are met. The capabilities of Yes& include providing benchmarking and program metrics, strategic and organization planning, project management, and a variety of other services.
SIN 541613 MARKETING CONSULTING SERVICES

Yes& has the depth, breadth, and experience to fulfill complex and multifaceted communications initiatives that require overarching strategies and a variety of different media for execution. Yes& can develop comprehensive plans that cover marketing, market research, branding, public relations, internal communications, and other needs, and then produce high-quality deliverables in the form of video, websites, mobile applications, print graphics, events, public relations campaigns, and media buys in order to carry the strategies out. A broad range of in-house capabilities mean that Yes& must subcontract or freelance few if any crucial functions; as a result, little is “lost in translation” and resulting communications products are closely aligned with the strategies.

SIN 541810 ADVERTISING SERVICES

When delivery of messages to key audiences must be guaranteed, government agencies can count on Yes& to oversee and deliver targeted media buys and compelling messaging. Yes& delivers the campaign design, message testing, creative production, media placement, and measurement services to make sure that advertising dollars result in maximum audience impact and message retention, whether in traditional print, broadcast, online, or blended media, all accomplished while highlighting specialized agency capabilities. Yes& has been a pioneer in person-based marketing, the advanced application of digital analytics, third-party databases, and customer journey orchestration techniques to deliver campaigns that reach very specific target audiences with extraordinary efficiency and effectiveness.

SIN 541820 PUBLIC RELATIONS SERVICES

Yes&’s skilled public relations professionals identify new opportunities to enhance and expand public relations models and efforts. Our team solidifies the public relations efforts of various organizations by closely monitoring media, focusing on crisis communications, and engaging in new outreach strategies. Yes&’s professionals are able to analyze current public relations practices, including media relations, earned media placement, media coaching and other related activities. Our expert leaders offer innovative solutions to a variety of tasks and issues organizations may be facing.

SIN 541850 EXHIBIT DESIGN AND ADVERTISING SERVICES

When promoting your organization at a variety of conferences and events, it is integral to have a physical design that is meaningful and reflects the impact of your work. Yes&’s trained professionals provide services which include conceptualizing, designing, and producing exhibits and their accompanying materials, and providing and/or making recommendations for futures exhibits. Our team also assists in the set-up and dismantling of exhibit property, cleaning, and prepping. Yes&’s professionals have supported dozens of organizations.
SIN 541910 MARKETING AND RESEARCH ANALYSIS

Conducted by Yes&’s skilled marketing professionals, we provide organizations an integrated, comprehensive spectrum of products and services in all aspects of outreach, education and communications, which include services related to conducting marketing, consumer and industry research and analysis, feasibility studies, and industry analysis. Along with providing this research to our clients, our team offers innovative solutions to a variety of issues in this realm. Yes&’s marketing professionals can provide new media support (e.g., social media, Facebook, Twitter, YouTube, etc.), multi-media/video development support; media buys to disseminate outreach and education messages; planning and executing media strategies; cross-cutting communications support for special events that includes branding/identity development and execution, media outreach, communications materials development, and coordination with other entities involved in such events, and other consumer/public education and writing/correspondence services.

SIN 541922 COMMERCIAL PHOTOGRAPHY SERVICES

Yes&’s state of the art services include high quality photography such as: black and white, color photography, digital photography, still photographs, field and studio photography; and related photography services such as photo editing and high-resolution scans. Yes& is able to understand the precise considerations of each assignment and carry out professional-quality photographic shoots over an agreed period of time. Yes& is able to continue working with the images, providing editing and manipulation services to suit the requirements of print, online, and other distribution platforms and the graphic designs that are needed for each product.

SIN 561920 CONFERENCE, MEETING, EVENT AND TRADESHOW PLANNING SERVICES

Yes& has successfully supported dozens of crucial government-sponsored meetings and events. Experienced, full-time personnel provide outstanding project management, travel and logistics, technical support, writing, registration, and related services. Yes& helps federal clients define and detail the goals, agenda, format, deliverables, theme, look and feel, and budget of a conference, event, or trade show exhibit. Yes& also executes the complex technical requirements of a modern multimedia event — removing the burden of management from clients, while creating a dramatic and compelling production in support of clients’ unique mission objectives. Yes& has been a leader in the pivot to virtual events, providing support for events that are delivered fully online when restrictions on travel and public assembly make in-person events impractical and has enabled clients to grow audiences even in the virtual environment.
## LABOR RATES

<table>
<thead>
<tr>
<th>Labor</th>
<th>Unit</th>
<th>GSA Rate including IFF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Account Executive</td>
<td>hour</td>
<td>$124.17</td>
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<tr>
<td>Administrative Support</td>
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<td>Advertising Strategist</td>
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<td>Brand Developer</td>
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<tr>
<td>Content Strategist/Writer</td>
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<tr>
<td>Digital Coordinator</td>
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<td>Digital Designer</td>
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<td>Digital Measurement Analyst</td>
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<td>Digital Media Planner</td>
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<td>Digital Strategist</td>
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<td>Director - Photo &amp; Video Shoots</td>
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<td>Production Specialist</td>
<td>hour</td>
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<tr>
<td>Public Relations Coordinator</td>
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<td>$190.57</td>
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<td>Public Relations Manager I</td>
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<td>Public Relations Manager II</td>
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<td>Senior Account Executive</td>
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<td>Senior Graphic Designer</td>
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<td>Senior UI/UX Designer</td>
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<tr>
<td>Senior Vice President</td>
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<tr>
<td>Senior Video Editor</td>
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<td>Senior Writer/Strategist</td>
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<td>Social Media Manager</td>
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<td>Sound Mixer</td>
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<td>Storyboard Artist/Illustrator</td>
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<tr>
<td>Talent - Day Player</td>
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<tr>
<td>Talent - Extras/Atmosphere</td>
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<td>$39.09</td>
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<td>Talent - Half-day Player</td>
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<tr>
<td>Talent - Non-Union</td>
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<tr>
<td>Talent - On-Camera Narrator</td>
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<td>Talent - Voiceover Artist</td>
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<tr>
<td>Writer</td>
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<td>$127.05</td>
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### OTHER DIRECT COSTS

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<thead>
<tr>
<th>Support Product/Labor (ODCs)</th>
<th>Unit</th>
<th>GSA Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-D Animation/Motion Graphics Workstation</td>
<td>hour</td>
<td>$91.84</td>
</tr>
<tr>
<td>2k or 4K Digital Cinema Camera w/basic lens</td>
<td>day</td>
<td>$2,454.86</td>
</tr>
<tr>
<td>3-D Animation Workstation</td>
<td>hour</td>
<td>$98.90</td>
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<tr>
<td>5k Generator</td>
<td>day</td>
<td>$206.04</td>
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<tr>
<td>Advertising</td>
<td>placement</td>
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<tr>
<td>Audio Equipment Package</td>
<td>day</td>
<td>$135.40</td>
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<tr>
<td>Audio Sweetening &amp; Mixing</td>
<td>hour</td>
<td>$223.70</td>
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<tr>
<td>AVID Suite (no editor)</td>
<td>hour</td>
<td>$110.36</td>
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<tr>
<td>Banner Stand</td>
<td>unit</td>
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<tr>
<td>Broadcast Media Monitoring: Insight Data Tagging</td>
<td>article</td>
<td>$1.14</td>
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<tr>
<td>Broadcast Media Monitoring: Subscription, Seats, Storage, Ad Value Equivalency, Audience Rating, and Digital Clips</td>
<td>month</td>
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<tr>
<td>Camera Package (Video Production)</td>
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<tr>
<td>Casting – Special Talent Search</td>
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<td>Clipping Service: Basic Monthly Rate Charge</td>
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<td>Clipping Service/ Scanned, eClip, Internet Clip</td>
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<td>Color Correction</td>
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<td>Computer Rental</td>
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<tr>
<td>Conference Registration</td>
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<tr>
<td>Craft Services (per person/per meal)</td>
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<td>Dolly Package</td>
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<tr>
<td>Expendables</td>
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<td>Focus Group</td>
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<td>General Session Audiovisual Production, including audio, lighting, video, stage, labor, shipping</td>
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<tr>
<td>Grip Truck 2 Ton (Standard)</td>
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<tr>
<td>Grip Truck 3 Ton (Standard)</td>
<td>day</td>
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<table>
<thead>
<tr>
<th>Support Product/Labor (ODCs)</th>
<th>Unit</th>
<th>GSA Rate</th>
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<tbody>
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<td>Hotel Ballroom Rental</td>
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<td>Jimmy Jib Rental</td>
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<td>Lighting Package</td>
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<tr>
<td>Location Fees &amp; Permits</td>
<td>day</td>
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<td>Make-up Kit</td>
<td>day</td>
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<tr>
<td>Music - Stock</td>
<td>cut</td>
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<tr>
<td>On-Line AVID suite w/ 3D (Video Post-Production)</td>
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<td>On-set Digital Media Workstation (card downloads etc.)</td>
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<td>Online Conference Registration, including 2000 registrations, 2000 PayPal service</td>
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<tr>
<td>Prime Lens Kit</td>
<td>day</td>
<td>$915.74</td>
</tr>
<tr>
<td>1 TB Hard Drive</td>
<td>each</td>
<td>$196.23</td>
</tr>
<tr>
<td>Crew Personal Vehicle Mileage</td>
<td>per mile</td>
<td>$0.70</td>
</tr>
<tr>
<td>Props</td>
<td>day</td>
<td>$794.73</td>
</tr>
<tr>
<td>Sachtler Tripod</td>
<td>day</td>
<td>$104.65</td>
</tr>
<tr>
<td>Stedicam Package</td>
<td>day</td>
<td>$1,046.58</td>
</tr>
<tr>
<td>Stock Photographs</td>
<td>each</td>
<td>$317.23</td>
</tr>
<tr>
<td>Teleprompter (W/Operator)</td>
<td>day</td>
<td>$908.88</td>
</tr>
<tr>
<td>Mileage Grip Truck (Standard) 2 or 3 ton</td>
<td>per mile</td>
<td>$1.96</td>
</tr>
<tr>
<td>Voiceover Studio Time</td>
<td>hour</td>
<td>$174.26</td>
</tr>
<tr>
<td>Wardrobe – per actor/per role</td>
<td>day</td>
<td>$129.52</td>
</tr>
<tr>
<td>500 GB Hard Drive</td>
<td>each</td>
<td>$163.52</td>
</tr>
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</table>

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LABOR CATEGORIES

ACCOUNT EXECUTIVE
Plans projects of moderate complexity in order to ensure completion to high standards of quality within time frame and budget. Manages creative teams including on-staff and contract artists, designers, programmers, editors, writers, and others. Creates specifications, budgets, work plans, timelines, and resource allocation models for creative projects. Participates in the development of creative concepts, content, site maps, strategic plans, campaigns and other production elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Minimum Experience: 3 years. Minimum Education: High School

ANIMATOR
Uses animation and design software to create informational and eye-catching two-dimensional animations for video, including credit screens, titles, and effects. Coordinates with and supports 3D Animator when necessary. Provides DVD authoring and associated graphics such as buttons and interfaces.

Minimum Experience: 2 years. Minimum Education: Bachelors

ADMINISTRATIVE SUPPORT
Provides administrative support for project managers and other staff including printing, copying, and binding of documents. Arranges shipping. Arranges travel, including airfare, hotel, rental cars, and develops itineraries with directions and schedules. Keeps schedules and calendars. May provide arrangements for client meetings, interviews, focus groups, video shoots, and events.

Minimum Experience: 0 years. Minimum Education: Associates

ADVERTISING STRATEGIST
Creates inventive strategies for the use of paid media and advertising campaigns in both traditional and digital environments. Gathers client objectives, guides clients, prepares strategic analyses, researches target audiences and demographics, and tracks the results of advertising campaigns to allow mid-course corrections.

Minimum Experience: 7 years. Minimum Education: Bachelors

ART DIRECTOR
Oversees the artistic design of commercial graphic design and creative print media. Is responsible for determining the creative “look” of brands, campaigns, and identity materials, and presenting graphic concepts and designs to clients. May direct photo shoots, working with a Photographer, models, and props to develop custom imagery for graphic designs. Directs the work of Senior Graphic Designers and Graphic Designers. Ensures artistic and technical quality of all graphic designs and printed products.

Minimum Experience: 10 years. Minimum Education: Bachelors

ASSISTANT EDITOR
Organizes camera footage in preparation for editing. Logs and digitizes tapes. Assists editor in modifying and completing media. Requires a working knowledge of non-linear video editing equipment (including Avid systems and software), scopes, and time-base correctors.

Minimum Experience: 0 years. Minimum Education: Associates
BOOM OPERATOR

Responsible for operating a boom microphone for a video or film production, usually using a boom pole with a microphone attached to the end, the aim being to hold the microphone as close to the actors or action as possible without allowing the microphone or boom pole to enter the camera’s frame.

Minimum Experience: 1 year. Minimum Education: High School

BRAND DEVELOPER

Plans and conducts market research for a brand, gathering data about where a product or service fits in with the rest of the market. Designs and implements qualitative and quantitative research methods including focus groups, interviews, and surveys. Uses research results to inform the evaluation and development of brands, brand positioning, brand attributes, and other characteristics with the objective of increasing a brand’s value.

Minimum Experience: 4 years. Minimum Education: Bachelors

BUYER/PLANNER

Researches and purchases paid media in both digital and traditional advertising media. Negotiates to achieve most favorable rates and value-adds. Tracks placements and reports results.

Minimum Experience: 2 years. Minimum Education: Bachelors

CAMERA ASSISTANT

Assists the Director of Photography by preparing the camera on a video or film production. May set up cameras, tripods, or dolly or crane mounts. May prepare and insert media or film. May assist camera operator by pulling focus or making other adjustments during a scene involving camera motion.

Minimum Experience: 3 years. Minimum Education: Bachelors

CASTING DIRECTOR

Assembles the cast for a video, film, or still photo production including working with Director to define needed attributes, organizing casting calls and auditions, securing selected actors, models, or subjects, and coordinating between talent and production personnel.

Minimum Experience: 3 years. Minimum Education: Bachelors

COMPOSER

Composes custom background and incidental music to enhance the power and messaging of a video, electronic presentation, or live event. Records demonstration versions to provide to client and/or video editors for review. Oversees rehearsals of musicians; oversees the recording of the master or, if used in a live setting, conducts the musicians.

Minimum Experience: 12 years. Minimum Education: Bachelors

CONTENT MANAGER

Develops content strategies to promote and extend clients’ brands, including the creation of original content and the curation of content produced by others to increase market presence and SEO. Audits and analyzes content to make strategic recommendations. Creates workflows for content and builds content strategy around new initiatives or new products. Develops site nomenclature and makes recommendations for messaging.

Minimum Experience: 2 years. Minimum Education: Bachelors

CONTENT STRATEGIST/WRITER

Writes content to promote and extend clients’ brands, including white papers, blogs, commentary, social media posts, and digital advertising. Develops engaging topics and ideas for digital experiences to promote linking, liking, and sharing. Employs keywords and tagging to drive SEO for clients’ websites.

Minimum Experience: 1 year. Minimum Education: Bachelors

COPY EDITOR

Reviews, proofs, and corrects editorial content such as articles, white papers, brochures, reports, and website text for clear language, spelling, punctuation, and grammar. Checks manuscripts for readability, style, and agreement with clients’ style guidelines and editorial policy. Checks facts and accuracy.

Minimum Experience: 0 years. Minimum Education: Bachelors
COPY WRITER

Writes promotional text for advertising and marketing materials such as slogans, taglines, body copy, catalogues, coupons, ads, billboards, websites, and blogs. May participate in creative development of campaigns. Produces plain-language text free of spelling, punctuation, and grammar errors.

Minimum Experience: 3 years. Minimum Education: Bachelors

DEPARTMENT DIRECTOR

Responsible for management of a department or function within the organization such as Design, Video, Digital, Events, or Administration. Provides guidance for operations, development, and fiscal performance. Expert in at least one phase of strategic communications or production. Leads department or function in resource allocation, creative direction, skill enhancement, and realization. May provide expert-level service delivery or communications counsel to clients.

Minimum Experience: 6 years. Minimum Education: Bachelors

DEVELOPER

Programs the back-end elements for Web sites and Web-based applications, including the graphical user interface for and client-side scripting of interactive Web sites, Web-based and stand-alone multimedia, and eLearning applications. Conducts alpha and beta testing.

Minimum Experience: 3 years. Minimum Education: Bachelors

DIGITAL COORDINATOR

Develops and maintains websites, blogs, electronic newsletters, social media campaigns, and other digitally produced material. Edits digital images and designs page layouts using electronic publishing software. Responsible for writing and posting content on the Internet.

Minimum Experience: 2 years. Minimum Education: Bachelors

DIGITAL DESIGNER

Responsible for the design strategy of a website or web-based application. Sketches out the primary interfaces and creates prototypes, translating business objectives and end user needs into overall designs with the object of creating the most dynamic and engaging user experience possible. Familiar with current design trends and best practices in interactive development. Directs Senior UI/UX Designers and UX Designers.

Minimum Experience: 10 years. Minimum Education: Bachelors

DIGITAL MEASUREMENT ANALYST

Assesses, tests, tracks, and analyzes digital experience and customer perception initiatives in order to identify tactics for optimizing strategies, efficiencies, and overall effectiveness. Serves as project lead on digital experience and customer perception analytics engagements. Uses industry standard tools and instruments to gather analytics and user data to seek opportunities for integration.

Minimum Experience: 5 years. Minimum Education: Bachelors

DIGITAL MEDIA PLANNER

Researches and plans the use of paid, owned, and earned media in the digital space. Studies trends in marketing to optimize the digital marketing mix and develop attribution models to measure the return on media spend. Directs Buyer/Planners in the acquisition of paid media.

Minimum Experience: 5 years. Minimum Education: Bachelors
DIGITAL PHOTOGRAPHER
Captures high quality still images using digital cameras for studio and on-location photo shoots. Selects camera, lenses, filters, lighting, and accessory equipment in order to deliver artistic results. Directs models, applies principles of composition, and uses special photographic effects.

May work with Creative Director, Art Director, or others in a team to obtain imagery that supports advertising or marketing campaigns.

Minimum Experience: 5 years. Minimum Education: Bachelors

DIGITAL STRATEGIST
Develops digital marketing solutions to address clients’ business challenges. Researches and analyzes target audience data to understand audiences’ interests and online behaviors, brand attributes, and competitive landscape. Creates strategies and plans to connect digital, social, mobile, and traditional marketing efforts. Stays abreast of relevant trends and technologies.

Minimum Experience: 5 years. Minimum Education: Bachelors

DIRECTOR - PHOTO & VIDEO SHOOTS
Plans, directs, and coordinates video shooting or filming by conferring with the Creative Director regarding the interpretation of a scene and the desired effects. Observes set or location and reviews other information relating to natural or artificial conditions to determine filming and lighting requirements. Selects cameras, accessories, equipment, and film stock, utilizing knowledge of filming techniques, lighting requirements, and computations. Instructs Director of Photography regarding camera setup, angles, distances, movement, and other variables and signals cues for starting and stopping filming.

Minimum Experience: 3 years. Minimum Education: Bachelors

DIRECTOR OF PHOTOGRAPHY
Directs the camera work on a video or film production following the requirements of the Director. Responsible for lighting the subjects of the production and directing the Gaffer or Grips. Ensures the quality of composition, focus, and camera movement during a scene.

Minimum Experience: 8 years. Minimum Education: Bachelors

DIT
Responsible as Digital Information Technician for the capture and management of all digital media created on a video set. Secures digital information from camera, prepares media and safeties, and stores to portable systems for transportation to post-production facilities.

Minimum Experience: 3 years. Minimum Education: Bachelors

EVENT PRODUCER
Coordinates the smooth production of and ensures quality control of the technical and creative aspect of events, conferences, and seminars. Initiates site surveys and liaises with venue representatives and clients to ensure proper support throughout. Responsible for overseeing audiovisual systems and technology, staging, rehearsing and coordinating performers and/or speakers, sets, music (live and/or recorded), and other elements that enable a conference or event and hold audience attention. Manages contractors relating to above elements. Coordinates with videographer, if applicable. Maintain creative and logistical control of the event. Continually ensures the project is on or under budget.

Minimum Experience: 4 years. Minimum Education: Bachelors
GRAPHIC DESIGNER

Provides professional support designing, laying out, updating, and coordinating the production of a wide array of commercial graphic design and creative print media. Works primarily with internal clients and team members to develop collateral materials, publications, presentations, exhibits, signage, and other materials. Demonstrates thorough knowledge of graphic industry standards and graphic media. Able to produce appropriate file formats for various types of printing and electronic publication applications.

Minimum Experience: 2 years. Minimum Education: Bachelors

GRIP/ELECTRIC

Assists Key Grip by ensuring that there is sufficient electrical power to operate the lighting equipment on a video or film set. Identifies power sources, lays cable, connects lighting instruments, and monitors operation to ensure that circuits are not overloaded. May operate generator.

Minimum Experience: 3 years. Minimum Education: High School

HAIR/WARDROBE STYLIST

Responsible for ensuring that actors, presenters, models, and subjects appear their best in video, film, and still photo shoots. Applies makeup and trims hair to appear appropriate under lighting conditions. Evaluates actors and subjects on set and makes adjustments. Understands the use of color to complement different types of skin. Solves problems with subjects’ appearance.

Minimum Experience: 3 years. Minimum Education: Associates

HAIR/WARDROBE STYLIST ASST.

Responsible for assisting Lead Hair/Wardrobe stylist in ensuring that actors, presenters, models, and subjects appear their best in video, film, and still photo shoots. Cleans and straightens wardrobe and prop elements. Prepares make-up kits. May apply make-up or adjust hair.

Minimum Experience: 1 year. Minimum Education: Associates

KEY GRIP

Responsible for directing the setup and positioning of lighting equipment on a video or film shoot. Works with lighting instruments, stands, flags, dolly track, silks, reflectors, and other equipment and directs Grips and Electricians in the adjustment and connection of lighting gear. Ensures the safe setup and operation of lighting equipment.

Minimum Experience: 5 years. Minimum Education: Bachelors

LEAD DESIGNER

Provides overall concept and design for a media project, including games, websites, interactive, video, or multimedia products. Working with the production team, shapes the project and aids in creation of the schedule, resource allocation, and time assignments. Constantly evaluates the project’s overall look, feel, and aesthetics.

Minimum Experience: 4 years. Minimum Education: Bachelors
MEDIA SPECIALIST I

Helps research and develop project-related media lists and outlets for TV, radio, print, outdoor, Internet, and other venues, sorted by geographic location, format, circulation/reach and content. Coordinates media buying (smaller campaigns) or oversees professional media buyers (larger campaigns). Monitors and keeps track of placements to ensure negotiated frequency is met or exceeded. Assists in writing reports that summarize placements and results. Should quantitative research be required, will coordinate survey administration.

Minimum Experience: 0 years. Minimum Education: Associates

MEDIA SPECIALIST II

Develops media lists and outlets for TV, radio, print, outdoor, Internet, and other venues, as required. Helps create media plan based on this research and determines the most advantageous placements. Coordinates media buying. Writes detailed reports at the conclusion of campaigns to detail placements and results. Should quantitative research be required, helps in the creation of the survey instrument.

Minimum Experience: 2 years. Minimum Education: Bachelors

PRESENTATION/MEDIA TRAINING

Conducts the research necessary to develop and revise training courses and prepares appropriate training manuals. Prepares all instructor materials (course outline, background material and training aids). Prepares all student materials (course manuals, workbooks, handouts, completion certificates and course evaluation forms). Trains personnel by conducting formal classroom courses, workshops, and seminars. Provides daily supervision to staff.

Minimum Experience: 8 years. Minimum Education: Bachelors

PRINCIPAL

Responsible for leadership of entire organization. Provides senior level guidance for corporate direction and oversees fiscal performance of the entire enterprise. Delivers expert-level counsel and service to clients in best practices in areas including Marketing, Advertising, Public Relations, and Production. May serve as project lead for prominent accounts.

Minimum Experience: 15 years. Minimum Education: Bachelors

PRODUCER

Assists Director and/or Senior Video Producer in the management of the video production process. Ensures required releases are obtained, travel and transportation are coordinated for cost-savings and efficiency and arranges for additional crew members or specialists when necessary.

Monitors overall budget and reallocates funds, if necessary. Schedules shoots, meetings, and casting sessions.

Minimum Experience: 6 years. Minimum Education: Bachelors

PRODUCTION ASSISTANT

Provides general assistance during a video production, such as running errands and doing odd jobs for the crew. Coordinates craft services, arranges for transportation, and performs administrative duties such as copying scripts.

Minimum Experience: 0 years. Minimum Education: Bachelors
PRODUCTION COORDINATOR

Assists in the management of creative production. Schedules meetings with clients and internal teams, attends project and client update meetings and keep detailed notes, develops project to-do and action lists, identifies vendors and subcontractors, hires vendors and subcontractors, completes agreements, and manages vendors and subcontractors.

Assists in the management of production budgets, creates purchase orders, and updates and reconciles budgets with accounting data. Serves as production scheduler, develops and maintains master schedule of all creative projects, develops and maintains master schedule of assignments for creative production personnel (print, web, interactive, event, video), identifies conflicts and help to resolve resource gaps.

Minimum Experience: 1 years. Minimum Education: Associates

PRODUCTION SPECIALIST

Provides a variety of services in support of media production projects, including pre-production research, coordination, and arrangements, assistance on shoots, overseeing of details of props, food service, cash management, and post-production follow-up such as digitizing footage or images, cataloguing assets, archiving, file preparation or conversion, or other media production tasks.

Minimum Experience: 2 years. Minimum Education: Bachelors

PUBLIC RELATIONS COORDINATOR

Assists in the management of creative production. Schedules meetings with clients and internal teams, attends project and client update meetings and keep detailed notes, develops project to-do and action lists, identifies vendors and subcontractors, hires vendors and subcontractors and completes agreements and manages vendors and subcontractors.

Assists in the management of production budgets, creates purchase orders, and updates and reconciles budgets with accounting data. Serves as production scheduler, develops and maintains master schedule of all creative projects, develops and maintains master schedule of assignments for creative production personnel (print, web, interactive, event, video), identifies conflicts and help to resolve resource gaps.

Minimum Experience: 0 years. Minimum Education: Bachelors

PUBLIC RELATIONS DIRECTOR

Develops and oversees the development and strategic direction of a comprehensive public relations campaign that uses media, publicity, and live events to develop awareness for products, services, and/or circumstances. Leads in the establishment of target audiences and the creation of messages. Ensures that the messages’ integrity is kept and that the calls to action are clear and compelling. Assesses program effectiveness and recommends changes, if required. Manages all public relations staff and Media Specialists.

Oversees budgeting of media-related projects or project components. Participates in company executive and staff meetings.

Minimum Experience: 10 years. Minimum Education: Bachelors
PUBLIC RELATIONS MANAGER I

Supports Public Relations campaign by keeping track of pitches, assembling and sending out press kits and other materials, and coordinating interviews for stories. Helps maintain media lists.

Minimum Experience: 3 years. Minimum Education: Bachelors

PUBLIC RELATIONS MANAGER II

Responsible for the direction of a public relations campaign on a day-to-day basis. Establishes and maintains relationships with print and broadcast reporters and editors in local and national markets. Spearheads the creation and development of news/feature angles, development of press kits and support materials, the creation of wire releases, and oversees media tracking. Writes and/or works with writers to develop materials such as press releases, media alerts, bylined articles, print sidebars, and video and audio news releases. Acts as an advisor to clients on press-related issues. Speaks to press spokesperson on behalf of clients (when appropriate).

Minimum Experience: 6 years. Minimum Education: Bachelors

SENIOR ACCOUNT EXECUTIVE

Plans complex and multifaceted projects in order to ensure completion to high standards of quality within time frame and budget. Manages creative teams including on-staff and contract artists, designers, programmers, editors, writers, and others. Creates specifications, budgets, work plans, timelines, and resource allocation models for creative projects. Leads the development of creative concepts, content, site maps, strategic plans, campaigns and other production elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Minimum Experience: 7 years. Minimum Education: Bachelors

SENIOR GRAPHIC DESIGNER

Designs, lays out, updates, and coordinates the production of a wide array of commercial graphic design and creative print media. Works frequently with clients and account executives to originate designs for collateral materials, publications, presentations, exhibits, signage, and other materials. Conceptualizes and implements solutions that meet marketing strategies from concept to completion.

May play the lead role on projects and supervise Graphic Designers.

Minimum Experience: 7 years. Minimum Education: Bachelors

SENIOR UI/UX DESIGNER

Responsible for the user interface and user experience of a website or web-based application. Oversees project deliverables such as strategic vision briefs, concepts, wireframes, site maps, and workflows. Guides UX Designers and other members of the user experience team.

Minimum Experience: 7 years. Minimum Education: Bachelors

SENIOR VICE PRESIDENT

Responsible for leadership of a major business unit within the organization such as Marketing, Strategy, or Production. Provides senior level guidance for operations, development, and fiscal performance. Leads cross-functional teams in the delivery of complex multifaceted projects, coordinating scope development, resource allocation, schedule and cost estimation/planning. May provide expert-level service delivery or communications counsel to clients. May serve as project lead for prominent accounts.

Minimum Experience: 10 years. Minimum Education: Bachelors
SENIOR VIDEO EDITOR
With the Senior Producer or Director, responsible for
the overall creative decisions regarding linear and
nonlinear editing, including what specific clips to
use, how to put them together, and which transitional
elements should be used. Often chooses music
and/or sound effects to enhance the impact of the
video. Oversees animators and/or graphic design
team, if such elements are to be included. Consults
with director to ensure the editing properly reflects
the overall message of the piece.
Minimum Experience: 12 years. Minimum
Education: Bachelors

SENIOR WRITER/STRATEGIST
Provides creative and original writing of editorial
and creative content such as articles,
advertisements, reports, speeches, presentations,
website text, video scripts, and interactive materials.
Leads research, such as interviews and focus
groups. Provides in-depth analysis and develops
insightful conclusions and creative
recommendations from research data. Leads in
creative development of themes, strategies, brands,
and campaigns. May lead and facilitate meetings
and input sessions. Frequently interfaces with
clients to gather information, review drafts, and
receive feedback.
Minimum Experience: 7 years. Minimum
Education: Bachelors

SOCIAL MEDIA MANAGER
Manages clients' presence on social media
platforms. May set up pages and populate profiles,
create posts, and curate content that encourages
consumers to engage with a brand subscribe or
follow. Monitors trends in the usage of different
platforms and vehicles. Uses analytical software to
track presence and reach in the social media arena,
and help clients stay engaged as the popularity of
new platforms rises and falls.
Minimum Experience: 2 years. Minimum Education:
Bachelors

SOUND MIXER
Records sound originating on a video or film shoot.
Analyzes environmental conditions on the set to
choose appropriate microphones and recording
equipment. Places microphones on actors or set
pieces and connects them to recorder or mixer.
Operates recording equipment during shoots and
observes recording levels to ensure distortion-free
sound.
Minimum Experience: 3 years. Minimum Education:
Bachelors

STORYBOARD ARTIST/ILLUSTRATOR
Creates sequences of illustrations or photos with the goal
conveying what a completed video or film production will
look like. Works with Scriptwriter, Director, and production
team to understand the objectives of the production and
to produce an
accurate rendition other planned final product.
Minimum Experience: 2 years. Minimum Education:
Bachelors

TALENT - DAY PLAYER
Acts in a video or film production and has a speaking role.
Minimum Experience: 0 years. Minimum Education: High
School

TALENT - EXTRAS / ATMOSPHERE
Appears in the background of a video to enhance the
realism of a public or group scene.
Minimum Experience: 0 years. Minimum Education: High
School

TALENT - HALF-DAY PLAYER
Performs a role in a video or film production below that of
the leading actor(s), and above that of a bit part.
Minimum Experience: 0 years. Minimum Education: High
School

TALENT - NON-UNION
Acts in a video or film production where
representation by an acting union is not required. Mayor may not have a speaking role.
Minimum Experience: 0 years. Minimum Education: High
School

TALENT - ON-CAMERA NARRATOR
Hosts a video or film production, appearing on screen and
narrating the action on screen and off.
Minimum Experience: 0 years. Minimum Education: High
School
TALENT - VOICEOVER ARTIST
Narrates or performs a role in a video or film production for which only the voice is used
Minimum Experience: 0 years. Minimum Education: High School

UX DESIGNER
Develops elements of the user experience for a Web based application or Web site. Contributes to project deliverables such as strategic vision briefs, concepts, wire frames, site maps, and workflows.
Minimum Experience: 4 years. Minimum Education: Bachelors

VFX ARTIST
Develops animation or visual effects for incorporation in video or film productions. Works with Director and Video Editor to prepare creative concepts. Manipulates footage using industry standard motion graphics software and plug-ins. Requires in-depth knowledge of video technology and fluency in current animation tools.
Minimum Experience: 4 years. Minimum Education: Bachelors

VICE PRESIDENT
Responsible for leadership of a practice area within the organization such as Digital, Public Relations, or Finance. Provides guidance for operations, development, and fiscal performance. Expert in at least one phase of strategic communications or production. Leads teams in the delivery of projects, coordinating scope development, resource allocation, schedule and cost estimation/planning. May provide expert-level service delivery or communications counsel to clients. May serve as project lead.
Minimum Experience: 8 years. Minimum Education: Bachelors

VIDEO EDITOR
Organizes the footage and assembles the rough cut, fine cut, and final product, modifying the video at each stage based on input from the director, senior video editor, and/or client. Often chooses and incorporates music, sound effects, and/or stock footage. Works with Senior Editor Director and/or director to ensure the editing enhances the desired messages, and that the finished piece has the proper impact.
Minimum Experience: 5 years. Minimum Education: Bachelors

WEB PROGRAMMER II
Responsible for the programming of back-end elements of websites and Web-based applications, including overseeing the work of Developers on the project. Serves as technical advisor to creative team for interactive Web sites, Web-based and stand-alone multimedia, and e-learning applications. May oversee technical quality assurance for online marketing products.
Minimum Experience: 6 years. Minimum Education: Bachelors

WRITER
Writes or assists in the writing of editorial content such as articles, white papers, brochures, reports, speeches, presentations, website text, video scripts, interactive materials, press releases, media kits, and backgronders. Assists with research, takes notes, transcribes content. Participates in creative development of themes, strategies, brands, and campaigns. Checks facts and accuracy, may review, proof, and correct text for clear language, spelling, punctuation, grammar, readability, style, and agreement with clients’ style guidelines and editorial policy.
Minimum Experience: 0 years. Minimum Education: Bachelors