Multiple Award Schedule (MAS)


Contract Number: 47QRAA21D0048

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

Effective as of MARCH 31ST, 2021 – MARCH 30TH, 2026

Contractor: AMELIE COMPANY

Business Size: Small
Telephone: 303-832-2700
FAX Number: 303-832-2700
Web Site: www.ameliecompany.com
E-mail: robin@ameliecompany.com

Contract Administration:

Robin Ashmore
Owner
2601 Blake St Ste 150
Denver, CO 80205
303-832-2700 ext. 226
robin@ameliecompany.com

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

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to item descriptions and awarded price(s):

<table>
<thead>
<tr>
<th>SIN</th>
<th>Recovery</th>
<th>SIN Description</th>
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<tbody>
<tr>
<td>541430</td>
<td>54130RC</td>
<td>Graphic Design Services</td>
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<td>OLM</td>
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1b. Identification of the lowest priced model number and lowest unit price for that model for each special item number awarded in the contract. This price is the Government price based on a unit of one, exclusive of any quantity/dollar volume, prompt payment, or any other concession affecting price. Those contracts that have unit prices based on the geographic location of the customer, should show the range of the lowest price, and cite the areas to which the prices apply. 541430, 541810, 541820 SOCIAL MEDIA MANAGER - $128.46

1c. If the Contractor is proposing hourly rates a description of all corresponding commercial job titles, experience, functional responsibility and education for those types of employees or subcontractors who will perform services shall be provided. If hourly rates are not applicable, indicate “Not applicable” for this item. Titles, exp and descriptions of positions listed below See Page 5

2. Maximum Order: $1,000,000.00

3. Minimum Order: $100.00


5. Point(s) of production (city, county, Same as company address)

6. Discount from list prices or statement of net price: Government net prices (discounts already deducted).

7. Quantity discounts: 2% for single orders over $200,000.00

8. Prompt payment terms: Net 30. Information for ordering offices: Prompt Payment Terms cannot be negotiated out of the contractual agreement in exchange for other concessions

9. Foreign items (list items by country of origin): None

10a. Time of Delivery (Contractor insert number of days): Specified on the Task Order

10b. Expedited Delivery. The Contractor will insert the sentence “Items available for expedited delivery are noted in this price list.” under this heading. The Contractor may use a symbol of its choosing to highlight items in its price list that have expedited delivery: Contact Contractor
10c. Overnight and 2-day delivery. The Contractor will indicate whether overnight and 2-day delivery are available. Also, the Contractor will indicate that the schedule customer may contact the Contractor for rates for overnight and 2-day delivery: Contact Contractor

10d. Urgent Requirements. The Contractor will note in its price list the “Urgent Requirements” clause of its contract and advise agencies that they can also contact the Contractor’s representative to effect a faster delivery: Contact Contractor

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

12a. Ordering Address(es): Same as Contractor

12b. Ordering procedures: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. Payment address(es): Same as company address

14. Warranty provision.: Contractor’s standard commercial warranty.

15. Export Packing Charges (if applicable): N/A

16. Terms and conditions of rental, maintenance, and repair (if applicable): N/A

17. Terms and conditions of installation (if applicable): N/A

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable): N/A

18b. Terms and conditions for any other services (if applicable): N/A

19. List of service and distribution points (if applicable): N/A

20. List of participating dealers (if applicable): N/A

21. Preventive maintenance (if applicable): N/A

22a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). Not Applicable, services only.

22b. If applicable, indicate that Section 508 compliance information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor’s website or other location.) The EIT standards can be found at: www.Section508.gov/. Not Applicable

23. Unique Entity Identifier (UEI) Number: 132978052

24. Notification regarding registration in System for Award Management (SAM) database:
Final Pricing:
The rates shown below include the Industrial Funding Fee (IFF) of 0.75%.

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**Job Descriptions**

**Account Coordinator**

THE ACCOUNT COORDINATOR/ASSISTANT generally provides assistance to the account manager in the day-to-day management of accounts and develops the skills necessary to advance to the position of account executive.

**Responsibilities:**

- Discuss client’s products, services and advertising requirements with AEs
- Brief media, creative and copywriter; Coordinate budget and planning
- Assist AEs in developing account estimates, billing and management
- Present campaign plans/proposals to AEs or clients for input/approval
- Write Client Contact Reports, keep records and financial details
- Stay abreast of the client’s products, business culture and competition
- Assist in the organization of regular meetings with clients
- Ensure all deliverables to client, media/creative departments on-time
- Brief traffic/production team on vendor’s needs and to supply RFPs
- Review vendor’s bids with traffic/production team
- Present vendor bids to AEs
- Write purchase orders for all approved outsourced products and services
- Assist in English copywriting and proofing
- Photo selection and management of copyrights
- Maintain up-to-date client information, job status, time entries in Function Point
- Develop and implement processes to increase effectiveness
- Help to secure new business with new & existing clients
- Coordinate market research projects for clients as needed
- Assist with any shipping/mailing projects (media kits, products)
- Assist with invoicing
- Learn interactive marketing products and services including Search Engine Optimization (SEO), Pay-Per-Click (PPC), lead-generation programs, online advertising campaigns.
Experience Required

- 1-2 years of project management experience in marketing and/or advertising involving print and interactive projects.
- Outstanding communication and presentation skills both written and oral
- Detail-oriented, pride of ownership, team player, organized, strategic-thinker
- Ability and willingness to work overtime

Education Required

Bachelor’s degree or equivalent in advertising, marketing, communications, journalism, or related field.

Amélie Company offers competitive salary, benefits and an exceptional work environment. All applicants must be authorized to work in the U.S.

ACCOUNT DIRECTOR (AD)

As a senior member of the account team, the Account Director at Amélie brings a leadership mindset to, and is responsible for, all areas of client delivery and relationship growth for a varying client portfolio. The Account Director (AD) works to propel all internal disciplines forward, removing any roadblocks in order to deliver strategy and execute against client goals and expectations.

The Account Director has approximately 10 years of agency experience and is well versed in both the hard skills of account (project management, financial stewardship, process adoption) and the soft skills (relationship development, employee growth, agency leadership and troubleshooting). This role partners with discipline leaders in Channel, Strategy, Creative and Business Development as needed. The AD will mine for new opportunities with existing clients by growing relationships and fostering a team that focuses on flawless delivery, while also participating in new business opportunities and pitches. The AD reports to the Managing Director and has at least two direct reports.

Responsibilities:

- Directs and supervises all work within portfolio of assigned accounts, providing oversight and guidance on concurrent work while also pursuing new opportunities
- Collaboratively responsible for development of long-term stability and growth of client(s)
- Becomes expert in client businesses, industries, competition
- Builds and strengthens senior-level client relationships
- Develops direct reports and guides junior team members
- Leads/guides development of client goals, objectives, strategies and briefs in collaboration with team and client
- Presents strategies, creative concepts laddering up to creative brief, media plans, etc. to client, alone or in concert with team
- Reviews campaign conceptual directions to ensure strategic cohesion and can defend internally or with client
- Ensures assigned accounts have client needs met on a daily basis
- Ensures assigned account team has needs met on a daily basis
- Owns the financial management of client portfolio and is accountable for agency revenue projections on an monthly basis (reviews, signs off and sometimes does monthly billing and projections)
- Approves and/or develops estimates, scopes of work or contracts and monitors the budget tracking and management for each client assigned
- Reviews Channel (paid media, PR and social media) plans, and creative strategies before delivery to clients and presents alternative or additional ideas as appropriate
• Regularly meets with Sr. Account Director or Managing Director on status of client business and escalation needs
• Leads agency/client contract negotiations

• Supports agency goal to become a creative force
• Completes administrative work, as required

Skills:
• Anticipate client and team needs, reactions and challenges
• Lead a culture of positivity and change
• Manage down as successfully as managing up
• Act on ways to make something better
• Lead and grow multiple clients
• Roll up your sleeves and dive into the work
• Own and train financial management concepts
• Identify fiscal concerns as early as possible
• Lead the development of thoughtful client presentations
• Deal with challenging situations and be solutions-oriented
• Have tough conversations internally and externally
• Develop a strong team culture of trust and fun
• Recognize areas for potential growth and act in making it happen
• Manage and lead both digital and traditional work
• Own Amélie processes and train others

Experience Required
• Minimum of 10 years of agency experience
• Proven written and oral communication ability, with a knack for client presentations
• Proven reasoning ability: Ability to define problems, collect information, establish facts and draw valid/conclusions based upon information furnished
• Experience reading and understanding financial statements
• Experience managing and growing employees

Education Required
• A Bachelor’s degree in advertising or related field is required.

• An entrepreneurial, positive attitude and a desire to do good, purposeful work
• All applicants must be authorized to work in the U.S.

Account Executive

You will work closely with the Account Supervisor and/or Senior Account Executive on your assigned accounts. Reports to the Account Director.
Responsibilities:
- Manage day-to-day activities with clients.
- Manage client projects from proposals through invoicing, including assisting in writing creative briefs, coordinating creative reviews, writing change orders, and stewarding campaigns throughout the process to ensure they are on-time, on-budget and on-strategy.
- Assist in the development of advertising campaigns including broadcast, print, online and non-traditional mediums.
- Ensure accuracy and efficiency of all produced materials.
- Organize and execute brainstorms, market research and focus groups.
- Coordinate with Traffic, Production Manager, TV producers, web developers, printers and other outside vendors as projects dictate.
- Present campaign plans and proposals to Account Supervisor and/or Client for review/approval.
- Provide updates of Client activity to Supervisor, Director, Creative team and/or Traffic Manager. Provides updates to Client as requested by Supervisor.
- Identify and present problems to Supervisor along with possible solutions.
- Own the billing process. Update monthly profitability results per project.
- Familiarity with media plans and the media planning process.

Other Duties:
- Time management using agency software program.
- Fill-in as AE for other clients and projects on occasion, including RFPs.
- Minimal office/administrative duties such as filing, archiving.

All applicants must be authorized to work in the U.S.

Experience Required:
A minimum of 2 years of account and project management experience in an advertising agency environment.

Education Required:
A bachelor’s degree or equivalent is required. Not required, but a huge plus:
- Degree in Advertising, Marketing, Mass Communication, or similar.

Account Supervisor

The Account Supervisor has 7 to 10 years of agency account management experience and is responsible for all agency services provided to assigned clients. This role will develop and maintain close relationships with key, day-to-day and senior-level client contacts, working to align Agency processes and deliverables with Client marketing objectives and expectations. The Supervisor bears responsibility for each account’s growth and profitability, and the professional development of junior account team members. This position will report into the Managing Director of Account Management.

The ideal candidate will have demonstrated superior performance as a Senior Account Manager, with advanced verbal/written communications skills, strategic and analytics thinking, creative collaboration, personal organization, and interpersonal dynamics. The Supervisor must be a capable project and Account Manager with
team-building skills and mentoring abilities. A clear understanding of today’s marketing and advertising business, a keen sense of entrepreneurship and a passion for advertising are essential. This role works independently or with an Account Director or Managing Director and at least one junior-level account person.

Responsibilities:

• Supervises all work within portfolio of assigned accounts, providing oversight and guidance on current work while also pursuing new opportunities
• Collaboratively responsible for development of long-term stability and growth of client(s)
• Develops, maintains expert knowledge of client business, industry, competition
• Ensures client relationships are positive and stable; and MD is immediately informed of any potential problems
• Alongside Strategy and Creative, develops client goals, objectives, strategies and briefs in accordance with client direction
• Presents strategies, creative concepts laddering up to creative brief, media plans, etc. to client, alone or in concert with team members
• Reviews campaign conceptual directions to ensure strategic cohesion (and can defend internally or with client)
• Ensures assigned accounts have client needs met on a daily basis
• Approves and/or develops estimates, quotes and invoices to ensure budget requirements are met and profitability maintained
• Ensures financial management of accounts meets agency standards and are within assigned budget via monthly billing and forecasts
• Reviews media, PR and social media plans, and creative strategies before submission to clients and presents alternative or additional ideas as appropriate
• Regularly meets with Managing Director on status of client business and escalation needs
• Guides junior account team in skills development
• Supports agency/client contract negotiations
• Supports agency goal to become a creative force

• Completes administrative work, as required

Experience Required

• Minimum of 7 years of previous ad agency experience
• Proven written and oral communication ability, with a knack for client presentations

Education Required

A bachelor’s degree in advertising or related field is required.

• All applicants must be authorized to work in the U.S.
Art Director

THE ART DIRECTOR is responsible for art concepts in the production of advertising and marketing projects and campaigns. The art director works with a copywriter as a team, or receives copy from the copy department that is translated into advertising. The art director can also work as a part of a design team with another art director. The art director also can supply copy or headline concepts for a project. The team concept allows full cooperation between creative partners.

Reports to the senior art director/associate creative director/creative director.

Experience: 3-5 years

Responsibilities:
- Be able to translate creative direction and copy points from creative briefs into engaging and effective concepts
- Understand business objectives and audience demographics
- Be a team player and collaborate with fellow Amelieans to arrive at strong thinking
- Participate in strategic brainstorming, campaign development, and creative execution based on the creative brief
- Design layouts for a variety of mediums (TV, Social, Digital, Print, OOH)
- Concept and design presentations both internal and to clients
- Maintain high standards of quality
- Work on multiple projects simultaneously
- Be adept at presenting ideas internally and externally to clients
- Be able to give feedback and receive constructive feedback on productions (TV, Post Production)
- Be able to think in words as well as picture. Perfect spelling, although appreciated, is not a deal-breaker

Required Skills:
- Conceptual
- Design
- Extensive knowledge of Adobe Photoshop, Illustrator and InDesign
- Basic knowledge of photography and a heightened appreciation for it.
- A proven ability to work on multiple projects simultaneously and effectively juggle demands and deadlines
- Strong communication skills and a meticulous eye for detail

Education:

Bachelor’s degree in Art, Design, Advertising or related field
Online Community Manager

Job Description

THE ONLINE COMMUNITY MANAGER (OCM) manages the online communities for our clients on a daily basis, proactively working to increase engagement, beyond just moderating posts or reacting to what happens within the community. The OCM facilitates conversation among community members, serving as the voice of the brand to the community, and the voice of the community to the brand. The OCM is a nurturer within the community, and a troubleshooter when necessary. The Online Community Manager assists in developing a community action plan, and evolves goals and strategies for executing the plan.

Reports to the Media Director.

Responsibilities

- Oversees technical and system administration aspects of the community, including working with the community platform vendor to address, resolve, and communicate any issues related to community features and functionality; providing technical support to members and staff; and implementing new community features as necessary.
- Works with the Communications Manager to develop and implement community promotion, engagement strategies, and tactics related to the communications division and the organization’s strategic goals; communicates and promotes new community features or procedures to members and staff.
- Develops and maintains community training resources, guidelines, and policies; provides internal and external community training as necessary.
- Works with the Social Media Director on membership and marketing to coordinate appropriate community postings across the organization’s other digital channels.

Experience Required:
A minimum of 2 years of prior experience managing an online community is required.

Education Required:
A bachelor’s degree or equivalent is required.

Copywriter

THE COPYWRITER is responsible for copy and concepts in the production of advertising. Working with the art director(s), the copywriter interprets concepts/copy into completed design. When the “big idea” for an ad originates from a graphic concept rather than copy, the copywriter supplies copy to complete the comp.

Reports to the senior writer/associate creative director/creative director.

Experience: 3-5 years

Responsibilities:

- Collaborate with creative team members to determine the conceptual and copy direction of our clients’ online branding and advertising initiatives
- Participate in strategic brainstorming, campaign development, and creative execution
based on the creative brief

- Partner with designers, art directors to concept ideas based off of creative briefs
- Interact with project teams to understand business objectives and audience demographics
- Translate creative direction and copy points from creative briefs into engaging and effective copy concepts
- Maintain high standards of copywriting and exercise quality control
- Work on multiple projects simultaneously
- Able to present ideas internally and externally to clients

Required Skills:

- A keen knowledge of Grammar and Spelling.
- Exceptional writing skills, including the ability to write in a range of voices and styles for varied projects with diverse audiences.
- Able to write headlines to long-copy
- Ability to work on multiple projects simultaneously and effectively juggle diverse writing demands.
- Demonstrate extraordinary communication skills and a meticulous eye for detail.

Education:

Bachelor's degree in Journalism, Writing, Communications, Business, Marketing or related field

Creative Director

The Creative Director has an art direction or design background and is preferably a digital native. S/he leads the creative team in all of the agency’s output. You’ll need to be a strong brand steward with a track record of inspiring, creating, and curating high-caliber work that is equal parts strategic and creative, while collaborating with our strategy and account teams as well as integrating with social and digital departments.

Job Duties:

Teach, mentor, and coach creative team members. Provide clear and actionable feedback to team.
Interface well with other departments.
Deploy staff appropriately.
Provide creative support for internal and business development projects.

Experience Required:
A minimum of 10 years of prior experience in creative leadership positions in an advertising agency.

Education Required:
A bachelor’s degree in creative writing, fine art, design or related field is required.
**GRAPHIC DESIGNER**

The Graphic Designer is responsible for creating stunning visuals for print, digital/mobile/social media and environmental applications. The Graphic Designer works closely with the Creative Director, Account Executives, Art Directors, Copywriters and Web Developers to translate marketing and brand strategies into beautiful work that produces results for our clients. This position reports to the Creative Director and Associate Creative Director.

**Responsibilities**
- Provide concept and design (traditional and/or digital) from approved art direction to completion.
- Work with Art Director/Copywriter teams to concept and complete assigned branding/identity, print, digital and environmental projects and campaigns.
- Design inspirational and cohesive creative across all mediums on assigned projects.
- Execute creative assets that create success for assigned clients and projects.
- Help set the creative tone for assigned clients, campaigns and projects.
- Work with the Studio/Production Artist to ensure quality and craftsmanship in the final product.

**Education Required**
College degree, (bachelor’s or equivalent) in a field related to design/advertising.
- Fluent in Mac OS operating system with PC experience a plus.
- Audio/Video production skills are a plus.
- Working knowledge of HTML and CSS a plus.
- Illustration skills are a plus.

**Experience Required**
Minimum 5 years of experience in an advertising agency setting.

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**Digital Producer**

The Digital Producer supervises and directs production of all interactive projects at Amélie. This person is responsible for evaluating the agency and client’s interactive needs and to develop RFPs to hire the best interactive vendors. The Digital Producer should be fully versed at all times on the status and good standing of all interactive client projects and be prepared to step in to support account service personnel, correct problems, and resolve issues. Strong attention to detail, sense of urgency and organization is crucial in this position.

**Duties:**
- Works in tandem with the Account Service Team to identify web/digital solutions for client needs, to coordinate production of fully integrated interactive/traditional marketing campaigns.
- Develops a comprehensive bidding/RFP system to evaluate and recommend interactive vendors.
- Works with the Traffic Coordinator to use agency’s internal process to ensure milestones are established and the schedule remains up-to-date.
- Coordinates timing for production of digital projects with Traffic Coordinator.
- Works with the Director of Production for best practices with vendors.
- Works with Creative Team to coordinate production of digital projects with outside vendors.
- Coordinates production of interactive projects with outside vendors.
- Consults on the development and presentation of all interactive marketing proposals to ensure such plans remain focused on the objectives of approved
client strategic marketing plans.

- Works with online media planners and social media specialists to recommend effective online solutions and platforms.
- Implements tracking via Google Analytics and Google Tag Manager. Tracks, optimizes, and reports throughout each flight.
- Advises on SEO research, strategy, and optimization.
- Analyzes web/interactive properties for effectiveness and recommends improvements based on knowledge of clients, their brands, products, services, and marketing objectives.
- Identifies new technologies for communications solutions.
- Serves as a supporting contact for clients, and as a primary contact for client’s webmaster(s).

Experience Required:

- A minimum of three years of experience developing online and interactive projects including corporate websites, B2B and e-commerce sites, landing pages, web banners, and other digital products for all devices (desktop, tablets, and smartphones).
- Extensive experience managing site content and assets on CMS platforms such as WordPress, Square Space, Drupal, etc.
- Intermediate knowledge of coding languages, such as HTML, CSS, JavaScript, etc.

Education Required: A bachelor’s degree is required.

**Digital Strategist**

Job Description

The Digital Strategist is responsible for our clients’ digital experiences. S/he collaborates with the agency and clients to define goals, guide digital creative development and implement tags, keywords, and funnel strategies based on those goals. This position is critical to this position. The Digital Strategist answers key questions such as how brands are communicated and experienced through digital interactions, and how digital interactions fit into broader customer experiences.

This position reports to the Principal / Director of Operations.

Responsibilities

- Develops strong trusting relationships between clients and agency partners, providing leadership and support during strategy, ideation, and execution.
- Identify KPIs, benchmarks, tracking, and reporting structures for initiatives and campaigns for ongoing data analysis, insights, and refinements (excluding paid media).
- Partner with AS/AE or AP when available on category knowledge, brand objectives/strategies and consumer/persona insights, attitude, and behaviors.
- Proactively keeps abreast of assigned clients’ marketing and media plans and provides technological solutions including rich media, site optimization, promotional ideas, mobile, social networks, viral, etc.
- Performs competitive digital audits (outside of social).
- Participates in all creative briefs.
- Works with AS/AE, to ensure that creative and media are effectively integrated.
- Works with creative to provide emerging opportunities online, mobile, technology, social, and participate in ideation brainstorms.
- When necessary, develops proper use cases, wireframes/prototypes and
optimal user experience flow and facilitates brainstorming exercises for web development

• Evaluate digital creative to optimize user experience (UX), SEO, SEM and tracking
• Provides campaign performance reporting and analysis to client and digital media outside the realm of those covered under paid media buying services
• Provides education and professional development to team members and agency

Education Required:
• Bachelor’s degree or equivalent in a related field
• Certification with Google Analytics, AdWords, and/or Google Tag Manager

Experience Required:

• Three years of full-time experience in digital marketing or advertising firm
• Digital marketing experience: Development of personas, content strategy, user experience, analytics, social, SEM, mobile, and CRM

Junior Art Director

THE JUNIOR ART DIRECTOR has the basic knowledge of art concepts in the production of advertising and marketing projects and campaigns and how each piece of creative fits into the overall execution. The junior art director works with a copywriter as a team, or receives copy from the copy department that is translated into advertising. The junior art director can also work as a part of a design team with another art director.

Reports to the art director/senior art director/ACD/creative director.

Experience: 1 - 3 years

Responsibilities:
• Collaborate with creative team members to determine the conceptual and direction of our clients' branding and advertising initiatives
• Participate in strategic brainstorming, campaign development, and creative execution based on the creative brief
• Partner with designers, and copywriters to concept ideas based off of creative briefs
• Interact with project teams to understand business objectives and audience demographics
• Translate creative direction and copy points from creative briefs into engaging and effective conceptual concepts
• Maintain high standards of quality
• Work on multiple projects simultaneously
• Able to write scripts and headlines when needed

Required Skills:
• Exceptional design skills
• Conceptual
• Extensive knowledge of Adobe Photoshop, Illustrator and InDesign
• Basic knowledge of photography
• Good understanding of social advertising and platforms such as Instagram, Facebook, Snapchat and TikTok
• Ability to work on multiple projects simultaneously and effectively juggle diverse writing demands
- Demonstrate extraordinary communication skills and a meticulous eye for detail

**Education:**

**Bachelor's degree in Art, Design, Advertising or related field**

**Junior Copywriter**

THE JUNIOR COPYWRITER is a professional communicator capable of devising imaginative solutions for all clients. The junior copywriter works alongside art directors, designers and other copywriters to make concepts for all forms of media. The junior copywriter will have a proven ability to generate copy for any assignment or client and can adapt to any voice or tone.

*Reports to the writer/senior writer/associate creative director/creative director.*

**Experience: 1 - 3 years**

**Responsibilities:**

- Collaborate with creative team members to determine the conceptual and copy direction of our clients’ online branding and advertising initiatives
- Participate in strategic brainstorming, campaign development, and creative execution based on the creative brief
- Partner with designers, art directors to concept ideas based off of creative briefs
- Interact with project teams to understand business objectives and audience demographics
- Translate creative direction and copy points from creative briefs into engaging and effective copy concepts
- Maintain high standards of copywriting and exercise quality control
- Work on multiple projects simultaneously

**Required Skills:**

- A keen knowledge of Grammar and Spelling.
- Exceptional writing skills, including the ability to write in a range of voices and styles for varied projects with diverse audiences.
- Able to write headlines to long-copy.
- Good understanding of social advertising and writing for platforms such as Instagram, Facebook, Snapchat and TikTok.
- Ability to work on multiple projects simultaneously and effectively jugggle diverse writing demands.
- Demonstrate extraordinary communication skills and a meticulous eye for detail.

**Education:**

**Bachelor's degree in Journalism, Writing, Communications, Business, Marketing or related field**

**Media Planner**

Media planners enable their clients to maximize the impact of their advertising campaigns through the use of a range of media. In order to ensure that campaigns reach their target audiences as effectively as possible, media planners combine creative thinking with factual analysis to develop appropriate strategies. They apply knowledge of media and communication platforms to identify the most appropriate vehicle for building awareness of a
client's brand. Media planners work with radio, the press, television and, increasingly, new media, such as digital media, text messaging and the internet. Some agencies combine the roles of planner and media buyer.

Experience

: 3+ years

Responsibilities:

Preparation:

- Working with the client and the account team to understand a client's business objectives and advertising strategy;
- Liaising with the creative agency team, clients and consumers to develop media strategies and campaigns;
- Making decisions on the best form of media for specific clients and campaigns;
- Applying detailed knowledge of media owners in a range of geographical locations;
- Thinking creatively about ways to represent particular clients;
- Undertaking research using specialist industry resources;
- Researching and analyzing data to translate ideas into a quantifiable task;
- Identifying target audiences and analyzing their characteristics, behavior and media habits;
- Presenting proposals and media and cost schedules to clients.

Implementation:

- Recommending the most appropriate types of media to use, as well as the most effective timing and location;
- Working with colleagues, other departments and media buyers either in house or in a specialist media buying agency;
- Making and maintaining good contacts within media owners, such as newspapers, magazines and websites;
- Managing client relationships to gain respect and trust in your judgment;
- Checking advert text and content prior to release;
- Maintaining detailed records;
- Developing evaluation techniques for your campaigns.

Education:

A bachelor’s degree or equivalent is required.

Media Supervisor

THE MEDIA SUPERVISOR is responsible for the strategy and planning of the use of paid media, for the selection of specific media, and for ordering space and time. As the agency grows, the media supervisor may have a staff of media planners, media buyers, organized by media, accounts, or territory. The media supervisor needs to be well-versed in all types of media, and must stay current with rapidly proliferating new media options and technologies. The media supervisor ensures that the media staff maintains appropriate skill levels in media-related computer software, and suggests related training and equipment purchases as deemed necessary.

Reports to the Media Director.
Responsibilities:

**Supervises all media personnel in conduct of their assigned duties.**

- Interfaces with other agency department supervisors and client service teams to keep projects moving forward on a timely basis.
- Works with the creative and social media teams during creative development, insures use of the most appropriate, effective media tactics for each paid media campaign.
- Prepares media strategies based on media briefs from account service team.
- Presents media strategies to clients.
- Prepares and keeps up to date media schedules.
- Works with media planners (traditional and online) to collect media cost estimates, to analyze and recommend them through media plan presentations.
- Defines paid media KPIs based of campaign objectives.
- Works with media buyer(s) to book media space through insertion orders, to track and report campaign performances.
- Organizes Internal Media Reviews (IMRs) with account service team.
- Approves media invoices and settles billing discrepancies with media partners.
- Makes sure that spec sheets are communicated on time to production manager to ensure advertising material deadlines are met.
- Maintains current working knowledge of programs and software related to paid media services to remain on the leading edge of essential technology and skills.

Experience Required:

- Minimum of five years of experience in paid media services in ad agencies.
- Proven record in media strategy and planning recommendations.
- Experience managing people.

Education Required:

**A bachelor’s degree or graduate degree is required.**

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**PR Account Executive**

The PR Account Executive is responsible for day-to-day client activities and is able to work independently and autonomously on PR projects. This includes public relations, media relations and grassroots events. This person will support the account supervisor in developing strategic PR campaigns for a wide range of clients and industries including but not limited to consumer and trade media outreach as well as public awareness campaigns. This person possesses a strong desire to continue to build their career in public relations, event planning and media relations and to be a part of a growing, nimble team at a boutique agency. Reports to the account supervisor.

Responsibilities:

- Formulate and execute PR strategic plans for integrated campaigns.
- Develop and pitch press releases and feature ideas by phone or email to national, regional and trade journalists, across print, broadcast and online, to interest them in covering clients’ stories.
- Conduct follow-up calls and other media outreach activities.
- Arrange interviews and editorial meetings with key journalists for clients’ spokespeople - in person or over the phone - and facilitate these meetings where
appropriate.
- Plan, manage and attend special events.
- Ownership of Added Value Segments: work closely with the media team and the corresponding media person on logistics, content and development of scripts.
- Ownership of media tracking, list building and editorial calendars.
- Copy writing and editing support: key messages, press releases, backgrounders, media advisories, blog posts, case studies, etc. Participate in media trainings; assist account supervisor in development of crisis communications plans.
- Develop and present detailed media reports (traditional and social).
- Assist with new business efforts; onboarding of new clients and projects.
- Understand billing and budget management; keep records and financial details; maintain up-to-date information and job status in Function Point.
- Brief creative and copywriter; coordinate traffic of production projects.
- Stay abreast of clients’ products, business culture and competition.

**Experience Required:** A minimum of three years of experience in public relations and media relations. Must have proven success in garnering positive media exposure for clients and building relationships with members of the media. Agency experience strongly preferred.

**Education Required:** Must have a bachelor’s degree in journalism, communications or related field.

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**PR Account Supervisor**

The PR Account Supervisor bears responsibility for each PR account’s growth and profitability, and the professional development of junior PR team members. This person is equally responsible for maintaining and building the agency’s reputation. The PR Account Supervisor engages in day-to-day client PR activities for a wide range of clients and industries. A clear understanding of today’s marketing and advertising business, a keen sense of entrepreneurship and a passion for PR are essential.

**Responsibilities:**
- Develops goals, objectives and strategies in accordance with client direction; develops briefs and recommends improvements to existing strategies
- Formulates PR strategic plans for integrated campaigns; planning and execution
- Develops pitches and conducts media outreach
- Plans, manages and attends special events
- Ownership of media tracking and list building, editorial calendars
- Copywriting and editing: press releases, backgrounders, media advisories, etc.
- Conducts follow-up calls and other media outreach activities
- Works with subject matter experts; develops PR materials including key messages, press releases, backgrounders, media advisories, etc.
- Conducts media training; develops crisis communications plans
- Develops media reports (traditional and social), media tracking and list building
- Coordinates project flow and resource allocation with traffic manager
- Content curation, storytelling and editorial calendars
- Blogger and influencer strategies
Education Required:
- Bachelor’s degree in journalism, communication or related field of study.

Experience Required:
- A minimum of 7 years of experience in PR and social media
- Proven success in garnering positive media exposure for clients and building relationships with members of the media
- Superior track record in understanding clients’ business problems and in assisting in developing PR campaigns to meet business objectives
- Proven capabilities in social media

Production Artist

The PRODUCTION ARTIST, under the direction of the art department, fulfills approved design work and completes internal production requirements, either with computer layout/illustration/pre-press software, or traditional mechanicals. The production artist works with a dynamic, high-energy team that has high standards and high expectations.

RESPONSIBILITIES
- Produces all artwork according to the art director or designer’s specifications.
- Gives advice on the best way to achieve the approved concept via computer layout/illustration/pre-press technique, and generates proofs.
- Orders digital output when needed, and works with vendors to coordinate correct digital output and transmission of pre-press artwork.
- Is responsible for press-checks.
- Confirms all production deadlines with art department and/or Traffic Manager.
- Reviews all work for errors/omissions in conjunction with art department.
- Maintains working knowledge of appropriate software and peripherals.
- Assists in preparing digital images for use on interactive websites.
- Assists Art Director with layout, design and production of printed materials including but not limited to direct mail, stationery, prints ads, collateral, POPs, posters, photos and booth design.
- Prepares and collects jobs, and sends files to Traffic Manager and/or printers.
- Consults with Account Executives on a regular basis.
- Organizes copy flow and maintain database/bibliographic/archival retrieval system of all references used in creation of published materials.
- Tracks working hours and design-related costs per project.

EDUCATION REQUIRED:
- Bachelor’s or Graduate degree in the art and/or design field, or equivalent.

EXPERIENCE REQUIRED:
- Minimum of five years of experience in the graphic arts field, preferably in advertising agencies, with similar responsibilities.
Social Media Coordinator

QUALIFICATIONS:
• Excellent writing and grammatical skills, and working knowledge of AP Style
• Excellent interpersonal communication skills
• Knowledge and experience using key social media channels and listings, including Facebook, Pinterest, YouTube, Vimeo, Twitter, LinkedIn, Pinterest, Instagram, TripAdvisor and Yelp
• Strong organizational abilities and ability to multitask
• Knowledge of third-party social platforms such as Sprout Social, Hootsuite, etc. a plus.
• Demonstrated social media content writing and production skills
• Experience with social media monitoring and engagement

DUTIES + RESPONSIBILITIES:

Daily Social Media Tasks:
• Research content ideas, social media trends and influencers.
• Create, manage and grow client and company brand presence across social media channels, including, but not limited to, Facebook, Twitter, Instagram, YouTube, Pinterest and others.
• Share positive client press, as sent by teammates, via company’s social media channels on regular basis.
• Assist in the development of regular content calendars.
• Assist Social Media Manager/AE for content development with creative team.
• Schedule content to social platforms, including posting timely content.
• Engage with, and follow, new influencers on a regular basis on client social media accounts (with an emphasis on Instagram) to grow their presence/followers and pique the interest of potential partners for future collaborations while keeping clients top-of-mind through consistent engagement with existing influencer partners/connections.
• Proactively monitor social media channels for applicable clients, and engage with/respond to followers in timely manner (within 24 hours during week, within 72 hours on weekends).
• Assist with client reputation management, to include responding to comments on consumer review platforms such as Facebook, TripAdvisor, Google and Yelp.
• Assist in drafting and scheduling blog content, e-letters and other digital content.
• Assist in compiling information for client reports.

Education Required:
• Bachelor’s degree in marketing, public relations, communication, journalism or a related field

Experience Required:
• 1-2 years of experience in advertising agency or similar environment
Social Media Manager

JOB OVERVIEW:
The Social Media Manager is responsible for paid social media publishing and campaign management within a fast-paced agency setting.

RESPONSIBILITIES:
• Assist in the management of day-to-day social media campaigns across all clients
• Manage campaign reporting trackers, analyze and report on campaign performance across all clients and campaigns
• Manage campaign budgets and monthly client invoicing
• Own daily/weekly hotlist and timelines for social media team (ensure team is clear on key campaign dates and to do’s)
• Assist in the development of social media briefs, campaign recap reports, media plans and new business pitches
• Assist Social Media Coordinator to troubleshoot ad errors, reporting discrepancies, and delivery issues, communicate with account services team when issues occur with updated timelines and recommendations
• Conduct analysis of social media data across multiple campaigns and platforms, providing client-facing recommendations on campaign optimization
• Support creative team in providing ad specs, content direction and best practices
• Assist in the development of social media strategies
• Identify opportunities to improve campaign performance, including analysis on creative and ad placement performance
• Monitor social media trends and interpret impact on audience behavioral shifts relevant to client business; relate changes to appropriate account team members, and provide insights and recommendations
• Research the latest social media trends to keep our agency ahead of digital trends, assist in the development of the agency’s monthly social media trend report
• Manage projects, process, and people (mentor junior staff and interns)
• Manage relationships with reps, vendors and media partners
• Other reasonable duties as assigned

EDUCATION REQUIRED:
• Bachelor’s degree in marketing, public relations, communication, business management or related field

EXPERIENCE REQUIRED:
• Minimum of three years of experience within an advertising agency, digital agency, or public relations agency
• Extensive experience in social media paid advertising, including Facebook, Instagram, Twitter, Snapchat, YouTube, Vimeo, LinkedIn
Senior Art Director

THE SENIOR ART DIRECTOR is responsible for art concepts in the production of advertising and marketing projects and campaigns. The senior art director works with a copywriter as a team, or receives copy from the copy department that is translated into advertising. The senior art director can also work as a part of a design team with another art director. The senior art director also can supply copy or headline concepts for a project. The team concept allows full cooperation between creative partners. The senior art director is a mentor and a professional communicator capable of grasping communication challenges and devising imaginative solutions.

Reports to the associate creative director/creative director.

Experience: 5+ years

Responsibilities:
- Collaborate with creative team members to determine the concept and direction of our clients’ branding and advertising initiatives
- Participate in strategic brainstorming, campaign development and creative execution based on the creative brief
- Partner with designers and copywriters to concept ideas based off of creative briefs
- Manage and coordinate work with designers, production artists and outside vendors including photographers, video producers and illustrators
- Interact with account planner and project teams to understand business objectives, audience demographics and psychographics
- Translate creative direction and copy points from creative briefs into visually engaging and effective concepts
- Execute a wide variety of production projects: video, websites, ambient stunts, print, social, etc.
- Mentor and direct junior members of the team
- Maintain high standards of quality and be able to present ideas internally and externally to clients
- Able to write scripts and headlines when needed

Required Skills:
- Highly conceptual
- Exceptional design skills
- Self-sufficient and able to work on multiple projects simultaneously
- Familiar with TV production
- Ability to mentor younger team members
- Extensive knowledge of Adobe Photoshop, Illustrator and InDesign
- Basic knowledge of photography, design and film production
- Extraordinary communication and presentation skills and a meticulous eye for detail
- 10 or more years of experience

Education:

Bachelor’s degree in Art, Design, Advertising or related field
**Senior Copywriter**

THE SENIOR COPYWRITER works closely with designers, art directors and other copywriters to conceive and create concepts for all forms of media. Working in the creative department, the senior copywriter is a mentor and a professional communicator capable of grasping communication challenges and devising imaginative solutions.

*Reports to the associate creative director/creative director.*

Experience: 5+ years

Responsibilities

- Collaborate with creative team members to determine the concept and copy direction of our clients’ communication needs
- Participate in strategic brainstorming, campaign development and creative execution based on the creative brief
- Interact with account planner and project teams to understand business objectives, audience demographics and psychographics
- Develop and maintain brand personas for positioning initiatives
- Translate creative direction and copy points from creative briefs into engaging and effective copy concepts
- Write headlines, social media and website content, B2C copy and blog entries
- Lead large scale production projects
- Mentor and direct junior members of the creative team
- Maintain high standards of copywriting and exercise quality control
- Present ideas internally and externally to clients

Required Skills

- Keen knowledge and attention to detail as it pertains to grammar and spelling
- Exceptional writing skills, including the ability to write in a range of voices and styles for varied projects with diverse audiences
- Self-sufficient; able to work on multiple projects simultaneously and effectively
- Demonstrate extraordinary communication and presentation skills
- 10 or more years of experience

Education:

Bachelor’s degree in Journalism, Writing, Communications, Business, Marketing or related field
Strategic Planner

The Strategic Planner will work closely with agency account and creative teams to research and develop relevant marketing strategies filled with insights that help connect the dots to meet our client’s business objectives. For Amélie, you will be responsible for creating business and consumer strategy briefs, presentations and points-of-view that inform agency and client teams to guide marketing and communications efforts. The Strategic Planner embraces clients and consumers as partners in the process of developing marketing strategies, using research and their input at every stage of the process to inform and inspire creative ideas, and guide and validate the resulting integrated marketing campaigns. In this role, the Strategic Planner interacts with creative and account service teams; conducts research or defines additional research needs; hires/manages third party research firms; works with channel team experts; collaborates with key client stakeholders and end users/consumers. As a result, the Strategic Planner is responsible for the development and formulation of a plan for directing creative communications solutions and drafting the creative brief based on consumer insights.

Reports to the Creative Director

Responsibilities:
- Organizes strategic planning activities for new business and existing clients
- Links branding and advertising to broader business or behavior change objectives.
- Works with creative teams and leverages their skills in implementing integrated marketing strategies
- Is familiar with qualitative and quantitative research techniques
- Coordinates research and analysis in the process of developing marketing plans and creative strategies for projects, campaigns and all-encompassing strategic marketing efforts
- Supports the internal teams in developing marketing plans and strategies
- Works collaboratively with agency personnel, client personnel and management, and with consumers or keystakeholders as they are involved in the creative planning process
- Oversees focus groups and other forms of primary research, including third party partners
- Understands the impact of the growth of social media and the internet, as well as how enterprise-wide and internet technologies affect branding and advertising for leading companies; can apply this understanding to development of new plans and strategies
- Brings an understanding of customer relationship management and relationship marketing concepts to the planning process

Experience Required:
- Minimum of five years of experience in strategic planning disciplines
- Professional experience with an advertising agency, interactive agency, PR firm or a large corporation, focusing on marketing communications, brand management and/or the positioning and promotion of strategic business initiatives
- Experience working on a variety of projects spanning multiple industries and brand categories—experience with behavior-change campaigns is preferred
- Ability to read, analyze and interpret information from a variety of sources, such as search engines, tradejournals, research reports and cross-tabulated survey data

Education Required:
- A Bachelor’s degree in one of the following fields is required: Advertising, Marketing, Public Relations, Social Science or Business Administration; an MBA or Master’s degree is a plus.
**Traffic & Production Manager**

Reports to the Business Manager.

The traffic & production manager is responsible for the flow of work through the agency, from internal scheduling through delivery. S/he opens all jobs entering the agency and assigns a step-by-step schedule of completion to each of those jobs as it is entered. Under the direction of the business manager, the traffic & production manager coordinates movement of all jobs through the account service and creative departments. Each day traffic posts an internal status report of all active jobs in the shop, assigning a status to each job. Everyone in the agency should receive this hot sheet via internal email. Traffic also tracks and/or physically moves jobs from one step of completion to the next. As changes in timing or scheduling take place, traffic must be informed so an accurate schedule can be produced each day.

**Responsibilities:**

**Responsible for managing production and other outside production partners**

- Manage all day-to-day production activities
- Create timely process to collect bids from vendors on specific projects
- Negotiate production costs with vendors
- Coordinate PO’s and timely delivery of files to printers
- Coordinate timely receipt of finished work and accurate invoicing
- Press checks
- Overall responsibility for quality control
- Assists print production manager in coordinating schedules of collateral materials to arrive before final deadlines.

**Experience Required:**

A minimum of three years of prior related experience is required.

Experience with Advantage or Function Point software a plus.

**Education Required:**

A bachelor’s degree is required.
Traffic Coordinator

The Traffic Coordinator is an entry level position and is responsible for the flow of work through the agency, from internal scheduling through delivery. S/he assigns a step-by-step schedule of completion to each of those jobs as it is entered. Under the direction of the Project Manager/Producer, the Traffic Coordinator facilitates movement of all jobs through the Account Service and Creative departments.

Each day the Traffic Coordinator posts an internal status report of all active jobs in the shop, assigning a status to each job and clearly defining what is due from each person. Everyone in the agency should receive this hot sheet via internal email. The Traffic Coordinator also tracks and/or physically moves jobs from one step of completion to the next, and keeps track of available resources within the agency. As changes in timing or scheduling take place, the Traffic Coordinator must be informed so an accurate schedule can be produced each day. The Traffic Coordinator is aware of the status of all jobs moving through the agency.

Responsibilities:

• Verifies if estimated time per phase and task is entered for each project in agency’s project-management software before initiating creative development timelines.
• Opens all hard copy agency job jackets. Hard copy folders have the same job number/code as digital accounting and workflow files.
• Reviews daily work schedule with Account Executives, Art Directors, Production Artists, and Creative Director.
• Reviews any Job Change Orders from Account Executives and copies to affected agency personnel.
• Revises schedules and distributes to all departments a daily “Hot Sheet,” listing the most pressing jobs for the day and their current status.
• Publishes a weekly production status report to advise all departments of schedules and job status.
• Expedites all “crisis jobs.” Majority of work should flow through creative/production on a reasonable, scheduled basis, as directed and supervised by the Creative Director.
• Notifies Account Executives when necessary to contact clients for any materials, information, etc., required to complete scheduled projects.
• Communicates regularly with Account Service team about the current status of all jobs in progress in creative/production, based on input from Account Executives and Creative Director.
• Reports any problems affecting job quality, due dates and costs to Account Service team, after being advised by Senior Project Manager and/or Creative Director.
• Proofreads all artwork/digital proofs (or schedules proofreading personnel).
• Retrieves client-approved materials from Account Executives to continue production process. Makes sure all material is properly signed off as approved by Account Executives and clients.
• Regulates time to allow for an internal review of all concepts with Account Executives.
• Assists Account Executives in coordinating schedules of collateral materials to arrive before final deadlines.
• Updates as needed annual traffic forecast.
• Maintains current computer skills related to daily job functions.

Education Required:
A bachelor’s degree is required.

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