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GENERAL SERVICES ADMINISTRATION (GSA) FEDERAL SUPPLY SERVICE (FSS) AUTHORIZED FSS SCHEDULE PRICE LIST

Schedule Title: GSA Professional Services Schedule (PSS)

Contract Number: GS00F375GA

Special Item Numbers (SINs)

- **Professional Services Schedule (PSS)**
00CORP-500, 00CORP-500RC
- **Advertising & Integrated Marketing Solutions (AIMS) SIN Group**
541-5, 541-5RC—Integrated Marketing Services
- **Mission Oriented Business Integrated Services (MOBIS) SIN Group**
874-1, 874-1RC—Integrated Consulting Services
874-4, 874-4RC—Training Services: Instructor Led Training, Web Based Training Web Based Training and Education Courses, Course Development and Test Administration, Learning Management, Internships.

Contract Period: September 8, 2017 through September 7, 2022

Contractor's Name and Address:

Mind & Media, Inc.

Billing/Mailing Address: 20344 Cockerill Rd., Purcellville, VA 20132-5110

Physical Address: 1101 King St, Suite 360, Alexandria, Va. 22314-2965

Tel: 703-837-0121 | **Fax:** 703-837-0936

Website: www.mindandmedia.com

Business Size: Small

Socioeconomic Status: Woman-Owned Small Business

Prices shown herein are net (discount deducted).

Online 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 online at: GSAAdvantage.gov.

For more information on ordering from Federal Supply Schedules, click on the FSS button at fss.gsa.gov.

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HOW TO CONTRACT US

We make it easy for you to do!

Start by consulting the GSA program schedule. You may work directly with approved GSA contractors to obtain Professional Services Schedule (PSS), Advertising & Integrated Marketing Solutions (AIMS), and Mission Oriented Business Integrated Services (MOBIS) services and products.

For orders less than \$2,500, place an order with your contractor of choice.

For orders exceeding \$2,500, follow these four easy steps:

Step 1: Prepare a request (Request for Work or other communication tool) that includes:

- A *Statement of Work* describing the scope of work to be accomplished
- A request for a firm-fixed price or a ceiling price if it is not possible at the time of placing the order to estimate accurately the extent or duration of the work
- A description of the basis of selecting the contractor to receive the order

Step 2: Transmit the request to three GSA vendors.

Step 3: Conduct a “Best Value” review of at least three vendors based on the selection criteria stated in the request (e.g., review of vendor price lists, solicitation of written proposals, or oral presentations).

Step 4: Select the awardee and issue a contract order. GSA contract specialists are available to assist you, but are not required to be involved in your procurement process. The awardee will undertake work and invoice you directly.

BASIC CONTRACT INFORMATION

General Services Administration (GSA) Federal Supply Service (FSS)

- Authorized Federal Supply Schedule Price List
- Special Item Numbers (SINs)
 - Professional Services Schedule (PSS):
00CORP-500, 00CORP-500RC
 - SIN Group Advertising & Integrated Marketing Solutions (AIMS):
541-5, 541-5RC
 - SIN Group Mission Oriented Business Integrated Services (MOBIS):
874-1, 874-1RC
874-4, 874-4RC
- Contract Number: GS00F375GA
- Contract Period: September 8, 2017 through September 7, 2022
- Business Size: Small
- Business Type: Small Disadvantaged Business (SDB), For-Profit Organization, Women-Owned Business (WOB), Woman-Owned Small Business (WOSB), S Corporation

Products and ordering information are available on the GSA Advantage! System. For more information on ordering from Federal Supply Schedules, click on the “FSS Schedule” button at www.fss.gsa.gov.

Contact Information

Marilyn E. Finnemore, CEO/co-owner, Mfinnemore@mindandmedia.com, 703-894-1037
Aldo Bello, Chief Creative Officer/co-owner, aldobello@mindandmedia.com, 703-894-1020

Billing/Mailing Address:

Mind & Media, Inc.
20344 Cockerill Rd.
Purcellville, VA 20132-5110

Physical Address:

Mind & Media, Inc.
1101 King St, Suite 360
Alexandria, Va. 22314-2965

Main Phone: 703-837-0121

Fax: 703-837-0936

Website: www.mindandmedia.com

CUSTOMER INFORMATION

GSA Contract Number: GS00F375GA

- 1a. **Awarded Special Item Numbers:**
 - PSS: 00CORP-500, 00CORP-500RC
 - AIMS group: 541-5, 541-5RC
 - MOBIS group: 874-1, 871-1RC, 874-4, 874-4RC
- 1b. Prices shown in price list are net, all discounts deducted, and valid for all areas including worldwide—See page 5.
- 1c. **Labor Category Descriptions:** See page 6.
2. **Maximum Order:** \$1,000,000
3. **Minimum Order:** \$100
4. **Geographic Coverage:** Worldwide
5. **Points of Production:** Alexandria, Virginia
6. **Statement of Net Prices:** See page 6.
7. **Volume Discounts:** 1.0% for single orders equal to or exceeding \$100,000.
8. **Prompt Payment Terms:** 1.0%, 20 Days, Net 30 (if not using the government credit card)
- 9a. **Government Purchase Cards:** Mind & Media will accept the government card for orders at or below the micro purchase threshold.
- 9b. **Government Purchase Cards:** Mind & Media will not accept the government card for orders above the micro purchase threshold.
10. **Foreign Items:** Not Applicable
- 11a. **Time of Delivery:** Mind & Media will adhere to the delivery schedule as specified by the agency's purchase order.
- 11b. **Expedited Delivery:** Mind & Media will provide expedited delivery if requested by clients. Please contact Mind & Media for additional information on how this relates to your project.
- 11c. **Urgent Requirements:** Contact Mind & Media for faster delivery or rush requirements.
12. **FOB Points:** Destination
- 13a. **Ordering Address:** Mind & Media, Inc., 20344 Cockerill Rd., Purcellville, VA 20132-5110.
- 13b. **Ordering Procedures:** For supplies and services, the ordering procedures information on Blanket Purchase Agreements (BPAs) and a sample BPA can be found at the GSA Schedule homepage (gsa.gov/schedules).
14. **Payment Address:** Mind & Media, Inc., ATTN: Marilyn Finnemore, 20344 Cockerill Rd., Purcellville, VA 20132-5110
15. **Warranty Provision:** Mind & Media warrants and implies that the items delivered hereunder are merchantable and fit for the particular purpose described in the contract.
16. **Export Packing Charges:** Not Applicable

17. **Terms and Conditions of Government Purchase Card Acceptance:** Contact Contractor.
18. **Terms and Conditions of Rental, Maintenance, and Repair:** Not Applicable
19. **Terms and Conditions of Installation:** Not Applicable
20. **Terms and Conditions of Repair Parts, etc.:** Not Applicable
- 20a. **Terms and Conditions for Any Other Services:** Not Applicable
21. **List of Services and Distribution Points:** Not Applicable
22. **List of Participating Dealers:** Not Applicable
23. **Preventive Maintenance:** Not Applicable
24. **Environmental Attributes:** Not Applicable
- 24b. **Section 508 Compliance:** Section 508 compliance information is available on Electronic and Information Technology supplies and services. See our website at: <http://www.mindandmedia.com/federal/>
25. **Data Universal Number System (DUNS) Number:** 963030465
26. **Notification Regarding Registration in System for Award Management (SAM):** Mind & Media is a registered contractor with SAM.

Date Effective: September 8, 2017

LABOR RATES

AIMS—SCHEDULE 541

Labor Category	Hourly Rate	Labor Category	Hourly Rate
Project Manager I	\$106.48	Interactive Media Specialist I	\$70.40
Project Manager II	\$128.48	Interactive Media Specialist II	\$99.44
Project Manager III	\$154.00	Interactive Media Specialist III	\$124.96
Consultant I	\$94.16	Interactive Media Specialist IV	\$150.48
Consultant II	\$118.80	Interactive Media Specialist V	\$203.28
Consultant III	\$150.48	A/V Specialist I	\$81.84
Consultant IV	\$212.08	A/V Specialist II	\$107.36
Consultant V	\$259.60	A/V Specialist III	\$129.36
Writer/Editor I	\$89.76	A/V Specialist IV	\$150.48
Writer/Editor II	\$111.76	A/V Specialist V	\$176.00
Writer/Editor III	\$139.92	Administrative Support I	\$56.32
Graphics Specialist I	\$70.40	Administrative Support II	\$73.92
Graphics Specialist II	\$86.24		
Graphics Specialist III	\$114.40		
Graphics Specialist IV	\$141.68		

MOBIS—SCHEDULE 874

Labor Category	Hourly Rate	Labor Category	Hourly Rate
Project Manager I	\$106.48	Project Associate I	\$86.24
Project Manager II	\$128.48	Project Associate II	\$107.36
Project Manager III	\$154.00	Project Associate III	\$129.36
Consultant I	\$94.16	Project Associate IV	\$150.48
Consultant II	\$118.80	Project Associate V	\$176.00
Consultant III	\$150.48	Administrative Support I	\$56.32
Consultant IV	\$212.08	Administrative Support II	\$73.92
Consultant V	\$259.60		

Travel costs—The labor rates do not include travel and per diem costs associated with the SIN awarded. Travel costs will be reimbursed in accordance with Federal Travel Regulations.

ODCs—Prices do not include other direct costs, which will be billed at cost plus 10%.

Prices shown herein are net (discount deducted).

LABOR CATEGORY DESCRIPTIONS

AIMS—SCHEDULE 541

PROJECT MANAGER I

Functional Responsibilities:

- Prepares product plans, coordinates the production process, prepares status reports and invoices, and updates clients on project-related activities for **simple projects**

Minimum Years of Experience: 5 years of experience managing projects

Minimum Education/Degree Requirements: Bachelor's degree

PROJECT MANAGER II

Functional Responsibilities:

- Prepares product plans, coordinates the production process, prepares status reports and invoices, and updates clients on project-related activities for **simple or mid-range complexity projects**

Minimum Years of Experience: 7 years of experience managing projects

Minimum Education/Degree Requirements: Bachelor's degree

PROJECT MANAGER III

Functional Responsibilities:

- Prepares product plans, coordinates the production process, prepares status reports and invoices, and updates clients on project-related activities for **multiple complex projects**;
- trains and mentors other project managers
- provides tracking visibility for all projects company-wide;

Minimum Years of Experience: 10 years of experience managing projects

Minimum Education/Degree Requirements: Bachelor's degree

Applicable Training or Certification Requirements: Project Management Professional (PMP) certification

CONSULTANT I

Functional Responsibilities:

- Interacts with clients to provide supporting communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)

Minimum Years of Experience: 2 years of experience in the communications field, preferably in media, public relations, research, or outreach; strong analytical, writing, and interpersonal communication skills essential

Minimum Education/Degree Requirements: Bachelor's degree

CONSULTANT II

Functional Responsibilities:

- Interacts with clients to provide supporting communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)
- analyzes media markets and gathers data for new concepts/product ideas; develops strategies for targeting and accessing markets;

Minimum Years of Experience: 3 years of experience in the communications field, preferably in media, public relations, research, or outreach; strong analytical, writing, and interpersonal communication skills essential

Minimum Education/Degree Requirements: Bachelor's degree

CONSULTANT III

Functional Responsibilities:

- Interacts with clients to provide communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)
- analyzes media markets and gathers data for new concepts/product ideas; develops strategies for targeting and accessing markets;
- develops communications strategies and plans;
- meets with clients to discuss project goals and schedule;
- guides project from concept to evaluation;
- understanding required of demographics and advertising/messaging techniques

Minimum Years of Experience: 5 years of experience in the communications field, preferably in media, public relations, research, or outreach; managerial experience required; strong analytical, writing, and interpersonal communication skills essential; knowledge of change management, organizational theory, and communications technology required

Minimum Education/Degree Requirements: Bachelor's degree

CONSULTANT IV

Functional Responsibilities:

- Interacts with clients to provide high-level communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)
- analyzes media markets and gathers data for new concepts/product ideas; develops strategies for targeting and accessing markets;
- develops communications strategies and plans;
- meets with clients to discuss project goals and schedule;
- guides project from concept to evaluation;
- thorough understanding required of demographics and advertising/messaging techniques
- trains and mentors other consultants

Minimum Years of Experience: 7 years of experience in the communications field, preferably in media, public relations, research, or outreach; managerial experience required; strong analytical, writing, and interpersonal communication skills essential; knowledge of change management, organizational theory, and communications technology required

Minimum Education/Degree Requirements: Bachelor's degree

CONSULTANT V

Functional Responsibilities:

- Interacts with clients to provide high-level communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)
- analyzes media markets and gathers data for new concepts/product ideas; develops strategies for targeting and accessing markets;
- develops communications strategies and plans;
- meets with clients to discuss project goals and schedule;
- guides project from concept to evaluation;
- thorough understanding required of demographics and advertising/messaging techniques;
- trains and mentors other consultants
- assists project managers to acquire necessary staff, equipment, supplies, etc.

Minimum Years of Experience: 10 years of experience in the communications field, preferably in media, public relations, research, or outreach; managerial experience required; strong analytical, writing, and interpersonal

communication skills essential; knowledge of change management, organizational theory, and communications technology required

Minimum Education/Degree Requirements: Master's degree

WRITER/EDITOR I

Functional Responsibilities:

- Develops content for media products (e.g., print, web, multimedia, video) including writing, editing, and proofreading;
- conducts research on a variety of relevant topics for media projects

Minimum Years of Experience: 5 years of writing for training, marketing, and/or outreach products; proofreading and editing experience; knowledge of MS Word, Excel, and PowerPoint

Minimum Education/Degree Requirements: Bachelor's degree

WRITER/EDITOR II

Functional Responsibilities:

- Develops content for media products (e.g., print, web, multimedia, video) including writing, editing, and proofreading;
- conducts research on a variety of relevant topics for media projects;
- shapes strategies for content development/instructional design
- supports proposal writing

Minimum Years of Experience: 7 years writing for training, marketing, and/or outreach products; proofreading and editing experience; knowledge of MS Word, Excel, and PowerPoint.

Minimum Education/Degree Requirements: Bachelor's degree

WRITER/EDITOR III

Functional Responsibilities:

- Develops content for media products (e.g., print, web, multimedia, video) including writing, editing, and proofreading;
- conducts research on a variety of relevant topics for media projects;
- shapes strategies for content development/instructional design;
- leads proposal writing efforts
- trains, mentors, and edits other writers

Minimum Years of Experience: 10 years writing for training, marketing, and/or outreach products; proofreading and editing experience; knowledge of MS Word, Excel, and PowerPoint

Minimum Education/Degree Requirements: Master's degree

GRAPHICS SPECIALIST I

Functional Responsibilities:

- Creates graphics, animations, interactive interfaces, and special effects designs for media projects (e.g., print, web, multimedia, video)

Minimum Years of Experience: 3 years of experience in print, web, and motion graphics; familiarity with both Mac and PC platforms

Minimum Education/Degree Requirements: Associate's degree

GRAPHICS SPECIALIST II

Functional Responsibilities:

- Creates graphics, animations, interactive interfaces, and special effects designs for media projects (e.g., print, web, multimedia, video)

Minimum Years of Experience: 5 years of experience in print, web, and motion graphics; familiarity with both Mac and PC platforms; high-level conceptualization, leadership, communication, and creative skills

Minimum Education/Degree Requirements: Associate's degree

GRAPHICS SPECIALIST III

Functional Responsibilities:

- Creates graphics, animations, interactive interfaces, and special effects designs for media projects (e.g., print, web, multimedia, video)
- provides art direction

Minimum Years of Experience: 7 years of experience in print, web, and motion graphics; familiarity with both Mac and PC platforms; high-level conceptualization, leadership, communication, and creative skills

Minimum Education/Degree Requirements: Bachelor's degree

GRAPHICS SPECIALIST IV

Functional Responsibilities:

- Creates graphics, animations, interactive interfaces, and special effects designs for media projects (e.g., print, web, multimedia, video)
- provides art direction;
- trains and mentors other graphic specialists

Minimum Years of Experience: 10 years of experience in print, web, and motion graphics; familiarity with both Mac and PC platforms; high-level conceptualization, leadership, communication, and creative skills

Minimum Education/Degree Requirements: Bachelor's degree

INTERACTIVE MEDIA SPECIALIST I

Functional Responsibilities:

- Develops interactive media products using a variety of software languages, applications, and skill sets;
- works with other interactive media specialists and graphics specialists to build multi-faceted products

Minimum Years of Experience: 1 years of experience in web and multimedia programming

Minimum Education/Degree Requirements: Associate's degree

INTERACTIVE MEDIA SPECIALIST II

Functional Responsibilities:

- Develops interactive media products using a variety of software languages, applications, and skill sets;
- works with other interactive media specialists and graphics specialists to build multi-faceted products;
- validates and function-checks products and code

Minimum Years of Experience: 3 years of experience in web and multimedia programming

Minimum Education/Degree Requirements: Associate's degree

INTERACTIVE MEDIA SPECIALIST III

Functional Responsibilities:

- Develops interactive media products using a variety of software languages, applications, and skill sets;
- works with other interactive media specialists and graphics specialists to build multi-faceted products;
- validates and function-checks products and code;
- advises clients on appropriate technologies, applications, and strategies to meet end goals

Minimum Years of Experience: 5 experience in web and multimedia programming

Minimum Education/Degree Requirements: Associate's degree

INTERACTIVE MEDIA SPECIALIST IV

Functional Responsibilities:

- Develops interactive media products using a variety of software languages, applications, and skill sets;
- works with other interactive media specialists and graphics specialists to build multi-faceted products;
- validates and function-checks products and code;
- advises clients on appropriate technologies, applications, and strategies to meet end goals;
- conducts quality control and usability testing;

- conducts research and authors code;
- troubleshoots and edits existing code;
- trains and mentors other interactive media specialists;

Minimum Years of Experience: 7 years of experience in web and multimedia programming; experience in client relations

Minimum Education/Degree Requirements: Bachelor's degree

INTERACTIVE MEDIA SPECIALIST V

Functional Responsibilities:

- Develops interactive media products using a variety of software languages, applications, and skill sets;
- works with other interactive media specialists and graphics specialists to build multi-faceted products;
- validates and function-checks products and code;
- advises clients on appropriate technologies, applications, and strategies to meet end goals;
- conducts quality control and usability testing;
- conducts research and authors code;
- troubleshoots and edits existing code;
- trains and mentors other interactive media specialists;
- leads teams of interactive media specialists and graphics specialists in building multi-faceted products

Minimum Years of Experience: 10 years of experience in web and multimedia programming; experience in client relations

Minimum Education/Degree Requirements: Bachelor's degree

A/V SPECIALIST I

Functional Responsibilities:

- Operates video, lighting, and/or audio equipment, monitors equipment performance, and diagnoses equipment failures and corrects malfunctions (e.g., best boy, grip);
- supports pre-production, production, and post-production logistics (e.g., production assistant);
- supports selection and management of talent (e.g., casting assistant)

Minimum Years of Experience: 5 years of experience coordinating production, writing, and providing logistical support; ability to oversee technical aspects of pre-production and post-production activities; knowledge of transmission requirements and techniques

Minimum Education/Degree Requirements: Associate's degree

A/V SPECIALIST II

Functional Responsibilities:

- Operates video, lighting, and/or audio equipment, monitors equipment performance, and diagnoses equipment failures and corrects malfunctions (e.g., key grip, lighting technician, audio technician, camera operator, teleprompter operator);
- coordinates pre-production, production, and post-production logistics (e.g., assistant producer);
- supports selection and management of talent (e.g., casting assistant)
- edits video and incorporates graphics, text, music, and other elements as required (e.g., assistant editor)

Minimum Years of Experience: 7 years of experience coordinating production; knowledge of lighting techniques and familiarity with field/studio audio and video equipment; experience with webcasting procedures, switched productions, and satellite hook-ups

Minimum Education/Degree Requirements: Associate's degree

A/V SPECIALIST III

Functional Responsibilities:

- Operates video, lighting, and/or audio equipment, monitors equipment performance, and diagnoses equipment failures and corrects malfunctions (e.g., videographer, director of photography);
- coordinates pre-production, production, and post-production logistics (e.g., producer);

- selects and manages talent (e.g, casting director);
- directs audio and video productions (e.g., assistant director);
- edits video and incorporates graphics, text, music, and other elements as required (e.g., assistant editor)
- advises clients on the use of A/V tools to meet communication and outreach objectives

Minimum Years of Experience: 10 years of experience with video production; in-depth knowledge of field/studio audio, video, and lighting equipment; experience with webcasting procedures, switched productions, and satellite hook-ups; experience with client relations.

Minimum Education/Degree Requirements: Associate's degree

A/V SPECIALIST IV

Functional Responsibilities:

- Operates video, lighting, and/or audio equipment, monitors equipment performance, and diagnoses equipment failures and corrects malfunctions;
- coordinates pre-production, production, and post-production logistics (e.g., producer);
- selects and manages talent (e.g, casting director);
- directs audio and video productions (e.g., director);
- edits video and incorporates graphics, text, music, and other elements as required (e.g., editor);
- advises clients on the use of A/V tools to meet communication and outreach objectives
- trains and mentors other A/V specialists

Minimum Years of Experience: 12 years of experience with video production; in-depth knowledge of field/studio audio, video, and lighting equipment; experience with webcasting procedures, switched productions, and satellite hook-ups; experience with client relations.

Minimum Education/Degree Requirements: Bachelor's degree

A/V SPECIALIST V

Functional Responsibilities:

- Operates video, lighting, and/or audio equipment, monitors equipment performance, and diagnoses equipment failures and corrects malfunctions;
- provides high-level support for pre-production, production, and post-production logistics (e.g., executive producer);
- provides high-level support of talent selection and management (e.g., senior casting director);
- provides high-level direction of audio and video productions (e.g., executive director);
- edits video and incorporates graphics, text, music, and other elements as required (e.g., senior editor);
- advises clients on the use of A/V tools to meet communication and outreach objectives
- trains and mentors other A/V specialists

Minimum Years of Experience: 15 years of experience with video production; in-depth knowledge of field/studio audio, video, and lighting equipment; experience with webcasting procedures, switched productions, and satellite hook-ups; experience with client relations.

Minimum Education/Degree Requirements: Master's degree

ADMINISTRATIVE SUPPORT I**

Functional Responsibilities:

- Provides general administrative support, conducts research on a broad range of topics, and manages small projects as assigned
- This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.

Minimum Years of Experience: 1 years of experience and knowledge of MS Word, Excel, PowerPoint

Minimum Education/Degree Requirements: Associate's degree

ADMINISTRATIVE SUPPORT II**

Functional Responsibilities:

- Provides high-level administrative support, conducts research on a broad range of topics, and assists in project management as assigned
- This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.

Minimum Years of Experience: 3 years of experience and knowledge of MS Word, Excel, PowerPoint

Minimum Education/Degree Requirements: Associate's degree

MOBIS—SCHEDULE 874

PROJECT MANAGER I

Functional Responsibilities:

- Prepares product plans, coordinates the production process, prepares status reports and invoices, and updates clients on project-related activities for **simple projects**

Minimum Years of Experience: 5 years of experience managing projects

Minimum Education/Degree Requirements: Bachelor's degree

PROJECT MANAGER II

Functional Responsibilities:

- Prepares product plans, coordinates the production process, prepares status reports and invoices, and updates clients on project-related activities for **simple or mid-range complexity projects**

Minimum Years of Experience: 7 years of experience managing projects

Minimum Education/Degree Requirements: Bachelor's degree

PROJECT MANAGER III

Functional Responsibilities:

- Prepares product plans, coordinates the production process, prepares status reports and invoices, and updates clients on project-related activities for **multiple complex projects**;
- trains and mentors other project managers
- provides tracking visibility for all projects company-wide;

Minimum Years of Experience: 10 years of experience managing projects

Minimum Education/Degree Requirements: Bachelor's degree

Applicable Training or Certification Requirements: Project Management Professional (PMP) certification

CONSULTANT I

Functional Responsibilities:

- Interacts with clients to provide supporting communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)

Minimum Years of Experience: 2 years of experience in the communications field, preferably in media, public relations, research, or outreach; strong analytical, writing, and interpersonal communication skills essential

Minimum Education/Degree Requirements: Bachelor's degree

CONSULTANT II

Functional Responsibilities:

- Interacts with clients to provide supporting communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)

- analyzes media markets and gathers data for new concepts/product ideas; develops strategies for targeting and accessing markets;

Minimum Years of Experience: 3 years of experience in the communications field, preferably in media, public relations, research, or outreach; strong analytical, writing, and interpersonal communication skills essential

Minimum Education/Degree Requirements: Bachelor's degree

CONSULTANT III

Functional Responsibilities:

- Interacts with clients to provide communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)
- analyzes media markets and gathers data for new concepts/product ideas; develops strategies for targeting and accessing markets;
- develops communications strategies and plans;
- meets with clients to discuss project goals and schedule;
- guides project from concept to evaluation;
- understanding required of demographics and advertising/messaging techniques

Minimum Years of Experience: 5 years of experience in the communications field, preferably in media, public relations, research, or outreach; managerial experience required; strong analytical, writing, and interpersonal communication skills essential; knowledge of change management, organizational theory, and communications technology required

Minimum Education/Degree Requirements: Bachelor's degree

CONSULTANT IV

Functional Responsibilities:

- Interacts with clients to provide high-level communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)
- analyzes media markets and gathers data for new concepts/product ideas; develops strategies for targeting and accessing markets;
- develops communications strategies and plans;
- meets with clients to discuss project goals and schedule;
- guides project from concept to evaluation;
- thorough understanding required of demographics and advertising/messaging techniques
- trains and mentors other consultants

Minimum Years of Experience: 7 years of experience in the communications field, preferably in media, public relations, research, or outreach; managerial experience required; strong analytical, writing, and interpersonal communication skills essential; knowledge of change management, organizational theory, and communications technology required

Minimum Education/Degree Requirements: Bachelor's degree

CONSULTANT V

Functional Responsibilities:

- Interacts with clients to provide high-level communication consulting expertise
- collects, evaluates, and interprets information, and incorporates it into media projects (e.g., print, web, multimedia, video)
- analyzes media markets and gathers data for new concepts/product ideas; develops strategies for targeting and accessing markets;
- develops communications strategies and plans;
- meets with clients to discuss project goals and schedule;
- guides project from concept to evaluation;

- thorough understanding required of demographics and advertising/messaging techniques;
- trains and mentors other consultants
- assists project managers to acquire necessary staff, equipment, supplies, etc.

Minimum Years of Experience: 10 years of experience in the communications field, preferably in media, public relations, research, or outreach; managerial experience required; strong analytical, writing, and interpersonal communication skills essential; knowledge of change management, organizational theory, and communications technology required

Minimum Education/Degree Requirements: Master's degree

PROJECT ASSOCIATE I

Functional Responsibilities:

- Provides research and planning expertise;
- creates project-related content and media

Minimum Years of Experience: 2 years of experience with relevant projects and necessary technical area; demonstrated analytical, writing, and interpersonal skills required

Minimum Education/Degree Requirements: Associate's degree

PROJECT ASSOCIATE II

Functional Responsibilities:

- Provides research and planning expertise;
- creates project-related content and media;
- develops and writes reports;
- designs measurement strategies, metrics, and methodologies

Minimum Years of Experience: 5 years of experience with relevant projects and necessary technical area; demonstrated analytical, writing, and interpersonal skills required

Minimum Education/Degree Requirements: Associate's degree

PROJECT ASSOCIATE III

Functional Responsibilities:

- Provides research and strategic planning expertise;
- creates high-level project-related content and media;
- develops and writes sophisticated reports;
- designs and analyzes measurement strategies, metrics, and methodologies

Minimum Years of Experience: 7 years of experience with relevant projects and necessary technical area; demonstrated analytical, writing, and interpersonal skills required

Minimum Education/Degree Requirements: Bachelor's degree

PROJECT ASSOCIATE IV

Functional Responsibilities:

- Provides research and strategic planning expertise;
- creates high-level project-related content and media;
- develops and writes sophisticated reports for multi-faceted programs;
- designs and analyzes measurement strategies, metrics, and methodologies
- trains other project associates

Minimum Years of Experience: 10 years of experience with relevant projects and necessary technical area; demonstrated analytical, writing, and interpersonal skills required

Minimum Education/Degree Requirements: Bachelor's degree

PROJECT ASSOCIATE V

Functional Responsibilities:

- Provides research and strategic planning expertise;

- creates high-level project-related content and media;
- develops and writes sophisticated reports for multi-faceted programs;
- designs and analyzes measurement strategies, metrics, and methodologies
- trains other project associates;
- manages internal team

Minimum Years of Experience: 15 years of experience with relevant projects and necessary technical area; demonstrated analytical, writing, and interpersonal skills required

Minimum Education/Degree Requirements: Master's degree

ADMINISTRATIVE SUPPORT I**

Functional Responsibilities:

- Provides general administrative support, conducts research on a broad range of topics, and manages small projects as assigned
- This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.

Minimum Years of Experience: 1 years of experience and knowledge of MS Word, Excel, PowerPoint

Minimum Education/Degree Requirements: Associate's degree

ADMINISTRATIVE SUPPORT II**

Functional Responsibilities:

- Provides high-level administrative support, conducts research on a broad range of topics, and assists in project management as assigned
- This labor category is only used for task order services that go beyond typical overhead services that are done in the normal course of business. Federal agencies will not be charged for services that are considered to be company overhead.

Minimum Years of Experience: 3 years of experience and knowledge of MS Word, Excel, PowerPoint

Minimum Education/Degree Requirements: Associate's degree

SCA INFORMATION

The Service Contract Act (SCA) is applicable to this contract and it includes SCA eligible labor categories. The prices for the cited SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix below. The prices offered are based on the preponderance of where work is performed and should the contractor perform in an area with lower SCA rates, resulting in lower wages being paid, the task order prices will be discounted accordingly.

SCA Eligible Labor Category	SCA Equivalent Code Title	Wage Determination No
Administrative Support I	01020 – Administrative Assistant	15-4281 (Rev. 4)
Administrative Support II	01020 – Administrative Assistant	15-4281 (Rev. 4)