FEDERAL SUPPLY SERVICE
AUTHORIZED FEDERAL SUPPLY SCHEDULE PRICE LIST

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

WORLDWIDE FEDERAL SUPPLY SCHEDULE CONTRACT
SCHEDULE TITLE: MULTIPLE AWARD SCHEDULE

PSC: DA01

CONTRACT NUMBER: 47QTCA20D003Z

PERIOD COVERED BY CONTRACT: 01/06/2020-01/05/2025

URBAN EMU DESIGN, LLC
170 B MAIN ST.
Manasquan, NJ 08736
(P) 732-456-3036
(F) 732-223-5758
www.urbanemu.com

Contractor’s Administration Source: Patrick Kesler, patrick@urbanemu.com

General Services Administration
Modification # PA-0839, dated 2/4/2022
Business Size: Small
DUNS: 069438293

For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at http://www.fss.gsa.gov
1a. **TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINs)**

- **SIN 54151S**: Information Technology (IT) Professional Services
- **SIN 512110**: Video/Film Production
- **SIN 541430**: Graphic Design Services
- **SIN 541511**: Web Based Marketing
- **SIN 541820**: Public Relations Services
- **SIN 541910**: Marketing Research and Analysis
- **SIN OLM**: Order Level Materials (OLM)

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.

Refer to Pricelist

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.

Refer to Pricelist

2. **MAXIMUM ORDER THRESHOLD***:

- **SIN 54151S**: $500,000
- **SIN 512110**: $1,000,000
- **SIN 541430**: $1,000,000
- **SIN 541511**: $1,000,000
- **SIN 541820**: $1,000,000
- **SIN 541910**: $1,000,000
- **SIN OLM**: $1,000,000

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

3. **MINIMUM ORDER**: $100
4. **GEOGRAPHIC COVERAGE:** 48 Contiguous US States, Alaska, Hawaii, and Washington DC

5. **POINT(S) OF PRODUCTION:** 170 B Main St., Manasquan, NJ, 08736-3541

6. **DISCOUNT FROM LIST PRICES:** Net GSA pricing is listed in the attached pricing table

7. **QUANTITY DISCOUNT(S):** None

8. **PROMPT PAYMENT TERMS:** Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

   None. 0%, Net 30 Days

9. **FOREIGN ITEMS:** None

10a. **TIME OF DELIVERY:** As negotiated between Contractor and Ordering Activity

10b. **EXPEDITED DELIVERY:** As negotiated between Contractor and Ordering Activity

10c. **OVERNIGHT AND 2-DAY DELIVERY:** As negotiated between Contractor and Ordering Activity

10d. **URGENT REQUIREMENTS:** Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery

11. **FOB POINT:** Destination

12a. **ORDERING ADDRESS:**
    URBAN EMU DESIGN, LLC
    170 B Main St.
    Manasquan, NJ, 08736-3541
    Phone: 732-456-3036
    Fax: 732-223-5758

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

13. **PAYMENT ADDRESS:**
    URBAN EMU DESIGN, LLC
    2171 8TH Avenue
    Sea Girt, NJ, 08750
    Phone: 732-456-3036
    Fax: 732-223-5758

14. **WARRANTY PROVISION:** N/A

15. **EXPORT PACKING CHARGES:** 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
18. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE): N/A

18a. 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): N/A

22b. Section 508 Compliance for EIT: As applicable

23. DUNS NUMBER: 069438293

24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) DATABASE: Active in SAM. CAGE Code 8CYJ3
Appendix A – Labor Category Descriptions

SIN 54151S

**Senior Designer**
**Functional Responsibility:** Oversee all design projects, from conception to delivery. Design original pieces, including illustrations and infographics, review junior designers’ work to ensure high quality, refine images, fonts and layouts using graphic design software, apply typography techniques, generate ideas to portray concepts and advertise products/services, increase user friendliness in digital products, maintain brand consistency throughout all our marketing projects, liaise with marketing and design teams to ensure deadlines are met, stay up-to-date with industry developments and tools.

Minimum Education: Bachelors  
Minimum Years of Experience: 6

**Senior Web Designer**
**Functional Responsibility:** Designs, develops, troubleshoots, debugs, and implements software code (such as HTML, CGI and Javascript) for components of the website. Works with graphic designers and other members of a project team to develop the site concept, interface design, and architecture of the website. Performs interface implementation. Strong navigation and site design instincts.

Minimum Education: Bachelors  
Minimum Years of Experience: 5

**Project Manager**
**Functional Responsibility:** Responsible for all technical, programmatic, personnel, and contractual execution actions in direct support of IT projects. Understands and manages P&L. Has demonstrated experience in managing IT services contracts, especially for the US Federal Government. Responsible for budgeting and managing to revenue and indirect budgets targets. Coordinates proposal preparation and establishes and monitors master plans and schedules. Tracks activities and identifies risks and dependencies. Facilitates technical and contractual implementation issues with customers to ensure conformance to customer requirements.

Minimum Education: Bachelors  
Minimum Years of Experience: 5

**Senior Web Developer**
**Functional Responsibility:** Designs, develops, troubleshoots, debugs, and implements software code (such as HTML, CGI, and JavaScript) for a component of the website. Works with graphic designers and other members of a project team to develop the site concept, interface design, and architecture of the website. Deploys large web-based transaction systems using application servers. Researches, tests, builds, and coordinates the integration of new products per production and client requirements. Designs and builds web pages using a variety of graphics software applications, techniques, and tools. Designs and develops user interface features, site animation, and special effects elements. Contributes to the design group’s efforts to enhance the look and feel of the organization's online offerings. Designs the website to support the organization's strategies and goals relative to external communications.

Minimum Education: Bachelors  
Minimum Years of Experience: 10
**Senior Mobile Developer**


Minimum Education: Bachelors
Minimum Years of Experience: 5

**Senior UX/UI Designer**

Functional Responsibility: Develop wireframe / web page designs to help users visualize the layout and position of information on web pages, navigational elements, etc. Develop graphical design elements for inclusion in web pages or other system user interfaces using state of the art tools and web-based technologies. User Experience includes the activities associated with the definition and assessment of user requirements that are used to determine detailed application design. Assist with the design of the application based on user requirements as well as information architecture and security requirements, interface requirements, and regulatory statutes (e.g., section 508). Work with users and key stakeholders to develop components within the application and design easy-to-use, role based applications. Create navigation and content architectures, guidelines for layout consistency, and a visual design recommendation (e.g., wire frames, from a layout and content perspective and using the business rules.) Develop as needed layered image files, wire frames, interactive prototypes, and a style guide that aligns with the organization branding practices. Review Use Cases and User Stories to uncover the user’s context, needs, goals, and attitudes, leading to Conceptual Interaction Models that outline how a user navigates the product, performs tasks, and uses tools. Develop Conceptual Interaction Models. Work with development team to implement conceptual interaction models. Provide visualization of user stories for the development team. Participate in backlog grooming sessions

Minimum Education: Bachelors
Minimum Years of Experience: 5

**Digital Producer**

Functional Responsibility: Performs server-side development of web applications and sites. Technical experience includes object-oriented programming, Java, and/or C++ languages.

Minimum Education: Bachelors
Minimum Years of Experience: 5

**Videographer**

Functional Responsibility: Records moving images and sound on tape, disk, other electro-mechanical device, broadcasting live, or even on actual celluloid film in some cases. On a set, he or she is usually responsible for the camera, sound, and lighting. As part of a typical field production crew, videographers usually work underneath a creative director. However, for smaller productions (e.g. corporate and event videos), a video videographer often works alone or as part of a two or three person team of camera operators and lighting and sound technicians.

Minimum Education: Bachelors
Minimum Years of Experience: 4
Digital Video Editor
Functional Responsibility: Edits and assembles video productions using advanced digital video technologies. Knowledgeable in digitizing, non-linear editing, special effects, character generation, captioning, television distribution, and digital video compression technologies. Knowledgeable in audio editing, music, and sound effects. Knowledgeable in digitizing, video compression, DVD authoring, and Hi-Definition formats and processes. Must possess excellent communication and interpersonal skills.
Minimum Education: Bachelors
Minimum Years of Experience: 5

Photographer
Functional Responsibility: Shoots all on-site, location and studio photography per project specifications. Includes layout and styling per creative and art director instructions. Formats to include color and B&W film and digital formats. Knowledgeable about lighting; set design, product styling, portraiture, advertising, marketing, and event photography. Associate Degree & 5 years related industry experience.
Minimum Education: Bachelors
Minimum Years of Experience: 5

Video Producer 1
Functional Responsibility: Coordinates and facilitates all key aspects of broadcast or video production. Directs and supervises Video Producer 2
Minimum Education: Bachelors
Minimum Years of Experience: 10

Video Producer 2
Functional Responsibility: Coordinates and facilitates all key aspects of broadcast or video production. Works under the supervision of Video Producer 1
Minimum Education: Bachelors
Minimum Years of Experience: 5

Video Producer 2
Functional Responsibility: Works collaboratively with interactive/UX/multimedia/visual designers, marketing strategists, and project managers to gather business and technical requirements, analyze user and business needs, and inventory and analyze existing content for online creative products. Writes, edits, and proofs content. Develops, documents, and implements online content strategies. Frequently leads and/or facilitates multidisciplinary teams to discover creative content-based solutions to business and branding challenges.
Minimum Education: Bachelors
Minimum Years of Experience: 10

Art Director
Functional Responsibility: Art directs all agency creative. Supervises day-to-day activities of Creative Team. branding challenges.
Minimum Education: Bachelors
Minimum Years of Experience: 3

SIN 541430
**Print Producer**  
**Functional Responsibility:** Responsible for all print production projects including estimating, negotiating, purchasing and reviewing the final project.  
**Minimum Education:** Bachelors  
**Minimum Years of Experience:** 10

**Graphic Designer 1**  
**Functional Responsibility:** Creates the layout and design of assigned print materials, ads, supplements, web sites and links and other special projects. Works with art director to define the visuals of a narrative, ensures a distinct and consistent focus, and prepares artwork for production. Utilizes creative skills to design a variety of objects, products, materials, and displays for clients. Designer may create packaging and promotional displays for new products, distinctive logos for a product or business, or the visual design for a client’s literature. Collaborates with members of the project team to produce copy layout, charts, graphs, illustrations, and other visual communication’s design 6 • Evaluates and maintains the graphic style and color for assignments based on established standards and policies • Develops, maintains and utilizes knowledge of industry and trend Provides information and recommendations on production and costs, including paper stock and printing when requested. Reports to Graphic Designer 2  
**Minimum Education:** Bachelors  
**Minimum Years of Experience:** 4

**Graphic Designer 2**  
**Functional Responsibility:** Creates the layout and design of assigned print materials, ads, supplements, web sites and links and other special projects. Works with art director to define the visuals of a narrative, ensures a distinct and consistent focus, and prepares artwork for production. Utilizes creative skills to design a variety of objects, products, materials, and displays for clients. Designer may create packaging and promotional displays for new products, distinctive logos for a product or business, or the visual design for a client’s literature. Collaborates with members of the project team to produce copy layout, charts, graphs, illustrations, and other visual communication’s design 6 • Evaluates and maintains the graphic style and color for assignments based on established standards and policies • Develops, maintains and utilizes knowledge of industry and trend Provides information and recommendations on production and costs, including paper stock and printing when requested. Supervises and directs Graphic Designer 1.  
**Minimum Education:** Bachelors  
**Minimum Years of Experience:** 9

**Creative Director**  
**Functional Responsibility:** Guide and lead creative team(s) in the development of creative, communications strategies and concepts that are effective in achieving campaign or project goals. Versed in executing and guiding creative efforts in various platforms: TV, Radio, Print, Out of Home, Digital and Grassroots.  
**Minimum Education:** Bachelors  
**Minimum Years of Experience:** 15

**Copy Writer**  
**Functional Responsibility:** Guide and lead creative team(s) in the development of creative, communications strategies and concepts that are effective in achieving campaign or project goals. Versed in executing and guiding creative efforts in various platforms: TV, Radio, Print, Out of Home, Digital and Grassroots.  
**Minimum Education:** Bachelors  
**Minimum Years of Experience:** 12
Web Designer
Functional Responsibility: Creates and supervises art and graphic designs, including graphics for print publication, website design, web user interface, mobile interface, interactivity, flash and animation. Can supervise and provide Section 508 Compliance, adherence to style guides and web standards, cross browser compatibility and web design best practices. Works with Creative Director and other designers to ensure designs are consistent with vision and themes.
Minimum Education: Bachelors
Minimum Years of Experience: 5

Account Executive
Functional Responsibility: Oversees and manages all aspects of client account, including client contact, creative coordination, media production, and accounting. Reports to senior staff.
Minimum Education: Bachelors
Minimum Years of Experience: 3

Account Supervisor
Functional Responsibility: Successfully focuses the efforts of team members so that projects are completed as proposed—on time, within budget, and meeting or exceeding client expectations. Leads an account team for multiple clients and drives strategy and marketing efforts on those accounts. Effectively assigns, delegates, coordinates and monitors the work of agency staff members assigned to client projects, and manages the agency’s day-to-day relationship with key client contacts.
Minimum Education: Bachelors
Minimum Years of Experience: 8

Digital Media Analyst
Functional Responsibility: Responsible for planning, execution, and analysis of paid advertising campaigns for online and social media platforms and content development.
Minimum Education: Bachelors
Minimum Years of Experience: 4

UX/UI Architect 1
Functional Responsibility: Demonstrate data and subject matter expertise. Lead Development, design and migration of several large-scale websites. Deliver standards-compliant, optimized, accessible, responsive and adaptive cross-platform software and web sites. Upgrade underlying web technology. Develop product knowledge and serve as a knowledge resource leader in those areas. Translate new project concepts into a coherent and engaging design that meets the user and business needs. Communicate interface design elements through the organization. Ensure that the product is delivered on time and with a consistent, user-driven design. Create and revise information architecture and interaction design documents. Facilitate usability research for new and existing projects, and accommodate findings into your designs. Create documentation of expected performance and validations that must be implemented. Plan user research activities, such as participant recruitment and scheduling, and other logistics. Translate research findings into design recommendations to improve product designs. Review documentation and provide comments and propose improvements to processes and products. Reports to UX/UI Architect 2.
Minimum Education: Bachelors
Minimum Years of Experience: 9
**UX/UI Architect 2**
Functional Responsibility: Demonstrate data and subject matter expertise. Lead Development, design and migration of several large-scale websites. Deliver standards-compliant, optimized, accessible, responsive and adaptive cross-platform software and web sites. Upgrade underlying web technology. Develop product knowledge and serve as a knowledge resource leader in those areas. Translate new project concepts into a coherent and engaging design that meets the user and business needs. Communicate interface design elements through the organization. Ensure that the product is delivered on time and with a consistent, user-driven design. Create and revise information architecture and interaction design documents. Facilitate usability research for new and existing projects, and accommodate findings into your designs. Create documentation of expected performance and validations that must be implemented. Plan user research activities, such as participant recruitment and scheduling, and other logistics. Translate research findings into design recommendations to improve product designs. Review documentation and provide comments and propose improvements to processes and products. Supervises UX/UI Architect 1

Minimum Education: Bachelors
Minimum Years of Experience: 15

**Programmer**
Functional Responsibility: Contributes to website programming (HTML, JavaScript, CSS etc.), technical troubleshooting and 508 compliance.
Minimum Education: Bachelors
Minimum Years of Experience: 6

**Digital Designer 1**
Functional Responsibility: Designs the creative content, technical specifications and site architecture of projects using new and traditional techniques and a wide variety of computer applications across all media. Works under the supervision of Digital Designer 2.
Minimum Education: Bachelors
Minimum Years of Experience: 9

**Digital Designer 2**
Functional Responsibility: Designs the creative content, technical specifications and site architecture of projects using new and traditional techniques and a wide variety of computer applications across all media. Supervises and directs design projects for Digital Designer 1.
Minimum Education: Bachelors
Minimum Years of Experience: 15

**Technical Director**
Functional Responsibility: Back-end developer responsibilities include collaborating with internal teams, participating in requirements analysis, creating software designs and architecture, writing scalable code, building databases, testing applications, deploying applications, refactoring existing code, debugging code, and improving existing software. During project discovery the back-end developer defines technical requirements for software features, including search, e-commerce, interactive features like calculators, videos, demos, location finders, and content management system features (ex: permissions, workflows, approval hierarchy, multi-language features, editor controls, and more). The back-end developer also provides ongoing support services for enhancements or maintenance requests.
Minimum Education: Bachelors
Minimum Years of Experience: 8
Social Media Strategist
Minimum Education: Bachelors
Minimum Years of Experience: 4

Front End Developer
Functional Responsibility: Translates design files into interactive interfaces with hand-coded, semantic XHTML and CSS, writes unobtrusive Javascript by hand that utilizes libraries like jQuery, and is proficient in Adobe Creative Suite, including Photoshop, Dreamweaver, and Illustrator, PHP and MySQL. The Front-End Developer also writes scalable themes for open-source CMS applications like Drupal, WordPress and Joomla.
Minimum Education: Bachelors
Minimum Years of Experience: 5

Back End Developer
Functional Responsibility: Responsibilities include participate in requirements analysis, collaborate with internal teams to produce software design and architecture, write clean, scalable code using .NET and MVC programming languages, build required SQL databases, test and deploy applications and systems, revise, update, refactor and debug code, improve existing software. During project discovery the back-end developer defines technical requirements for website features e.g. search features, ecommerce features, interactive features such as calculators, videos, demos, location finders, etc. and content management system features such as workflow and permission approval hierarchy, multilanguage features, editor controls, etc. Ongoing support across all job positions for .NET / MVC websites, depending of requirements for each enhancement or maintenance request. These requests can include; adding new pages, designing new page templates.
Minimum Education: Bachelors
Minimum Years of Experience: 5

SIN 541820

Executive Officer
Functional Responsibility: Oversees coordinated efforts of concurrent teams supporting a single client. Facilitate high level communication between client and project teams and provide senior counsel, troubleshooting as needed. Promote best practices and innovation.
Minimum Education: Bachelors
Minimum Years of Experience: 20

Executive Strategist
Functional Responsibility: Drives collaboration and synergy among multi-disciplined communications teams; defines how public relations and media, marketing strategy will be applied to increase visibility and traffic across all brands and products. Define key performance indicators and implement enterprise level measurement, analytics, and reporting methods to gauge success. Mentor and provide training to communication and management professionals throughout the organization on best practices for creating, managing, monitoring, goal-driven communications. Apply marketing research to emerging trends and technologies to inform landscape analysis and maximize project success.
Minimum Education: Bachelors
Minimum Years of Experience: 10
**Editor**
*Functional Responsibility:* Develops and monitors schedules for writing assignments. Review all media, campaign, organization materials with critical eye for polishing copy. Researches, writes, and finalizes content across multiple channels including print, social media and web. Assigns tasks to writing staff, reviews draft copy, and provides constructive feedback. Interacts effectively with clients, project and content managers, writers, designers, and other staff. Meets or consults with clients and subject matter experts to review, integrate agreed upon comments for final draft.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 14

**Communication/Marketing Researcher 1**
*Functional Responsibility:* Conducts qualitative/quantitative research. Contributes to research reports and communication plans. Provides groundwork on developing dashboards and methods for metrics and measurement. Coordinates and plans with Communication/Marketing Researcher 2.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 14

**Communication/Marketing Researcher 2**
*Functional Responsibility:* Conducts qualitative/quantitative research. Adept at analysis and using research results to drive strategy. Provides high level input on dashboards and strategic implications. Contributes to research reports and communication plans. Supervises Communication/Marketing Researcher 1.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 9

**Communication/Marketing Support 1**
*Functional Responsibility:* Provides support to communications team from drafting copy for variety of executions to note taking summaries to conducting background research for clients. Build and maintain media distribution and stakeholder lists. Maintain progress schedules.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 2

**Writer**
*Functional Responsibility:* Create and maintain style guides for project and organization documents; ensure project documents meet established quality standards; specifications, performing research as required; supervise proofreader(s). Bachelors or Masters Degree in a related field, or equivalent experience, plus 5 years experience as a writer/editor.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 5

**Financial Coordinator 1**
*Functional Responsibility:* Assists with A/P and A/R for client related finances. Responsible for billing and client budget reports; vendor reconciliation. Tracks labor and expenses, monitors vendor payments, budget maintenance and invoices.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 7
Proofreader
Functional Responsibility: Checks for and corrects spelling, grammatical and stylistic errors in all content following client style book (e.g., AP or New York Style Guide). Conducts quality assurance checks on in-progress materials to ensure that client edits were completed.
Minimum Education: Bachelors
Minimum Years of Experience: 2

Researcher
Functional Responsibility: Provides basic research support for research team to support environmental audits, landscape and competitor analysis, sources/resources, media and influencer insights etc.
Minimum Education: Bachelors
Minimum Years of Experience: 1

Senior Project Manager
Functional Responsibility: Oversees the efforts of concurrent teams assigned to separate projects for a single client. Responsibilities include facilitating day-to-day communication between client and communications and digital teams, ensuring adherence to quality standards and client satisfaction.
Minimum Education: Bachelors
Minimum Years of Experience: 7

SEO Strategist/Analytics
Functional Responsibility: Research and implement search engine optimization (SEO) recommendations. Research and analyze competitor links. Develop and implement link building strategy. Recommend changes to website architecture, content, linking and other factors to improve SEO positions for target keywords. Execute tests, collect and analyze data and results, identify trends and insights in order to achieve maximum ROI in paid search campaigns. Track, report, and analyze website analytics and PPC initiatives and campaigns. Optimize copy and landing pages for search engine marketing. Manage campaign expenses, staying on budget, estimating monthly costs and reconciling discrepancies. Perform ongoing keyword discovery, expansion and optimization. Work with editorial and marketing teams to drive SEO in content creation and content programming.
Minimum Education: Bachelors
Minimum Years of Experience: 3

Social Media Consulting
Functional Responsibility: Plays a key role in helping drive client strategy and project implementation, focused around word-of-mouth, social interactive and experiential platforms. Responsible for designing, developing and presenting comprehensive strategic online and social media plan initiatives. Delivers compelling client-facing and internal analyses of competition, audience and industry trends to identify and address key social media challenges and solutions
Minimum Education: Bachelors
Minimum Years of Experience: 5

Intern
Functional Responsibility: Provides overall communications support to project teams that may include but not be limited to media/stakeholder list development, basic research on issue, marketplace, populations, database management, memo writing and administrative tasks etc.
Minimum Education: Bachelors
Minimum Years of Experience: 0
**Research Analyst**
*Functional Responsibility:* Utilizes data to drive media performance by informing media plans and optimization strategies. Assists in implementing a data-driven, media planning and optimization infrastructure. Performs ongoing analysis to ensure the timely adjustment/optimization of campaigns. Uses knowledge of advertising and digital media to deliver additional client-specific analyses including: campaign performance projections and analysis, customer segmentation and profiling, and competitive market research. Analyzes large data sets and find useful relationships within them (data mining) to create databases and dashboards.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 8

**Senior Data Analyst**
*Functional Responsibility:* Collects and analyzes data to evaluate existing and potential product/service markets. Identifies and monitors competitors and researches market conditions or changes in the industry that may affect sales. Familiar with a variety of the field's concepts, practices, and procedures. Relies on extensive experience and judgment to plan and accomplish goals. Performs a variety of tasks. Leads and directs the work of others. A wide degree of creativity and latitude is expected.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 5

**Senior Facilitator**
*Functional Responsibility:* Seasoned professional who has demonstrated experience, or is certified, in conducting facilitated workshops, work groups, meetings, or other associated activities required for market research and analysis. Responsible for planning and organizing sessions that result in gathering relevant market research information. May conduct work sessions that synthesize the market research information into relevant and constructive analysis. Fully competent in the use of consensus building and focus group concepts and procedures and their general application to a wide variety of market research projects. Proven excellent communication and organizational skills are required.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 10

**Information Survey Specialist**
*Functional Responsibility:* Works with marketing consultants to determine the needs of the client based on the client’s required information, budget, and timeframe. Responsible for the planning, implementation, and analysis of surveys. Determines the appropriate survey(s) and gathers statistical data. Keeps current with the latest survey methods. Compiles and evaluates data and provides results/recommendations to marketing consultants and/or clients.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 10

**Information Survey Specialist**
*Functional Responsibility:* Use multiple streams of data to find information. They use the internet, surveys, legal documents, and other published research to help the team member they are assisting collect information.
*Minimum Education:* Bachelors
*Minimum Years of Experience:* 3
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<tr>
<th>SIN</th>
<th>Labor Category</th>
<th>GSA PRICE Year 1</th>
<th>GSA PRICE Year 2</th>
<th>GSA PRICE Year 3</th>
<th>GSA PRICE Year 4</th>
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