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**

**FEDERAL SUPPLY GROUP: PROFESSIONAL SERVICES**

(MARKETING & PUBLIC RELATIONS)

**CONTRACT NUMBER**: GS-00F-256DA

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

**CONTRACT PERIOD**: AUGUST 12, 2016 THROUGH AUGUST 11, 2026

*Pricelist current as of Modification # PO-0011 effective August 12, 2021.*

<table>
<thead>
<tr>
<th>Contractor Name:</th>
<th>Penngood, LLC.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address:</td>
<td>One Thomas Circle N</td>
</tr>
<tr>
<td></td>
<td>Ste 700</td>
</tr>
<tr>
<td></td>
<td>Washington, DC, 20005</td>
</tr>
<tr>
<td>Phone Number:</td>
<td>202-830-0001</td>
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<tr>
<td>Email:</td>
<td><a href="mailto:cpenn@penngood.com">cpenn@penngood.com</a></td>
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<tr>
<td>Fax Number:</td>
<td>202-464-1436</td>
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<tr>
<td>Web site:</td>
<td><a href="http://www.penngood.com">www.penngood.com</a></td>
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<tr>
<td>Contact Administration:</td>
<td>Clyde Penn</td>
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<td>Business size:</td>
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Prices Shown Herein are Net (discount deducted)
CUSTOMER INFORMATION

1a. Table of Awarded Special Item Number(s) with appropriate cross-reference to page numbers:

<table>
<thead>
<tr>
<th>SIN</th>
<th>Description</th>
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<tbody>
<tr>
<td>541810</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541820</td>
<td>Public Relations Services</td>
</tr>
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<td>541511</td>
<td>Web Based Marketing Services</td>
</tr>
<tr>
<td>541910</td>
<td>Marketing Research and Analysis</td>
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<td>541613</td>
<td>Marketing Consulting Services</td>
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<td>OLM</td>
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1b. Lowest priced model number:

<table>
<thead>
<tr>
<th>SINs</th>
<th>Lowest Priced Item</th>
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</tr>
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</table>

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 Pricing Below

2. Maximum Order: $1,000,000.00

3. Minimum Order: $100.00

4. Geographic Coverage (delivery Area): Domestic only

5. Point(s) of production (city, county, and state or foreign country): Same as company address

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

7. Quantity discounts: None

8. Prompt payment terms: Net 30 days. 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): Penngood, LLC.  
One Thomas Circle N, Ste. 700  
Washington, DC 20005

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

13. Payment address(es): Penngood, LLC.  
One Thomas Circle N, Ste. 700  
Washington, DC 20005

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): N/A

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/, N/A

23. Unique Entity Identifier (UEI) number: 140212643

24. Notification regarding registration in System Award Management (SAM) database: Registered
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Service Contract Act: The Service Contract Labor Standards, formerly the Service Contract Act (SCA) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CRF 541.300), this contract still maintains the provisions and protection for SCLS eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

<p>| | | | | | | |</p>
<table>
<thead>
<tr>
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</tbody>
</table>

**Service Contract Act:** The Service Contract Labor Standards, formerly the Service Contract Act (SCA) is applicable to this contract as it applies to the entire Multiple Award Schedule and all services provided. While no specific labor categories have been identified as being subject to SCLS 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 eligible labor categories. If and/or when the contractor adds SCLS labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCLS matrix identifying the GSA labor category titles, the occupational code, SCLS labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

**LABOR CATEGORIES**

**Commercial Job Title:** Project Director

**Minimum/General Experience:**
- Minimum of ten (10) years of experience in commercial or government consulting with a focus on strategic communications and/or public health
- Significant experience selling consulting services & solutions at senior levels
- Commercial experience is a plus
- Highly refined consulting skills with deep industry expertise
- Experience in marketing operations to improve organization’s effectiveness and efficiency through processes, systems, and technology

**Functional Responsibility:**
- Responsible for managing multiple contract operations, ensuring quality standards, and work performance
on all contracts and projects.

- Plans, organizes and oversees work efforts, assigns resources, manages personnel, provides risk management, ensures quality management and monitors overall project and contract performance.
- Provides senior level oversight to highly complex, multi-disciplinary engagements and contributes insight and assistance in growing other lines of business.
- Organizes, directs and manages support services for all activities covered by assigned contracts.
- Serves as the contractor’s authorized interface with the Government Contracting Officer (CO), the contract level Contracting Officer's Representative (COR), government management personnel and customer agency representatives.
- Serves as a liaison among contractor’s corporate management, program managers and the client’s program directors/managers.
- Has ultimate responsibility for contractor resources and the accomplishment of all tasks assigned under this contract.
- Authorized to negotiate and make binding decisions on behalf of the company, including signatory authority.
- Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates.
- Expertise in the management and control of funds and resources using complex reporting mechanisms, demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.

Minimum Education
- Master’s degree required

Certifications:
- Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

Commercial Job Title: Project Manager Level 1

Minimum/General Experience:
- Minimum of four (4) years related commercial or government consulting experience.
- Experience leading large, complex programs with centralized and task orders support requirements.
- Demonstrated experience providing leadership and support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

Functional Responsibility:
- Interfaces with client management personnel, client contracts staff, and other client officials. Formulates and reviews project plans, determines cost, and ensures conformance to work standards.
- Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates.
- Expertise in the management and control of funds and resources using complex reporting mechanisms, demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.
- Leads projects, tasks, identify resources and oversee a team of professional technical and business staff.
- Writes project plans, work breakdown structures, budgets and resource plans needed to successfully execute projects.
- Provides guidance to the project team in performance of the work, risk management and mitigation and reviews the quality of all work products.
- Coordinates and conducts Quality Control on all draft and final project deliverables; aligns projects to project goals and client objectives.

Minimum Education:
- Bachelor’s degree required

Certifications:
• Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

**Commercial Job Title:** Project Manager Level 2

**Minimum/General Experience:**
- Minimum of seven (7) years related commercial or government consulting experience.
- Experience leading large, complex programs with centralized and task orders support requirements.
- Demonstrated experience providing leadership and support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

**Functional Responsibility:**
- Interfaces with client management personnel, client contracts staff, and other client officials. Formulates and reviews project plans, determines cost, and ensures conformance to work standards.
- Responsible for formulating and enforcing work standards, assigning contractor schedules, reviewing work discrepancies, supervising contractor personnel and communicating policies, purposes, and goals of the organization to subordinates.
- Expertise in the management and control of funds and resources using complex reporting mechanisms, demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.
- Leads projects, tasks, identify resources and oversee a team of professional technical and business staff.
- Writes project plans, work breakdown structures, budgets and resource plans needed to successfully execute projects.
- Provides guidance to the project team in performance of the work, risk management and mitigation and reviews the quality of all work products.
- Coordinates and conducts Quality Control on all draft and final project deliverables; aligns projects to project goals and client objectives.
- Creates strategic communications plans, business methodologies, cost analysis reports, business requirements and business practices in support of client goals and objectives.
- Supports business efforts by recommending and implementing strategic communications initiatives and improvements.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Project Management Professional (PMP) certification preferred

Security Clearances (If applicable): N/A

**Commercial Job Title:** Project/Task Manager

**Minimum/General Experience:**
- Minimum of five (5) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Experience creating strategic communications plan, analyze costs, and formally document new communications plans.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**
- Supports the overall management and coordination of project activities; Works closely with the Project Manager and Project Director and provides administrative support across the team.
• Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
• Assists account team with drafting press releases, media monitoring, community outreach and research across multiple clients including providing administrative support to multiple account team members.
• Supports business efforts by recommending and implementing strategic communications initiatives and improvements; evaluates current processes, costs and challenges relating to communications strategies.
• Collaborates with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
• Builds a foundation of current research techniques used within strategic communications to conduct benchmark studies and collect data to pinpoint best practices.
• Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
• Communicates professionally with staff, vendors, clients and possess strong writing, editing and oral presentation skills.
• Provides direction for interns and junior project staff and coordinates day to day activities.

**Minimum Education:**
• Bachelor’s degree required

**Certifications:** N/A

**Security Clearances (If applicable):** N/A

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**Commercial Job Title:** Creative Director

**Minimum/General Experience:**
• Minimum of eight (8) years of experience in commercial or government consulting with a focus on strategic communications and/or public health
• Refined consulting skills with strong industry knowledge.
• Experience selling consulting services & solutions at senior levels.
• Commercial experience preferred.
• Leads teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
• Responsible for staffing, project planning, project financials, and providing staff direction and oversight.
• Manages contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

**Functional Responsibility:**
• Leads all art direction including the creation of online and print campaigns, development of online marketing strategies and creation of visual identities for clients.
• Leads activities in all aspects of web, user interface and print graphic design, from concept to final production.
• Leads visual product development, branding, logo design, web design, user interface design, design for print, motion graphics and illustration.

**Minimum Education:**
• Bachelor’s degree required

**Certifications:**
• Certifications or Proficiencies in the following preferred:
  o InDesign CC
  o Adobe Creative Suite
  o Photoshop CC
  o Windows 8 and OSX
  o Illustrator CC
  o Dreamweaver CC (HTML 5, CSS3, Javascript, PHP, ASP)
  o Slash CC (Both AS2 and AS3)
  o Microsoft Office
• Project Management Professional (PMP) certification preferred

**Security Clearances (If applicable):** N/A
**Commercial Job Title:** Graphic Designer Level 1

**Minimum/General Experience:**
- Minimum of four (4) years related commercial or government consulting experience.
- Experience leading large, complex programs with centralized and task orders support requirements.
- Demonstrated experience providing leadership and support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

**Functional Responsibility:**
- Responsible for the design, layout and coding of client website, including technical and graphical components.
- Responsible for the maintenance and update of an existing site.
- Establishes the purpose of the website based upon its target audience.
- Identifies the type of content the site will host.
- Determines functionality that the site must support.
- Provides guidance on layout, colors and styles.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Certifications or Proficiencies in the following preferred:
  - InDesign CC
  - Adobe Creative Suite
  - Photoshop CC
  - Windows 8 and OSX
  - Illustrator CC
  - Dreamweaver CC (HTML 5, CSS3, Javascript, PHP, ASP)
  - Flash CC (Both AS2 and AS3)
  - Microsoft Office

**Security Clearances (If applicable):** N/A

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**Commercial Job Title:** Graphic Designer Level 2

**Minimum/General Experience:**
- Minimum of seven (7) years related commercial or government consulting experience.
- Experience leading large, complex programs with centralized and task orders support requirements.
- Demonstrated experience providing leadership and support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

**Functional Responsibility:**
- Responsible for the design, layout and coding of client website, including technical and graphical components.
- Responsible for the maintenance and update of an existing site.
- Establishes the purpose of the website based upon its target audience.
- Identifies the type of content the site will host.
- Determines functionality that the site must support.
- Provides guidance on layout, colors and styles.
- Writes the programming code, tests websites and identifies technical problems, uploads the site onto a server and registers it with different search engines.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Certifications or Proficiencies in the following preferred:
o InDesign CC
o Adobe Creative Suite
o Photoshop CC
o Windows 8 and OSX
o Illustrator CC
o Dreamweaver CC (HTML 5, CSS3, Javascript, PHP, ASP)
o Slash CC (Both AS2 and AS3)
o Microsoft Office

Security Clearances (If applicable): N/A

**Commercial Job Title:** Graphic Artist

**Minimum/General Experience:**
- Minimum of two (2) years related commercial or government consulting experience.
- Experience working in large, complex programs with centralized and task orders support requirements.
- Demonstrated experience in the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Demonstrated experience for oral and written communications with all levels of management for planning and control of projects.

**Functional Responsibility:**
- Responsible for the design, layout and, when appropriate, coding of client graphics and images for placement on website, preparation of fact sheets, data reports, and promotional materials.
- Responsible for the maintenance and update of an existing art files.
- Provides guidance on layout, colors and styles to program staff.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Certifications or Proficiencies in the following preferred:
  o InDesign CC
  o Adobe Creative Suite
  o Photoshop CC
  o Windows 8 and OSX
  o Illustrator CC
  o Dreamweaver CC (HTML 5, CSS3, Javascript, PHP, ASP)
  o Slash CC (Both AS2 and AS3)
  o Microsoft Office

**Security Clearances (If applicable):** N/A

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**Commercial Job Title:** Media Director

**Minimum/General Experience:**
- Minimum of eight (8) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Refined consulting skills with strong industry knowledge.
- Experience selling consulting services & solutions at senior levels.
- Commercial experience preferred.
- Leads teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Responsible for staffing, project planning, project financials, and providing staff direction and oversight.
- Manages contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

**Functional Responsibility:**
- Oversees the media department and leads media planning, implementation and assessment activities for multiple clients.
- Responsible for placing ads in print outlets like magazines and newspapers as well as on TV and radio.
Directs ad placement through research and analytical models to determine what is best for the client based on the product/service, the client's goals and budget.

Manages activities of the digital and media buying subcontractors.

Supervises creative, partnerships, and engagement activities across traditional, online, mobile and social media.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Certifications or Proficiencies preferred in the following:
  - Tools such as Adrelevance, Nielsen Net Ratings, MRI, Strategy, Comscore, Quantcast, Web Advantage, Radian6, Adobe Acrobat 8.0
  - Social Media platforms including: Facebook, Facebook Insights, Instagram, Flikr, LinkedIn, Hootsuite, Twitter (including Twitter applications – Twtpoll, TwtSurvey), YouTube
- Project Management Professional (PMP) certification preferred

**Security Clearances (If applicable):** N/A

**Commercial Job Title:** Media Buyer Level 1

**Minimum/General Experience:**
- Minimum of three (3) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Refined consulting skills with strong industry knowledge.
- Experience selling consulting services & solutions at senior levels.
- Commercial experience preferred.
- Leads small teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Share responsibility for staffing, project planning, project financials, and providing staff direction and oversight.
- Monitors contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

**Functional Responsibility:**
- Key role in the media department and leads media planning, implementation and assessment activities for multiple clients.
- Responsible for placing ads in print outlets like magazines and newspapers as well as on TV and radio.
- Directs ad placement through research and analytical models to determine what is best for the client based on the product/service, the client's goals and budget.
- Manages activities of the digital and media buying subcontractors.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Certifications or Proficiencies preferred in the following:
  - Tools such as Adrelevance, Nielsen Net Ratings, MRI, Strategy, Comscore, Quantcast, Web Advantage, Radian6, Adobe Acrobat 8.0
  - Social Media platforms including: Facebook, Facebook Insights, Instagram, Flikr, LinkedIn, Hootsuite, Twitter (including Twitter applications – Twtpoll, TwtSurvey), YouTube
- Project Management Professional (PMP) certification preferred

**Security Clearances (If applicable):** N/A

**Commercial Job Title:** Media Buyer Level 2

**Minimum/General Experience:**
- Minimum of five (5) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Refined consulting skills with strong industry knowledge.
- Experience selling consulting services & solutions at senior levels.
- Commercial experience preferred.
- Leads small teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Share responsibility for staffing, project planning, project financials, and providing staff direction and oversight.
- Monitors contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

**Functional Responsibility:**
- Key role in the media department and leads media planning, implementation and assessment activities for multiple clients.
- Responsible for placing ads in print outlets like magazines and newspapers as well as on TV and radio.
- Directs ad placement through research and analytical models to determine what is best for the client based on the product/service, the client's goals and budget.
- Manages activities of the digital and media buying subcontractors.
- Supervises creative, partnerships, and engagement activities across traditional, online, mobile and social media.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Certifications or Proficiencies preferred in the following:
  - Tools such as Adrelevance, Nielsen Net Ratings, MRI, Strategy, Comscore, Quantcast, Web Advantage, Radian6, Adobe Acrobat 8.0
  - Social Media platforms including: Facebook, Facebook Insights, Instagram, Flikr, LinkedIn, Hootsuite, Twitter (including Twitter applications – Twtpoll, TwtSurvey), YouTube
- Project Management Professional (PMP) certification preferred

**Security Clearances (If applicable):** N/A

**Commercial Job Title:** Media Coordinator

**Minimum/General Experience:**
- Minimum of two (2) years of experience in commercial or government consulting with a focus on strategic communications and/or public health.
- Strong industry knowledge.
- Commercial experience preferred.
- Work with a team in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
- Monitor and report on contract performance and project financials to assist in team goal of meeting or exceeding client deliverables and achieving targeted profit goals.

**Functional Responsibility:**
- Join media department and participate in media planning, implementation and assessment activities for multiple clients.
- Responsible for drafting ad placement materials for ads in print outlets like magazines and newspapers as well as on TV and radio.
- Support ad placement through research and analytical models to determine what is best for the client based on the product/service, the client's goals and budget.
- Monitors, track, and reports on ad placement success across broadcast, print, mobile, and social media platforms.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Certifications or Proficiencies preferred in the following:
  - Tools such as Adrelevance, Nielsen Net Ratings, MRI, Strategy, Comscore, Quantcast, Web Advantage, Radian6, Adobe Acrobat 8.0
  - Social Media platforms including: Facebook, Facebook Insights, Instagram, Flikr, LinkedIn, Hootsuite, Twitter (including Twitter applications – Twtpoll, TwtSurvey), YouTube

**Security Clearances (If applicable):** N/A

**Commercial Job Title:** Program Manager Level 1

**Minimum/General Experience:**
- Minimum of one (1) year related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on specific tasks/projects within larger engagement while helping to meet organizational, business, management and performance objectives.
- Familiar with communications strategy planning, assessment and measurement on current business processes.
- Familiar with strategic communications plans and cost analysis.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**
- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Project Manager and Project Director and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Assists account team with drafting press releases, media monitoring, community outreach and research across multiple clients including providing administrative support to multiple account team members.
- Collaborates with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, clients and possess strong writing, editing and oral presentation skills.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:** N/A

**Security Clearances (If applicable):** N/A

**Commercial Job Title:** Program Manager Level 2

**Minimum/General Experience:**
- Minimum of three (3) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on specific tasks/projects within larger engagement while helping to meet organizational, business, management and performance objectives.
- Familiar with communications strategy planning, assessment and measurement on current business processes.
- Familiar with strategic communications plans and cost analysis.
Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**
- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Project Manager and Project Director and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Assists account team with drafting press releases, media monitoring, community outreach and research across multiple clients including providing administrative support to multiple account team members.
- Collaborates with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, clients and possess strong writing, editing and oral presentation skills.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:** N/A
**Security Clearances (If applicable):** N/A

**Commercial Job Title:** Program Coordinator Level 1

**Minimum/General Experience:**
- Minimum of one (1) year related commercial or government consulting environment and refined consulting skills.
- Familiar with execution of communications strategies on specific tasks/projects within larger engagement while helping to meet organizational, business, management and performance objectives.
- Familiar with communications strategy planning, assessment and measurement on current business processes.
- Familiar with research techniques and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**
- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Program Manager and senior management and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Develops and maintains project/task cost tracking tools. Reports on project costs on a regular basis.
- Engages with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, and clients.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:** N/A
**Security Clearances (If applicable):** N/A

**Commercial Job Title:** Program Coordinator Level 2

**Minimum/General Experience:**
- Minimum of three (3) years related commercial or government consulting environment and refined consulting skills.
- Familiar with execution of communications strategies on specific tasks/projects within larger engagement
while helping to meet organizational, business, management and performance objectives.

- Familiar with communications strategy planning, assessment and measurement on current business processes.
- Familiar with research techniques and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**

- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Program Manager and senior management and provides administrative support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Develops and maintains project/task cost tracking tools. Reports on project costs on a regular basis.
- Engages with project team to identify process gaps, risks, opportunities for improvement, and recommend strategies to achieve client goals and objectives.
- Performs research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.
- Communicates professionally with staff, vendors, and clients.

**Minimum Education:**

- Bachelor’s degree required

**Certifications:** N/A

**Security Clearances (If applicable):** N/A

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**Commercial Job Title:** Senior Technical Writer

**Minimum/General Experience:**

- Minimum of eight (8) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Subject Matter Expertise in issues and topics addressed by the client.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**

- Provides communications support across a wide range of online and digital communication priorities for internal and external client delivery efforts.
- Supports strategic communications, with strong emphasis on internal communications and branding, marketing/distribution of print and electronic products and services and operations management.
- Leads writing and editing of diverse internal and external communication products.
- Leads editorial, graphic, and web delivery operations, including the development of editorial policies, standards and guidelines.

**Minimum Education:**

- Bachelor’s degree required

**Certifications:** N/A

**Security Clearances (If applicable):** N/A
Commercial Job Title: Technical Writer

Minimum/General Experience:
- Minimum of five (5) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Subject Matter Expertise in issues and topics addressed by the client.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:
- Provides communications support across a wide range of online and digital communication priorities for internal and external client delivery efforts.
- Leads writing and editing of diverse internal and external communication products.
- Leads editorial, graphic, and web delivery operations, including the development of editorial policies, standards and guidelines.

Minimum Education:
- Bachelor’s degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Commercial Job Title: Copywriter

Minimum/General Experience:
- Minimum of two (2) years related commercial or government consulting environment and refined consulting skills.
- Understands the execution of communications strategies on projects while meeting organizational, business, management, and performance objectives.
- Some experience conducting communications strategy planning, assessment and measurement on current business processes.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

Functional Responsibility:
- Provides communications support across a wide range of online and digital communication priorities for internal and external client delivery efforts.
- Supports writing and editing of diverse internal and external communication products.
- Supports editorial, graphic, and web delivery operations, including the development of editorial policies, standards and guidelines.

Minimum Education:
- Bachelor’s degree required

Certifications: N/A

Security Clearances (If applicable): N/A

Commercial Job Title: Web Designer

Minimum/General Experience:
- Minimum of eight (8) years of experience in commercial or government consulting with a focus on strategic communications and/or public health
- Refined consulting skills with strong industry knowledge.
• Experience designing, developing, and maintaining Federal government websites.
• Experience selling consulting services & solutions at senior levels.
• Leads teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
• Responsible for staffing, project planning, project financials, and providing staff direction and oversight.
• Manages contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

**Functional Responsibility:**
• Leads all web design and delivery for client websites and social media activities.
• Leads all Web Security and Certification and Accreditation (C&A) efforts.
• Fully engages in the activities of the project maintaining a strong, consistent online presence through blogs, social media, online communities, success stories, case studies, articles, newsletters, infographics, multimedia, etc.
• Explores creative engagement methods while complying with client branding.
• Oversees steady maintenance of the client’s website.
• Leads development and implementation of an online media strategy for the client.
• Initiates and encourages conversations in online communities.
• Helps other project staff become familiar with social media channels so that they can personally engage with the online project presence.
• Identifies and engages online media outlets that can provide valuable coverage.
• Trains partners, clients and stakeholders on the effective online outreach methods.
• Assists in the production of multimedia deliverables.

**Minimum Education:**
• Bachelor’s degree required

**Certifications:**
• Microsoft Certified Systems Engineer (MCSE) certification preferred.
• Cisco Certified Network Associate (CCNA) certification preferred.
• Web analytics (e.g. Google Analytics) certification preferred.
• Certification or Proficiencies preferred in the following social media platforms including: Facebook, Instagram, Flikr, LinkedIn, Hootsuite, Twitter, YouTube, Tumblr, Reverbnation

**Security Clearances (If applicable):** N/A

**Commercial Job Title:** Web Developer

**Minimum/General Experience:**
• Minimum of five (5) years of experience in commercial or government consulting with a focus on strategic communications and/or public health
• Experience designing, developing, and maintaining Federal government websites.
• Experience collaborating with teams in the development and delivery of solutions and strategies, ensuring that engagement work products and deliverables are of the highest quality to ensure client satisfaction.
• Experience with responsibility for staffing, project planning, project financials, and providing staff direction and oversight.
• Experience monitoring contract performance while consistently meeting or exceeding client deliverables and achieving targeted profit goals.

**Functional Responsibility:**
• Leads significant elements of web design and delivery for client websites and social media activities.
• Supports all Web Security and Certification and Accreditation (C&A) efforts.
• Fully engages in the activities of the project maintaining a strong, consistent online presence through blogs, social media, online communities, success stories, case studies, articles, newsletters, infographics, multimedia, etc.
• Explores creative engagement methods while complying with client branding.
• Conducts continuous maintenance of the client’s website.
• Supports development and implementation of an online media strategy for the client.
• Initiates and encourages conversations in online communities.
• Helps other project staff become familiar with social media channels so that they can personally engage
with the online project presence.

- Identifies and engages online media outlets that can provide valuable coverage.
- Assists in the production of multimedia deliverables.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Microsoft Certified Systems Engineer (MCSE) certification preferred.
- Cisco Certified Network Associate (CCNA) certification preferred.
- Web analytics (e.g. Google Analytics) certification preferred.
- Certification or Proficiencies preferred in the following social media platforms including: Facebook, Instagram, Flikr, LinkedIn, Hootsuite, Twitter, YouTube, Tumblr, Reverbnation

**Security Clearances (If applicable):** N/A

**Commercial Job Title: Web Analyst**

**Minimum/General Experience:**
- Minimum of five (5) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Experience creating strategic communications plan, analyze costs, and formally document new communications plans.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**
- Responsible for all duties listed in Senior Analyst description.
- Fully engages in the activities of the project maintaining a strong, consistent online presence through blogs, social media, online communities, success stories, case studies, articles, newsletters, infographics, multimedia, etc.
- Explores creative engagement methods while complying with client branding.
- Oversees steady maintenance of the client’s website.
- Leads the drafting of original newsletters, blogs, and social media posts.
- Develops and implements an online media strategy for the client.
- Initiates and encourages conversations in online communities.
- Helps other project staff become familiar with social media channels so that they can personally engage with the online project presence.
- Identifies and engages online media outlets that can provide valuable coverage.
- Trains partners, clients and stakeholders on the effective online outreach methods.
- Assists in the production of multimedia deliverables.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Web analytics (e.g. Google Analytics) certification preferred.
- Certification or Proficiencies preferred in the following social media platforms including: Facebook, Instagram, Flikr, LinkedIn, Hootsuite, Twitter, YouTube, Tumblr, Reverbnation

**Security Clearances (If applicable):** N/A

**Commercial Job Title: Logistics Manager**

**Minimum/General Experience:**
- Minimum of three (3) years related commercial or government consulting environment and refined consulting skills.
- Experience with Federal government meeting planning and travel regulations.
- Experience selecting and with negotiating venues, caterers, Audio/Visual services and other key vendors.
- Familiar with strategic communications plans and cost analysis.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**
- Plan and execute all logistics support efforts for client meetings and events.
- Supports the overall management and coordination of specific tasks/project activities, generally within a larger engagement. Works closely with the Project Manager and Project Director and provides support across the team.
- Develops and maintains client and project documents, including project plans, timelines/calendars, meeting notes and conference call reports.
- Monitors and reports on project costs on a regular basis.
- Communicates professionally with staff, vendors, clients and possess strong writing, editing and oral presentation skills.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Project Management Professional (PMP) certification preferred

**Security Clearances (If applicable):** N/A

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**Commercial Job Title:** Account Coordinator

**Minimum/General Experience:**
- Minimum of one (1) year related commercial experience or government consulting experience
- Provides communications, consulting, analytical, and programmatic support to staff of assigned consulting group or in support of a client project.

**Functional Responsibility:**
- Supports project staff across all project activities and deliverables.
- Performs research and analysis of trends, policies, best practices, benchmarking and frameworks to align client activities and communications.
- Collaborates with clients to coordinate logistics, identify process gaps, risks, opportunities for improvements, and recommend strategies to achieve client goals and objectives.
- Services include formative research, materials development, meeting planning, public/private partnerships, health and education programming, campaign development, content planning and development, technical assistance and information dissemination.

**Minimum Education:**
- Bachelor’s degree in communications, marketing, health administration or related field required

**Certifications:** N/A

**Security Clearances (If applicable):** N/A

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**Commercial Job Title:** Account Administrator

**Minimum/General Experience:**
- Minimum of one (1) year related commercial experience or government consulting experience.
- Experience with cost accounting and cost monitoring software and systems.
- Experience providing communications, consulting, analytical, and programmatic support to staff of assigned consulting group or in support of a client project.

**Functional Responsibility:**
- Supports project staff across all project activities and deliverables.
- Tracks project costs – labor hours and ODCs – and provides regular reports to senior staff.
- Support for the account team across multiple functions including logistics, meeting planning, public/private partnerships, health and education programming, campaign development, content planning and
development, technical assistance and information dissemination.

**Minimum Education:**
- Bachelor’s degree in communications, marketing, health administration or related field required

**Certifications:** N/A

**Security Clearances (If applicable):** N/A

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**Commercial Job Title:** Communications Specialist

**Minimum/General Experience:**
- Minimum of five (5) years related commercial or government consulting environment and refined consulting skills.
- Provides support for the execution of communications strategies on projects while meeting organizational, business, management and performance objectives.
- Experience conducting communications strategy planning, assessment and measurement on current business processes.
- Experience creating strategic communications plan, analyze costs, and formally document new communications plans.
- Experience performing research and analysis of trends, policies, success stories, and frameworks to align client activities and technology.

**Functional Responsibility:**
- Demonstrates extensive health industry experience:
  1. digital marketing experience including websites, social media and email marketing, OR
  2. managing media outreach activities for client’s program and activities including but not limited to news releases, proactive media strategy development, internal and external newsletters, OR
  3. managing partnership development activities including but not limited to research on potential partner organizations, partner engagement strategies, and partner retention efforts.
- Demonstrates strong content writing skills and leads development and execution of social media content, website content, blog content and email copy.
- Extensive social media management experience with a variety of clients on all platforms including Facebook, LinkedIn, Twitter, Pinterest, blogs, Google+ and YouTube.
- Extensive experience with Google Analytics, Google AdWords and social media ads.

**Minimum Education:**
- Bachelor’s degree required

**Certifications:**
- Web analytics (e.g. Google Analytics) certification preferred.
- Certification or Proficiencies preferred in various social media platforms as described above.

**Security Clearances (If applicable):** N/A