EurekaFacts LLC

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 GSA Advantage!® is: GSAAdvantage.gov

Multiple Award Schedule

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

Effective Date: 7/22/2020

Contract Number: GS-00F-211CA

Contract Period: July 22, 2015 – July 21, 2025

EurekaFacts LLC
51 Monroe ST Plaza East 10
Rockville, MD 20850 2421
240 403 4800
https://www.eurekafacts.com

Contract Administrator
Jorge Restrepo
restrepoj@eurekafacts.com
240 403 1636

Business size: Small
Small Disadvantaged Business

Price list current as of Modification #PA-0012 effective 08/25/2020
For more information on ordering from Federal Supply Schedules go to the GSA Schedules page at GSA.gov.
CUSTOMER INFORMATION

1a. Table of awarded special item number(s) with appropriate cross-reference to item descriptions and awarded price(s).

<table>
<thead>
<tr>
<th>SINs</th>
<th>SIN Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>541910</td>
<td>Marketing Research and Public Opinion Polling</td>
</tr>
<tr>
<td>541611</td>
<td>Administrative Management and General Management Consulting</td>
</tr>
<tr>
<td>541810ODC</td>
<td>Other Direct Costs for Marketing and Public Relations Services</td>
</tr>
<tr>
<td>OLM</td>
<td>Order-Level Materials</td>
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</table>

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. SEE LABOR CATEGORY DESCRIPTIONS BELOW.

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. See Below

2. Maximum order: $1,000,000

3. Minimum order: $100

4. Geographic coverage (delivery area). Worldwide

5. Point(s) of production (United States).

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

7. Quantity discounts: 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. Net 30 days

9. Foreign items (list items by country of origin). Not Applicable

10a. Time of delivery. To Be Determined at the Task Order level

10b. Expedited Delivery. Items available for expedited delivery are noted in this price list. Contact Contractor

10c. Overnight and 2-day delivery. Contact Contractor

10d. Urgent Requirements. Contact Contractor
11. F.O.B. point(s). Destination

12a. Ordering address(es). Same as company address

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


15. Export packing charges, if applicable. Not Applicable

16. Terms and conditions of rental, maintenance, and repair (if applicable). Not Applicable

17. Terms and conditions of installation (if applicable). Not Applicable

18a. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices (if applicable). Not Applicable

18b. Terms and conditions for any other services (if applicable). Not Applicable

19. List of service and distribution points (if applicable). Not Applicable

20. List of participating dealers (if applicable). Not Applicable

21. Preventive maintenance (if applicable). Not Applicable

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

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. Data Universal Number System (DUNS) number. 126582860

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

<table>
<thead>
<tr>
<th>Item</th>
<th>SIN</th>
<th>Awarded Labor Category</th>
<th>Site</th>
<th>Currently awarded labor rate</th>
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<td>Site</td>
<td>7/22/2020 to 7/21/2021 Year 6</td>
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<th>SIN</th>
<th>SUPPORT PRODUCT (ODCs)</th>
<th>UNIT OF ISSUE</th>
<th>GSA CEILING PRICE (including IFF)</th>
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<td>Copies (black and white)</td>
<td>Each</td>
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<td>541810ODC</td>
<td>Copies (color)</td>
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<td>541810ODC</td>
<td>Facsimile (includes phone charges)</td>
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<td>Business Reply Envelopes (6*9)</td>
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<td>Business Reply Envelopes (#9)</td>
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<td>Postcards (4*6 printed 2 sides)</td>
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<td>Postcards (5*9 printed 2 sides)</td>
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<td>Covers (linen)</td>
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<td>Covers (clear)</td>
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<td>Recruitment consumer focus group participant</td>
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<td>Transcription per focus group session or interview</td>
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<td>Demographic dataset at zip code level with population expenditure indexes, and predominant community clusters</td>
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**Service Contract Act (SCA) Matrix**

<table>
<thead>
<tr>
<th>SCA Eligible Labor Category</th>
<th>SCA Equivalent Code Title</th>
<th>Wage Determination No</th>
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</thead>
<tbody>
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<td>Administrative Assistant</td>
<td>01020 - Administrative Assistant</td>
<td>2015-4260</td>
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<tr>
<td>Data Entry Specialist</td>
<td>01052 - Data Entry Operator II</td>
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<td>01420 - Survey Worker</td>
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<td>Programming Specialist I</td>
<td>14071 - Computer Programmer I</td>
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<td>Programming Specialist II</td>
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<td>14101 - Computer System Analyst I</td>
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<td>System Analyst Senior</td>
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<tr>
<td>Graphic Designer</td>
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</table>

The Service Contract Labor Standards (SCLS) is applicable to this contract and it includes SCLS applicable labor categories. The prices for the indicated (**) SCLS labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCLS matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

**541611 LABOR CATEGORIES**

The following labor categories apply for each SIN offered 541611. These labor categories are required to provide survey services. While not all the categories have been explicitly outlined in our submitted proposals, they are generally used in our projects. In some occasions we have anticipated the need to include distinction by level of expertise as our newer projects tend to require more experience.

**Administrative Assistant**

*Minimum education level/experience:* Associate degree and two years of clerical experience.

*Responsibilities and duties:* Performs typing and transcription duties as required; establishes procedures that implement operational and/or fiscal policies; interprets policies and procedures as established by superiors; compiles data based on research techniques and on statistical compilations involving an understanding of operating unit programs, policies, and procedures; drafts financial, statistical, narrative, and/or other reports as requested; provides authoritative information needed to establish precedents and which may commit a unit or superior to a policy or course of action; independently composes reports and correspondence containing decisions that establish precedents and may commit a unit or superior to a course of action; arranges, participates in, and implements, as directed, conferences and meetings; signs supervisors name, as delegated, to
correspondence, requisitions, vouchers, and other forms as needed; and performs all other related
duties as assigned.

Data Collection Coordinator

Minimum education level/experience: Bachelor’s degree plus one-year experience or high school
diploma plus four years of directly relevant work experience.

Responsibilities and Duties: Manages data collection and ensures work accuracy; manages the
activities of all staff assigned to the research effort; provides appropriate level of supervision directly
or indirectly as delegated by superiors; assures staffing levels are appropriate to scope of work and
budgetary resources; develops and implements strategies for measuring data collection and work
product quality; ensures that all technological components of the telephone research center are
maintained in operable condition; stays informed of latest telephone technology; participates in the
design of system upgrades and implementation of changes in technology.

Data Entry Specialist / Typist

Minimum education level/experience: High School Diploma or Certification, six months or greater
related work experience.

Responsibilities and Duties: Participates in the conversion of data to electronic format; performs
accurate and rapid entry of data; other duties may include: review, batch, and enter data, scan, save
and log documents as directed; organize and arrange document data sources; transcribe or verify
source information to computer media.

Recruiter

Minimum education level/experience: Associates degree plus six months experience.

Responsibilities and Duties: Attends briefings on projects and assimilates information on the
scope of work, tasks and activities for each project, executes work responsibilities and ensures work
is on schedule; dials assigned phone numbers, accurately records all outcomes, and persuades
potential respondents to be interviewed; communicates specific questions verbatim and accurately
records respondents responses; records open-ended responses verbatim, probes for additional
information and clarification; accurately manages necessary tally sheets and samples; persuades
qualified participants to participate in follow-up studies as required; schedules focus group or in-
depth interviews as directed; conducts other duties as assigned by supervisor.

Telephone Research Interviewer

Minimum education level/experience: High school diploma or GED with six months of computer or
keyboard experience and one year of customer service experience are preferred but not required.

Responsibilities and Duties: Administers survey questions; records survey responses on
computer or hand-written survey forms; conducts telephone interviews with respondents for the
purpose of collecting survey data by reading a prepared survey text to respondents; listens for
responses and enters/classifies responses into computer system via computer keyboard with a high
degree of accuracy; ensures appropriate respondent is being interviewed, and persuades reluctant
respondents to participate in survey.

Transcriber

Minimum education level/experience: Bachelor’s degree with at least two to five years of
experience in related work field.

Responsibilities and Duties: Types in recorded or live sessions to transcribe verbal text to MS
word verbatim, or in summary form as required by the project.

Copy

Copywriter
**Minimum education level/experience:** Bachelor’s degree and two years’ experience in professional writing for publications, web or materials intended for mass distribution

**Responsibilities and Duties:** Writes copy for marketing, communications, or research communication materials, as required; works with content experts to capture the essence of the subject matter and present it accurately, in appropriate language to the target audience, and in the style and format required by the project; uses technical concepts and translates to copy for targeted audience; proofs and edits text to ensure the product is highly readable, consistent, accurate, concise, and with correct style and grammar.

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**Editor/Proofreader**

**Minimum education level/experience:** Bachelor’s degree in marketing, communications, English, or writing-related field and two years directly relevant experience.

**Responsibilities and Duties:** Applies writing and editing skills to compose, edit and/or proof documents in a clear concise manner; uses case-appropriate stylebooks to ensure that materials meet technical, formatting, and other standards as required by the project; works with authors and copywriters to present written materials and copy in accurate succinct form, while meeting the style, format and other requirements inherent to the project; works with other project team members to meet deadlines; is detail oriented and is familiar with the Internet and Microsoft Office applications.

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**System Programming Specialist I**

**Minimum education level/experience:** Associates degree with two-year technical experience in computer programming.

**Responsibilities and Duties:** Manages resources to provide information systems support; engages in cross-functional teams in the operation of system by incorporating hands-on design, programming and database development; programs surveys and data capture forms, databases, scripts as needed; supports data management, analysis, importing and exporting to and from company’s database systems; manages the distribution, tracking, programming, and design using web-based security and encryption techniques; sets up webinars, form mailings, and tracking systems; assists with market research and data-mining to create queries, cubes, and reports from data to understand trends and tracking; provides information systems support as required; designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity; analyzes, designs, troubleshoots, resolves and communicates complex technical issues such as those relating to the systems support of analysis projects; works with software such as Adobe Acrobat, SQL, GIS software, Visual Basic, SPSS or other software as needed depending on projects.

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**Programming Specialist II**

**Minimum education level/experience:** Bachelor’s degree, four years in information systems development and design with at least one year of hands-on programming experience.

**Responsibilities and Duties:** Provides information systems support as required; designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity; analyzes, designs, troubleshoots, resolves and communicates complex technical issues such as those relating to the systems support of survey research and analysis projects; works with hardware and software such as server systems and supporting applications, HTML, Java scripts, Adobe Acrobat, SQL, GIS software, Visual Basic, SPSS or other software as needed depending on projects.

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**System Analyst**

**Minimum education level/experience:** Bachelor’s degree and one-year information systems experience
Responsibilities and Duties: Provides information systems support as required; designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity; analyzes, designs, troubleshoots, resolves and communicates complex technical issues such as those relating to the systems support of survey/market research and analysis projects; works with software such as HTML, Java scripts, Adobe Acrobat, SQL, GIS software, Visual Basic, SPSS or other software as needed depending on projects.

System Analyst, Senior

Minimum education level/experience: Bachelor’s degree, four years in information systems development and design with at least one year of hands-on programming experience

Responsibilities and Duties: Provides information systems support as required; designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity; analyzes, designs, troubleshoots, resolves and communicates complex technical issues such as those relating to the systems support of survey research and analysis projects; works with hardware and software such as server systems and supporting applications, Adobe Acrobat, SQL, GIS software, Visual Basic, SPSS or other software as needed depending on projects.

Analyst

Minimum education level/experience: Bachelor’s degree with two years of work experience or a post-graduate (Master’s) degree

Responsibilities and Duties: Gathers, analyzes, interprets, and summarizes research information; responds to secondary research requests, uses tools to assess and report market share, pricing, sales and other data; applies analytical skills and tools to support project design, situation analysis, design of market research or marketing strategy, tactics and programs, pricing, offer design, process improvement, research studies and other analysis projects; other duties include analysis such as planning, establishment of requirements, functional modeling, data modeling, development of procedures, development of functional architectures, diagnosis, performance tracking or indicator design, location research, causal/impact analysis, evaluation, descriptive, predictive or segmentation analysis, writing and presenting of findings and recommendations, and communicating with clients, users and internal team members; assists in the identification and management of research vendors.

Analyst, Assistant

Minimum education level/experience: Associate degree or three years of successful undergraduate education toward a bachelor’s degree plus six months relevant experience.

Responsibilities and Duties: Gathers, analyzes, formats, and summarizes research information; responds to secondary research requests; uses tools to provide analysis support working under the guidance of an analyst; other duties include the preparation of datasets, simple tabulations, preparation of charts, tables and formatting of information, collection and aggregation of data as directed, tracking of project activities and documentation, and other analytical support activities.

Analyst, Senior

Minimum education level/experience: Master’s or PhD degree and seven years’ experience in an area related to the project subject area or methodologies, or in the analysis of data, identification of problems and presentation of analytical results of the analysis

Responsibilities and Duties: Applies analytical skills and tools to lead project design, situation analysis, design of market research or marketing strategy, tactics and programs, pricing, process improvement, research studies and other analysis projects; other duties include conducting analysis such as planning, establishment of requirements, functional modeling, data modeling, development of procedures, development of functional architectures, diagnosis, performance tracking or indicator design, location research, causal/impact analysis, evaluation, descriptive, predictive or segmentation
analysis, writing and presenting of findings and recommendations, and communicating with clients, users and internal team members.

**Cognitive Interviewer**

**Minimum education level/experience:** Bachelor’s degree in cognitive psychology, social psychology, or a related discipline; minimum of three years’ experience in conducting cognitive interviews, face-to-face interviews, telephone structured interviews and other pre-testing methods.

**Responsibilities and Duties:** Helps test and deepen content of quantitative instruments; interviews study participants, either in person or by telephone to obtain data for assigned research project; collects, codes and enters study information into database; edits interview questionnaires for completeness, legibility and accuracy; obtains missing or questionable data; maintains complete and accurate records and files pertaining to research studies.

**Statistician**

**Minimum education level/experience:** Bachelor’s degree in actuarial science, mathematics, or statistics with at least one-year experience in statistical analysis, or Post-graduate (Master’s or PhD) degree in statistics, demography, or actuarial science.

**Responsibilities and Duties:** Compiles and analyzes datasets; identifies patterns that explain describe, predict, classify or relate behavior in the data used for the project; is involved in survey development and data collection and data transformation, ensures the validity and usefulness of the data; is familiar with and applies valid scientific protocols to analyze and deliver results.

**Statistician, Senior**

**Minimum education level/experience:** Master’s degree in statistics or actuarial science with at least three years related work experience or PhD degree in statistics or actuarial science and one year experience.

**Responsibilities and Duties:** Compiles and analyzes datasets; identifies patterns that explain describe, predict, classify, or relate behavior in the data used for the project; is involved in survey development and data collection, data transformation, ensures the validity and usefulness of the data; is familiar with and applies valid scientific protocols to analyze and deliver results; conducts advanced statistical testing and modeling as required.

**Survey Methodologist**

**Minimum education level/experience:** Master’s degree in psychology, sociology, survey methods, or a related social science and five years of related experience.

**Responsibilities and Duties:** Provides advanced methodological knowledge in survey design and data collection; conducts a full range of research project activities, designs and reviews survey instruments, monitors data collection, data processing and coding processes related to survey research; facilitates communication between operating departments and vendors; edits and verifies questionnaires, reports, presentations and project related correspondence; conducts preliminary analyses of quantitative data; attends project and client meetings as necessary; maintains accurate project records and provides timely progress updates and findings reports.

**Program Director I**

**Minimum education level/experience:** Post-graduate (Master’s or PhD) degree(s) and three years’ experience managing projects.

**Responsibilities and Duties:** Helps direct project implementation, review, funding, post management and evaluation; designs and implements proposal review and evaluation process; selects qualified individuals to provide objective reviews of proposals; guides research approach and core strategies, processes, and project outcomes/deliverables; conducts final review of proposals and evaluations and recommends acceptance or declination; manages and monitors
ongoing grants, contracts, agreements; evaluates project progress through review and evaluation of submitted reports and publications; recommends new or revised policies and plans fiscal and administrative activities

Program Director II

**Minimum education level/experience:** Master’s degree and fifteen years of management and research and analysis or PhD and ten years’ experience of management and research and analysis

**Responsibilities and Duties:** Oversees organizational performance to meet client expectations sets standards, processes allotting resources and communications processes; makes decisions relative to pricing, funding, offers, and contractual obligations; oversees human resources, financial, marketing, operational technology, strategic planning, corporate reporting, policies & procedures, coordinates employee benefits, events, maintaining personnel files, manages month-end close, invoicing, cash receipts, accounts receivable aging, account reconciliation’s, corporate accounts, accounts payable; directs employment verifications, press releases, attendance and hiring; supports projects through planning and execution as needed.

Project Manager

**Minimum education level/experience:** Bachelor’s degree plus one-year project coordination or management experience

**Responsibilities and Duties:** Plans, develops, coordinates, and implements projects; provides key oversight to team members and ensures all project related tracking and documentation are completed accurately, thoroughly and in a timely fashion; monitors the progress of projects and updates the project control system; provides input into long-range planning; conducts technical reviews of projects to ascertain compliance with all statutory, regulatory, customer requirements and internal project standards; provides OJI (on-the-job instruction) to other specialists and project personnel; supports projects through planning and execution as needed.

Project Manager, Senior

**Minimum education level/experience:** Bachelor’s degree plus three years project management experience

**Responsibilities and Duties:** Plans, develops, coordinates, and implements projects; provides key oversight to team members and ensures all project tracking and documentation are completed accurately, thoroughly, and in a timely fashion; monitors the progress of projects and updates the project control system; provides input into long-range planning; conducts technical reviews of projects to ascertain compliance with all statutory, regulatory, customer requirements and internal project standards; provides OJI (on-the-job instruction) to other specialists and project personnel; supports projects through planning and execution as needed.

Graphic Designer

**Minimum education level/experience:** Bachelor’s degree with training in the use of graphic design software and visual communications plus two years related experience.

**Responsibilities and Duties:** Conducts graphic design, layout and organization of research related materials such as survey instruments, report covers, user guides, marketing materials, website and intranet sites; ensures consistent “face to the market” is incorporated in all communications media, including client reporting materials, new business and consultant presentations, other marketing collateral, advertisements and the internal and external websites; provides support for data collection, public relations and brand awareness initiatives.

Graphic Designer, Senior

**Minimum education level/experience:** Bachelor’s degree with training in the use of graphic design software and visual communications plus five years of related work experience.
Responsibilities and Duties: Manages and conducts graphic design, layout and organization of research related materials such as survey instruments, report covers, user guides, marketing materials, website and intranet sites; ensures consistent “face to the market” is incorporated in all communications media, including client reporting materials, new business and consultant presentations, other marketing collateral, advertisements and the internal and external websites.

Subject Matter Expert

Minimum education level/experience: Post-graduate (Master’s or PhD) degree and seven years of experience in the field

Responsibilities and Duties: Evaluates and contributes information to ideas and concepts with in-depth background knowledge and experience related to the content area; analyzes and assesses ideas and concepts that touch his/her area of expertise, refines classifications and relationships, and adds information through journals or other documents; works with team members to provide, incorporate and refine ideas for further processing or analysis; participates in the development of survey instruments and communication materials and in the interpretation of data and formulation of recommendations. The subject matter expert may be a marketing, financial, industry or technical expert in the field required by the project.

Subject Matter Specialist

Minimum education level/experience: Bachelor’s degree and three years’ experience in the field.

Responsibilities and Duties: Evaluates and contributes information to ideas and concepts with in-depth background knowledge and experience related to the content area; analyzes and assesses ideas and concepts that touch his/her area of expertise, refines classifications and relationships, and adds information through journals or other documents; works with team members to provide, incorporate and refine ideas for further processing or analysis; participates in the development of survey instruments and communication materials and in the interpretation of data and formulation of recommendations. The subject matter specialist may be a marketing, financial, industry or technical expert in the field required by the project.
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Administrative Assistant

**Minimum education level/experience:** College degree and two years of clerical experience.

**Responsibilities and duties:** Performs typing and transcription duties as required. Establishes procedures that implement operational and/or fiscal policies. Interprets policies and procedures as established by superiors. Compiles data based on research techniques and on statistical compilations involving an understanding of operating unit programs, policies, and procedures.Drafts financial, statistical, narrative, and/or other reports as requested. Provides authoritative information that tends to establish precedents, and which may commit a unit or superior to a policy or course of action. Independently composes reports and correspondence containing decisions that tend to establish precedents and which may commit a unit or superior to a policy or course of action. Arranges, participates in, and implements, as directed, conferences and meetings. Signs in behalf of superior, as delegated, his or her name to correspondence, requisitions, vouchers, and other forms as needed. Performs related duties as assigned.

Analyst

**Minimum education level/experience:** Bachelor’s degree with two years’ work experience or an advanced degree.

**Responsibilities and Duties:** Gathers, analyzes, interprets, and summarizes research information. Responds to secondary research requests. Uses tools to assess and report market share, pricing, sales and other data. Applies analytical skills and tools to support project design, situation analysis, design of market research or marketing strategy, tactics and programs, pricing, offer design, process improvement, research studies and other analysis projects. General duties include analysis such as: planning, establishment of requirements, functional modeling, data modeling, development of procedures, development of functional architectures, diagnosis, performance tracking or indicator design, location research, causal/impact analysis, evaluation, descriptive, predictive or segmentation analysis, writing and presenting of findings and recommendations, and communicating with clients, users and internal team members. Assists in the identification and management of research vendors.

Analyst, Senior

**Minimum education level/experience:** Advanced degree. Seven years’ experience in an area related to the project subject area or methodologies, or in the analysis of data, identification of problems and presentation of analytical results of the analysis.

**Responsibilities and Duties:** Applies analytical skills and tools to support project design, situation analysis, design of market research or marketing strategy, tactics and programs, pricing, offer design, process improvement, research studies and other analysis projects. General duties include analysis such as: planning, establishment of requirements, functional modeling, data modeling, development of procedures, development of functional architectures, diagnosis, performance tracking or indicator design, location research, causal/impact analysis, evaluation, descriptive, predictive or segmentation analysis, writing and presenting of findings and recommendations, and communicating with clients, users and internal team members.

Analyst, Assistant

**Minimum education level/experience:** Three years of successful undergraduate education.

**Responsibilities and Duties:** Gathers, analyzes, formats, and summarizes research information. Responds to secondary research requests. Uses tools to provide analysis support working under the guidance of an analyst. General duties include the preparation of datasets, simple tabulations,
preparation of charts, tables and formatting of information, collection and aggregation of data as directed, tracking of project activities and documentation, and other analytical support activities.

**Copywriter**

*Minimum education level/experience:* Bachelor’s degree and experience in professional writing for publications, web or materials intended for mass distribution.

*Responsibilities and Duties:* Writes copy for marketing, communications, or research communication materials, as required. Works with content experts to capture the essence of the subject matter and present it accurately, in language appropriate to the target audience, and in the style and format required by the project. Uses technical concepts and translates to copy for targeted audience. Proofs and edits copies to ensure the product is highly readable, consistent, accurate, concise, and with correct style and grammar.

**Market Research Analyst**

*Minimum education level/experience:* Bachelor’s degree and one-year conducting marketing research or marketing analysis.

*Responsibilities and Duties:* Plans market research projects, executes and monitors completion within allotted timeline, billable hours, budget and other resources. Coordinates research project activities, monitoring data collection, data processing and coding processes related to market research. Facilitates communication between operating departments of the organization and selected vendors. Edits and verifies questionnaires, reports, presentations and correspondence. Conducts preliminary analysis of quantitative and qualitative data. Attends project and client meetings as necessary. Provides timely progress and findings reports and maintains accurate project records.

**Market Researcher I**

*Minimum education level/experience:* Bachelor’s degree and five years’ experience.

*Responsibilities and Duties:* Works proactively with clients to refine current business strategy or develop new competitive and market force strategies. Identifies strategic capabilities, uses tools to identify, align, and change the factors that affect performance, stability, and teaming and develops comprehensive transformation recommendations.

**Market Researcher II**

*Minimum education level/experience:* Advanced degree and ten years’ experience.

*Responsibilities and Duties:* Works proactively with clients to refine current business strategy or develop new competitive and market force strategies. Identifies strategic capabilities, uses tools to identify, align, and change the factors that affect performance, stability, and teaming and develops comprehensive transformation recommendations.

**Data Collection Coordinator**

*Minimum education level/experience:* Bachelor’s degree or four years of directly relevant work experience (over and above the minimum experience requirements for this position) may be substituted for the Bachelor’s degree. *Responsibilities and Duties:* Manages data collection and ensures work accuracy. Manages the activities of all staff assigned to the research center; provides appropriate level of supervision directly or through the efforts of others; assures staffing levels are appropriate to scope of work and budget constraints. Develops and implements strategies for measuring data collection work product quality. Ensure that all technological components of the telephone research center are maintained in operable condition; stays informed of latest telephone technology; participates in the design of system upgrades and implementation of changes in technology.
Data Entry Specialist/ Typist

**Minimum education level/experience:** High School Diploma or Certification, six months or greater related work experience.

**Responsibilities and Duties:** Works in the conversion of data to computer media. Is involved in the accurate and rapid entry of data using modern data-entry equipment. Some duties include: reviews, batches, and enters data, scans, saves and logs documents as directed. Organizes and arranges document data sources and reduces to numeric or alphabetic codes, Transcribes or verifies source information to computer media.

Graphic Designer

**Minimum education level/experience:** Bachelor’s degree with training in the use of graphic design software and visual communications.

**Responsibilities and Duties:** Conducts graphic design, layout and organization of survey instruments, report covers, user guides, marketing materials, website and intranet. Ensures consistent “face to the market” via all communications media, including client reporting materials, new business and consultant presentations, other marketing collateral, advertisement, and the internal and external websites. Provides support for data collection, public relations, and brand awareness initiatives. Provides support for event planning and conference sponsorships.

Economist

**Minimum education level/experience:** Bachelor’s degree or master’s degree in economics.

**Responsibilities and Duties:** Serves as technical expert. Studies and researches economic, microeconomic, financial, and regulatory issues and programs. Contributes to the development, documentation, and review of statistical, econometric, financial, and demographic or demand models. Provides technical advice and guidance on the development and interpretation of results from financial and statistical models. Initiates, oversees, and completes research into a formal written report to facilitate the development, understanding and analysis of techniques for valuation and risk measurement.

Editor/Proofreader

**Minimum education level/experience:** Bachelor’s degree in marketing, communications, English, or writing-related field.

**Responsibilities and Duties:** Applies writing and editing skills to write, edit and/or proof documents in a clear, concise manner. Uses case-appropriate stylebooks to ensure that materials meet technical, formatting, and other standards as required by the project. Works with authors and copywriters to present written materials and copy in accurate, succinct form, while meeting the style, format and other requirements inherent to the project. Works with other team members to meet deadlines, is detail oriented, and is familiar with the Internet and Microsoft Office applications.

Events Manager

**Minimum education level/experience:** Bachelor’s degree in business or marketing or related field or two years equivalent experience.

**Responsibilities and Duties:** Schedules meetings, plans and coordinates all events logistics including pre-event planning, deployment and post-event wrap-up. Prepares event budgets and timelines, coordinates and performs necessary administrative arrangements. Makes travel arrangements, including hotel reservations, transportation, location, audio-visual catering, and other arrangements. Works with event content owners to support logistics, presenter and facilitator attendance. Produces marketing materials, coordinates event promotion or enrollment for attendance, and maintains related client databases. Coordinates program evaluation and post event reporting and wrap-up.
Focus Group Moderator

**Minimum education level/experience:** Bachelor’s Degree plus training in focus group moderation or certification in focus group moderation.

**Responsibilities and Duties:** Facilitates discussion following research plan and guidelines, keeps time, delivers the script, and establishes a trusting relationship with focus group participants. Moderates sessions with groups of diverse backgrounds lifestyles, occupations, and educational levels eliciting necessary information and organizes findings to present a written report of findings, conclusions and recommendations.

Marketing/Communications Manager

**Minimum education level/experience:** Bachelor’s degree and 3 years related work experience.

**Responsibilities and Duties:** Develops and implements the marketing and communications strategies for the target audiences; as well as annual marketing and communications plan including budget, brand management, messaging elements. Leverages the most up-to-date technology to expand and enhances communications, distribution of research intelligence and marketing. Develops key messages, works collaboratively with an internal team and works effectively with volunteer leaders, operations and management to support marketing and communications activities.

Marketing/Communications Coordinator

**Minimum education level/experience:** Three years of successful undergraduate education.

**Responsibilities and Duties:** Coordinates marketing, events or communications activities. Works with the respective managers to implement plans, organize and coordinate logistics such as materials development, production management, printing, direct mail execution and other activities. Assists in the preparation of detailed logistical plans and specifications, coordinates activities, creates presentation documents, materials, and provides other support as directed. Prepares detailed specifications, contacts vendors and internal team members and follows internal procedure to complete required workflow. Completes assigned duties within allotted timeline, with great attention to detail and maintaining accurate and complete records.

Outreach Specialist

**Minimum education level/experience:** Bachelor’s degree with strong interpersonal and overall communication skills.

**Responsibilities and Duties:** Works with the Project Manager or Program Director, and other team members to coordinate the marketing for programs throughout the year. This includes, but is not limited to communication with guest speakers, potential partners, and program participants, coordination of the advertising and promotion of events, development of brochures and information packets for distribution to participants, provision of logistical and follow-up support for events, and evaluation of programs. Supports projects through planning, coordination and execution as needed.

Program Director I

**Minimum education level/experience:** Advanced degree(s) or terminal degree, and three years’ experience managing projects.

**Responsibilities and Duties:** Helps to direct with the implementation, review, funding, post management, and evaluation of programs, designs, and implements the proposal review and evaluation process for relevant proposals. Selects qualified individuals to provide objective reviews on proposal. Guides program approach and core strategies, processes, and project outcomes deliverables. Conducts final review of proposals and evaluations and recommends acceptance or
declination. Manages and monitors ongoing grants, contracts, agreements. Evaluates progress of program through review and evaluation of submitted reports and publications. Recommends new or revised policies and plans fiscal and administrative matters to improve activities and management of program. Supports projects through planning and execution as needed.

**Program Director II**

*Minimum education level/experience:* Advanced degree(s), 15 years of management and marketing research and analysis.

**Responsibilities and Duties:** Oversees organizational performance to meet client expectations setting standards, processes, allotting resources and communications. Makes decisions relative to pricing, funding, offers, and contractual obligations. Oversees human resources, financial, marketing and operational and technology areas, strategic planning, corporate reporting, policies & procedures, coordinates employee benefits, events, maintaining personnel files, manages month-end close, invoicing, cash receipts, accounts receivable aging, account reconciliation’s, corporate accounts, accounts payable. Directs employment verifications, press releases, attendance and hiring. Supports projects through planning and execution as needed.

**Programming Specialist I**

*Minimum education level/experience:* Associate degree with technical experience or training in computer programming.

**Responsibilities and Duties:** Manages resources to provide information systems support. Engages in cross-functional teams in the operation of system by incorporating hands-on design, programming and database development for electronic marketing campaigns. Creates, redesigns and maintains company’s web site including sub sites devoted to specific marketing campaigns, events and public controlled access of marketing material and documents. Programs surveys and data capture forms, databases, scripts as needed. Supports data management, analysis, importing and exporting to and from company’s database systems. Manages the distribution, tracking, programming, and design using web-based security and encryption techniques. Sets up web seminars, form mailings, and tracking. Performs uploading of leads from events and campaigns. Assists with market research and data mining to create queries, cubes, and reports from data to understand trends, ROI and tracking. Provides information systems support as required. Designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity. Analyzes, designs, trouble-shoots, resolves and communicates complex technical issues such as those relating to the systems support of marketing research and analysis projects. Works with software such as HTML, Java scripts-Adobe acrobat, SQL, GIS software, visual basic, SPSS or other software as needed depending on projects.

**Programming Specialist II**

*Minimum education level/experience:* Bachelor’s degree, four years in information systems development and design with at least one year of hands-on programming experience.

**Responsibilities and Duties:** Provides information systems support as required. Designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity. Analyzes, designs, trouble-shoots, resolves and communicates complex technical issues such as those relating to the systems support of marketing research and analysis projects. Works with hardware and software such as server systems and supporting applications, HTML, Java scripts-Adobe acrobat, SQL, GIS software, visual basic, SPSS or other software as needed depending on projects.

**Project Manager**

*Minimum education level/experience:* Bachelor’s degree plus one-year project coordination or management experience.
**Responsibilities and Duties:** Plans, develops, coordinates, and implements projects. Provides key oversight to team members and ensures all project tracking and documentation aspects are completed accurately, thoroughly, and timely. Monitors the progress of projects and updates the project control system. Provides input into long-range planning. Conducts technical reviews of projects to ascertain compliance with all statutory, regulatory, customer requirements and internal project standards. Provides OJI (on-the-job instruction) to other specialists and project personnel. Supports projects through planning and execution as needed.

**Project Manager, Senior**

*Minimum education level/experience:* Bachelor's degree plus three years project management experience.

**Responsibilities and Duties:** Plans, develops, coordinates, and implements projects. Provides key oversight to team members and ensures all project tracking and documentation aspects are completed accurately, thoroughly, and timely. Monitors the progress of projects and updates the project control system. Provides input into long-range planning. Conducts technical reviews of projects to ascertain compliance with all statutory, regulatory, customer requirements and internal project standards. Provides on-the-job instruction to other specialists and project personnel. Supports projects through planning and execution as needed.

**Recruiter**

*Minimum education level/experience:* Associates degree.

**Responsibilities and Duties:** Attends briefings on projects and assimilates information on the scope and instruction provided for each project, executes work responsibilities and ensures work is on schedule. Uses time to dial assigned phone numbers, accurately records all dispositions, and persuades potential respondents to be interviewed. Reads respondents specific questions verbatim and accurately records their responses. Records open-ended responses verbatim, probing for additional information and clarification. Accurately manages necessary tally sheets & samples as well as thoroughly edits questionnaires. Persuades qualified participants to participate in follow-up studies as required and schedules focus group or in-depth interviews as directed. Conducts other duties as assigned by supervisor.

**Statistician**

*Minimum education level/experience:* Bachelor's degree in actuarial science, mathematics or statistics with at least one-year experience in statistical analysis, or an advanced degree in statistics, demography or actuarial science. **Responsibilities and Duties:** Works with datasets and analyzes it; looks for patterns that explain, describe, predict, classify or relate behavior in the data used for the project. Is involved in survey development and data collection, data transformation, ensures the validity and usefulness of the data as well as is familiar and applies valid scientific protocol to analyze and deliver results.

**Statistician, Senior**

*Minimum education level/experience:* Master's degree or PhD with at least 2-5 years related work experience.

**Responsibilities and Duties:** Works with datasets and analyzes it, looks for patterns that explain, describe, predict, classify, or relate behavior in the data used for the project. Is involved in survey development and data collection, data transformation, ensures the validity and usefulness of the data as well as is familiar and applies valid scientific protocol to analyze and deliver results. Conducts advanced statistical testing and modeling as required.
Subject Matter Expert

**Minimum education level/experience:** Advanced degree or terminal degree or seven years of experience in the field.

**Responsibilities and Duties:** Evaluates and contributes information to ideas and concepts with in-depth background knowledge and experience related to the content area. The subject matter expert could be a marketing, financial, industry or technical expert in the field required by the project. Analyzes and assesses ideas and concepts that touch his/her area of expertise, refines classifications and relationships, and adds information through the journal or attached documents. Works with team members to provide and incorporate refined ideas in the project process for further processing or analysis. Participates in the development of survey instruments and communication materials and in the interpretation of data and formulation of recommendations.

Subject Matter Specialist

**Minimum education level/experience:** Bachelor’s degree.

**Responsibilities and Duties:** Evaluates and contributes information to ideas and concepts with in-depth background knowledge and experience related to the content area. The subject matter expert could be a marketing, financial, industry, or technical expert in the field required by the project. Analyzes and assesses ideas and concepts that touch his/her area of expertise, refines classifications and relationships, and adds information through the journal or attached documents. Works with team members to provide and incorporate refined ideas in the project process for further processing or analysis. Participates in the development of survey instruments and communication materials and in the interpretation of data and formulation of recommendations.

System Analyst

**Minimum education level/experience:** Bachelor’s degree

**Responsibilities and Duties:** Provides information systems support as required. Designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity. Analyzes, designs, trouble-shoots, resolves and communicates complex technical issues such as those relating to the systems support of marketing research and analysis projects. Works with software such as HTML, Java scripts-Adobe acrobat, SQL, GIS software, visual basic, SPSS or other software as needed depending on projects.

System Analyst, Senior

**Minimum education level/experience:** Bachelor’s degree, four years in information systems development and design with at least one year of hands-on programming experience.

**Responsibilities and Duties:** Provides information systems support as required. Designs and implements information technology solutions to maximize effectiveness, output, security, and process integrity. Analyzes, designs, trouble-shoots, resolves and communicates complex technical issues such as those relating to the systems support of marketing research and analysis projects. Designs and builds web sites using a variety of graphics software applications, techniques, and tools depending on project needs. Works with hardware and software such as server systems and supporting applications, HTML, Java scripts-Adobe acrobat, SQL, GIS software, visual basic, SPSS or other software as needed depending on projects.

Telephone Research Interviewer

**Minimum education level/experience:** High school diploma or GED. Six months of computer or keyboard experience and one year of customer service experience are preferred but not required.
**Responsibilities and Duties:** Administers survey questions. Records survey responses by computer or handwritten survey forms to collect opinions for professional and consumer research studies. Conducts telephone interviews in assigned language fluently with respondents for purpose of collecting survey data by verbatim reading/speaking a prepared survey text to respondents. Listens for responses and types respondent’s responses into computer system via computer keyboard with a high degree of accuracy. Ensures appropriate respondent is being interviewed, persuades reluctant respondents to participate in survey.

**Telemarketing Specialist**

**Minimum education level/experience:** High School diploma or GED.

**Responsibilities and Duties:** Makes phone calls to sample and or public. Delivers offers as instructed in a professional and persuasive way. Follows scripts, records responses, schedules appointments and logs information electronically or on call sheets as instructed.

**Trainer**

**Minimum education level/experience:** Bachelor’s degree.

**Responsibilities and Duties:** Designs, implements, and maintains technical research and management training program. Establishes curriculum and design, conducts training and assesses learning effectiveness.

**Transcriber**

**Minimum education level/experience:** Bachelor’s degree with at least 2-5 years of experience in related work field.

**Responsibilities and Duties:** Types in recorded or live sessions to transcribe verbal text to MS word verbatim, or in summary form as required by the project.

**Translator**

**Minimum education level/experience:** Bachelor’s degree.

**Responsibilities and Duties:** Serves as technical expert on foreign language and translation matters. Interprets, identifies, and conducts translation of documents.

**Translation Proofreader**

**Minimum education level/experience:** Bachelor’s degree, three to five years’ experience in writing or proofreading, or editing roles in the pertinent languages.

**Responsibilities and Duties:** Proofreads documents and draft copy in the source and translation to ensure that translated documents are accurate translations and maintain style and grammatical integrity.