



**GENERAL SERVICES ADMINISTRATION  
Federal Supply Service  
Authorized Federal Supply Schedule Price List**

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

Prices shown herein are Net (discount deducted).

**Schedule Title:** 736 - Temporary Administrative and Professional Staffing (TAPS)  
**Standard Industry Group:** 736. **Service:** Temporary Staffing Services. **Service Code(s):** R699  
**Contract number:** GS-07F-0323X  
**Contract period:** March 4, 2011 to March 3, 2016  
**Contractor:** Writing Assistance, Inc. (WAI)  
 3140 Harbor Lane N.  
 Suite 130  
 Plymouth, MN 55447  
 Phone: 763-551-9797 (direct); 877-392-9772 (toll free)  
 Fax: 763-551-9767  
 Email: [sales@writingassist.com](mailto:sales@writingassist.com)  
 Website: [www.writingassist.com](http://www.writingassist.com)

**Contract administration source:**  
 Scott Hartmann  
 President  
 Direct: 763-551-9797 / Toll Free: 877/392-9772  
 Email: [scott.hartmann@writingassist.com](mailto:scott.hartmann@writingassist.com)  
 Fax: 763-551-9767

**Contractor's source for orders/RFPs/RFPs:** Scott Hartmann, Phone: 763-551-9797 / Toll Free: 877-392-9772  
 Email: [scott.hartmann@writingassist.com](mailto:scott.hartmann@writingassist.com), Fax: 763-551-9767

**Business size:** Veteran-Owned Small Business (VOSB)

**About WAI**

Writing Assistance, Inc. (WAI), a veteran-owned, full-service small business firm specializing in professional writers for projects throughout the U.S. and internationally. Writing specialties include: Technical Writers, Instructional Designers, Copywriters, Medical Writers, Web Content Writers, Science Writers, Training Writers, Graphic Artists and related sub-fields of expertise.

WAI employs a highly specialized team of account managers and recruiters who are experienced in staffing writing and training projects, and who understand the unique requirements of our clients. Over the years, we have developed strong relationships with the best technical writers and all types of freelance writers nationally, and we are involved in professional associations such as AMWA, ASTD and the STC. With a network of over 25,000 professional writers, WAI has writers for any location, specialty or industry. Our promise to our clients is to present the right professional at the right time every time. WAI can usually find and place a writer or artist within 2-5 working days. We can place any kind of writer, in any industry, anywhere in the US or around the world, quickly and effectively. This provides a huge benefit to almost any project effort.

**CUSTOMER INFORMATION**

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

<u>SIN</u>	<u>Description</u>
736-5	TECHNICAL AND PROFESSIONAL OCCUPATIONS

**1b. Lowest Priced Model Number and Price for each SIN:** Not applicable.

**1c. Hourly Rates and Description of All Corresponding Commercial Job Titles, Experience, Functional Responsibility, and Education.** All hourly rates shown are firm fixed price. See the following price list for hourly rates by labor category. See the Job Descriptions provided after the pricing information.

**2. Maximum order:** \$1,000,000 per SIN

**3. Minimum order:** \$100

**4. Geographic coverage (delivery area):** Domestic delivery (i.e., delivery within the 48 contiguous states, Alaska, Hawaii, Puerto Rico, Washington, DC, and U.S. territories). Domestic delivery also includes a port or consolidation point, within the aforementioned areas, for orders received from overseas activities.

**Preponderance of work** location has been identified as Washington, DC, Wage Determination No. 2005-2103, Revision 10 dated 06/15/2010 (states: District of Columbia, Maryland, Virginia).

**5. Point(s) of production:** N/A

**6. Discount from list prices or statement of net price:** N/A

**7. Quantity discounts:** N/A

**8. Prompt payment terms:** N/A

**9a. Government purchase cards are accepted at or below the micro-purchase threshold.**

**9b. Government purchase cards are accepted above the micro-purchase threshold.**

**10. Foreign items:** None.

**11a. Time of delivery:** N/A

**11b. Expedited Delivery:** Items available for expedited delivery are noted in this price list." The Contractor may use a symbol of its choosing to highlight items in its price lists that have expedited delivery. Expedited delivery time 14 Days after receipt of order.

**11c. Overnight and 2-day delivery:** Overnight and 2-day delivery are available. Schedule customers may contact the Contractor for rates for overnight and 2-day delivery.

**11d. Urgent Requirements.** Agencies can contact the Contractor's representative to affect a faster delivery. Customers are encouraged to contact the Contractor's representative to request accelerated delivery.

**12. F.O.B. point(s):** N/A

**13a. Ordering address:**

Writing Assistance, Inc.  
3140 Harbor Lane N.  
Suite 130  
Plymouth, MN 55447

**13b. 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.

**14. Payment address:**

Writing Assistance, Inc., 3140 Harbor Lane N., Suite 130, Plymouth, MN 55447.

**15. Warranty provision:** N/A

**16. Export packing charges:** N/A

**17. Terms and conditions of Government purchase card:** None

**18. Terms and conditions of rental, maintenance, and repair:** N/A

**19. Terms and conditions of installation:** N/A

**20. Terms and conditions of repair parts** date of parts price lists and any discounts from list prices: N/A.

**20a. Terms and conditions for any other services:** N/A

**21. List of service and distribution points:** N/A

**22. List of participating dealers:** N/A

**23. Preventive maintenance:** N/A

**24a. Special attributes such as environmental attributes:** N/A

**24b. Section 508 compliance for EIT:** information is available on Electronic and Information Technology (EIT) supplies, 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/](http://www.Section508.gov/).

**25. Data Universal Number System (DUNS) number:** 835099821

**26. Notification regarding registration in Central Contractor Registration (CCR) database:** WAI has an active registration in the CCR database.

## Price List

Awarded SIN	Awarded Price (\$/Hr.) Total Net GSA Price
<a href="#">Sr. Graphic Artist</a>	65.09
<a href="#">Lead Graphic Artist</a>	86.45
<a href="#">Instructional Designer</a>	65.09
<a href="#">Sr. Instructional Designer</a>	75.62
<a href="#">Lead Instructional Designer</a>	89.97
<a href="#">Technical Writer</a>	52.64
<a href="#">Sr. Technical Writer</a>	67.00
<a href="#">Lead Technical Writer</a>	81.36
<a href="#">Copywriter</a>	49.77
<a href="#">Sr. Copywriter</a>	68.92
<a href="#">Lead Copywriter</a>	95.72
<a href="#">Medical Writer</a>	67.00
<a href="#">Sr. Medical Writer</a>	95.72
<a href="#">Lead Medical Writer</a>	114.86

## Description of Temporary Professional Services

### SIN 736-5 Proposed Position Descriptions

1. [Sr. Graphic Artist](#)
2. [Lead Graphic Artist](#)
3. [Instructional Designer](#)
4. [Sr. Instructional Designer](#)
5. [Lead Instructional Designer](#)
6. [Technical Writer](#)
7. [Sr. Technical Writer](#)
8. [Lead Technical Writer](#)
9. [Copywriter](#)
10. [Sr. Copywriter](#)
11. [Lead Copywriter](#)
12. [Medical Writer](#)
13. [Sr. Medical Writer](#)
14. [Lead Medical Writer](#)

Each of these positions is described in detail in the following sections.

#### 1. Sr. Graphic Artist

**Prof. Commercial Job Title:** Sr. [Graphic Artist](#)

**Minimum/General Experience:** 2-4 years of work-related skill, knowledge, or experience.

**Functional Responsibility:** Plan, analyze, and create visual solutions to communications problems. Find the most effective way to get messages across in print, electronic, and film media using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques. Develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. Produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems.

Works with the courseware production team to design and develop graphic/visual effects used in courseware material. This position requires the use of specialized computer software to develop high quality computer illustrations, technical drawings, and animations supporting various media used within the training curriculum. Capable of using specialized hardware and/or software for video/audio capture and editing of multimedia presentations, incorporates principles of layout design throughout the courseware production process, and is responsible for quality control, review and revision of all aspects of graphics development.

**Applicable Tools / Training:** Has developing skills in PaintShop, PhotoShop, Freehand, Illustrator, Flash, InDesign, and/or Quark (QuarkXPress or Quark Copydesk). May know GoLive, Dreamweaver, Fireworks, Contribute, Style sheet languages (CSS, XSL), scripting, or Database technologies. Can use AutoCAD, CorelDraw, ProE, Acrobat, various screen capture programs, Ventura, or Visio.

**Minimum Education:** Associate's degrees or certification in graphic design required; Bachelor's degree in fine arts or graphic design desired.

**Alternate Job Titles:** Graphic Designer, Graphic Artist, Designer, Creative Designer, Artist, Design Artist, Composing Room Specialist, Desktop Publisher, Graphic Designer/Production.

## 2. Lead Graphic Artist

**Prof. Commercial Job Title:** Lead Graphic Artist

**Minimum/General Experience:** 5+ years of work-related skill, knowledge, and/or experience.

**Functional Responsibility:** Plan, analyze, and create visual solutions to communications problems. Find the most effective way to get messages across in print, electronic, and film media using a variety of methods such as color, type, illustration, photography, animation, and various print and layout techniques. Develop the overall layout and production design of magazines, newspapers, journals, corporate reports, and other publications. Produce promotional displays, packaging, and marketing brochures for products and services, design distinctive logos for products and businesses, and develop signs and signage systems.

Work with the courseware production team to design and develop graphic/visual effects used in courseware material. This position requires the use of specialized computer software to develop high quality computer illustrations, technical drawings, and animations supporting various media used within the training curriculum. Capable of using specialized hardware and/or software for video/audio capture and editing of multimedia presentations, incorporates principles of layout design throughout the courseware production process, and is responsible for quality control, review and revision of all aspects of graphics development. May have project management experience, special skills and possibly security clearance.

**Applicable Tools / Training:** Has extensive skills in PaintShop, PhotoShop, Freehand, Illustrator, Flash, InDesign, and/or Quark (QuarkXPress or Quark Copydesk). Knows GoLive, Dreamweaver, Fireworks, Contribute, Style sheet languages (CSS, XSL), scripting, and/or Database technologies. Can use AutoCAD, CorelDraw, ProE, Acrobat, various screen capture programs, Ventura, and/or Visio.

**Minimum Education:** Associate's degrees or certification in graphic design required; Bachelor's degree in fine arts or graphic design strongly desired.

**Alternate Job Titles:** Graphic Designer, Graphic Artist, Designer, Creative Designer, Artist, Design Artist, Composing Room Specialist, Desktop Publisher, Graphic Designer/Production.

## 3. Instructional Designer

**Prof. Commercial Job Title:** Instructional Designer

**Minimum/General Experience:** 1-2 years experience with instructor-led training (ILT), WBT, CBT, e-Learning, or course development. Responsible for curriculum revision, maintenance, and delivery. Technical curriculum may involve electronics, welding, or more highly technical areas such as radio and electronics repair or operation of weapons systems. This instructor uses a computer to organize and draft a curriculum that breaks a complex subject into blocks or units of instruction, creates graphics, and integrates them into curriculum. Courses may be instructor based, computer-based, simulator based, interactive, or non-interactive. Also teaches short technical courses in accordance with approved curriculum to maintain proficiency and to evaluate and develop new instructional techniques/courses. Job duties also include incorporation of new curriculum in the teaching process (e.g., develops clarification or examples of application related to the subject matter), development and maintenance of classroom techniques that reflect professionalism and good discipline and enhance teaching, development of alternative teaching techniques and scenarios to maintain high motivation and interest in the subject areas, and while acting as the testing official, the conducting test analysis and development or revision of test items.

**Applicable Tools / Training:** Use developing skills in MS Word, HTML, PowerPoint, Dreamweaver, Director, Flash, Captivate, Articulate, or Lectora. Familiar with Dreamweaver, Fireworks, Flash, HTML, Photoshop, Visio, or Word.

Knows Adobe content creation packages (eLearning Suite, Adobe Captivate, Adobe Presenter, Flash Professional, or Acrobat). May be familiar with Adobe delivery and management packages (Acrobat Connect Pro or Flash Media Server).

**Functional Responsibility:** Work with SMEs / Technical Writer to develop training course outlines and training documentation. Documentation may include Course modules, Curriculum, PowerPoint presentations, Soft skill training, Technical training, and/or Handouts.

1. Monitor, evaluate and record training activities and program effectiveness.
2. Offer specific training programs (e.g., to help workers maintain or improve job skills or to learn a new software application).
3. Assess training needs through surveys, interviews with employees, focus groups, or consultation with managers, instructors or customer representatives.
4. Develop alternative training methods if expected improvements are not seen in Assessment.
5. Organize and develop, or obtain, training procedure manuals and guides and course materials such as handouts and visual materials.
6. Present information using a variety of instructional techniques and formats such as role playing, simulations, team exercises, group discussions, videos and lectures.
7. Design, plan, organize and perform orientation and training for employees or customers in industrial or commercial environment.

**Minimum Education:** College degree or technical certification desired; familiarity or experience in the field of instruction helpful.

**Alternate Job Titles:** Curriculum Specialist, Training Writer, Course Developer, Trainer, Corporate Trainer, Computer Training Specialist, Job Training Specialist, Management Development Specialist, Training Coordinator, E-Learning Developer, Technical Trainer, ILT Specialist, Technical Instructor, Course Developer, CBT Specialist, Instructor.

#### 4. Sr. Instructional Designer

**Prof. Commercial Job Title:** Sr. Instructional Designer

**Minimum/General Experience:** 2-4 years experience with instructor-led training (ILT), WBT, CBT, e-Learning, and/or course development. Responsible for curriculum revision, maintenance, and delivery. Technical curriculum may involve electronics, welding, or more highly technical areas such as radio and electronics repair or operation of weapons systems. This instructor uses a computer to organize and draft a curriculum that breaks a complex subject into blocks or units of instruction, creates graphics, and integrates them into curriculum. Courses may be instructor based, computer-based, simulator based, interactive, or non-interactive. This instructor also teaches short technical courses in accordance with approved curriculum to maintain proficiency and to evaluate and develop new instructional techniques/courses. Job duties also include incorporation of new curriculum in the teaching process (e.g., develops clarification or examples of application related to the subject matter), development and maintenance of classroom techniques that reflect professionalism and good discipline and enhance teaching, development of alternative teaching techniques and scenarios to maintain high motivation and interest in the subject areas, and while acting as the testing official, the conducting test analysis and development or revision of test items.

**Applicable Tools / Training:** Use skills in MS Word, HTML, PowerPoint, Dreamweaver, Director, Flash, Captivate, Articulate, and/or Lectora. Knows Dreamweaver, Fireworks, Flash, HTML, Photoshop, Visio, and/or Word.

Knows Adobe content creation packages (eLearning Suite, Adobe Captivate, Adobe Presenter, Flash Professional, or Acrobat). Familiar with Adobe delivery and management packages (Acrobat Connect Pro or Flash Media Server).

**Functional Responsibility:** Work with SMEs / Technical Writer to develop training course outlines and training documentation. Documentation may include Course modules, Curriculum, PowerPoint presentations, Soft skill training, Technical training, and/or Handouts.

1. Monitor, evaluate and record training activities and program effectiveness.
2. Offer specific training programs (e.g., to help workers maintain or improve job skills or to learn a new software application).



3. Assess training needs through surveys, interviews with employees, focus groups, or consultation with managers, instructors or customer representatives.
4. Develop alternative training methods if expected improvements are not seen in Assessment.
5. Organize and develop, or obtain, training procedure manuals and guides and course materials such as handouts and visual materials.
6. Present information using a variety of instructional techniques and formats such as role playing, simulations, team exercises, group discussions, videos and lectures.
7. Design, plan, organize and perform orientation and training for employees or customers in industrial or commercial environment.

**Minimum Education:** College degree or technical certification strongly desired; may require familiarity or experience in the field of instruction.

**Alternate Job Titles:** Curriculum Specialist, Training Writer, Course Developer, Trainer, Corporate Trainer, Computer Training Specialist, Job Training Specialist, Management Development Specialist, Training Coordinator, E-Learning Developer, Technical Trainer, ILT Specialist, Technical Instructor II, Course Developer II, Sr. CBT Specialist / Instructor.

## 5. Lead Instructional Designer

**Prof. Commercial Job Title:** Lead Instructional Designer

**Minimum/General Experience:** 5+ years experience with instructor-led training (ILT), WBT, CBT, e-Learning, and course development. Responsible for curriculum revision, maintenance, and delivery. Technical curriculum may involve electronics, welding, or more highly technical areas such as radio and electronics repair or operation of weapons systems. This instructor uses a computer to organize and draft a curriculum that breaks a complex subject into blocks or units of instruction, creates graphics, and integrates them into curriculum. Courses may be instructor based, computer-based, simulator based, interactive, or non-interactive. This instructor also teaches short technical courses in accordance with approved curriculum to maintain proficiency and to evaluate and develop new instructional techniques/courses. Job duties also include incorporation of new curriculum in the teaching process (e.g., develops clarification or examples of application related to the subject matter), development and maintenance of classroom techniques that reflect professionalism and good discipline and enhance teaching, development of alternative teaching techniques and scenarios to maintain high motivation and interest in the subject areas, and while acting as the testing official, the conducting test analysis and development or revision of test items. May have project management experience, special skills and possibly security clearance.

**Applicable Tools / Training:** Has extensive skills in MS Word, HTML, PowerPoint, Dreamweaver, Director, Flash, Captivate, Articulate, and/or Lectora. Knows Dreamweaver, Fireworks, Flash, HTML, Photoshop, Visio, and/or Word.

Knows Adobe content creation packages (eLearning Suite, Adobe Captivate, Adobe Presenter, Flash Professional, or Acrobat). Familiar with Adobe delivery and management packages (Acrobat Connect Pro or Flash Media Server).

**Functional Responsibility:** Work with SMEs / Technical Writer to develop training course outlines and training documentation. Documentation may include Course modules, Curriculum, PowerPoint presentations, Soft skill training, Technical training, and/or Handouts.

1. Monitor, evaluate and record training activities and program effectiveness.
2. Offer specific training programs (e.g., to help workers maintain or improve job skills or to learn a new software application).
3. Assess training needs through surveys, interviews with employees, focus groups, or consultation with managers, instructors or customer representatives.
4. Develop alternative training methods if expected improvements are not seen in Assessment.
5. Organize and develop, or obtain, training procedure manuals and guides and course materials such as handouts and visual materials.

6. Present information using a variety of instructional techniques and formats such as role playing, simulations, team exercises, group discussions, videos and lectures.
7. Design, plan, organize and perform orientation and training for employees or customers in industrial or commercial environment.

**Minimum Education:** College degree or technical certification required; familiarity and experience in the field of instruction required.

**Alternate Job Titles:** Curriculum Specialist, Training Writer, Course Developer, Trainer, Corporate Trainer, Computer Training Specialist, Job Training Specialist, Management Development Specialist, Training Coordinator, E-Learning Developer, Technical Trainer, ILT Specialist, Technical Instructor III, Course Developer III, Lead CBT Specialist / Instructor.

## 6-8. Technical Writers

Under general supervision, the Technical Writer writes and edits technical reports, brochures, and/or manuals for internal documentation, customer reference, or publication. This person researches and analyzes available literature and verifies copy with appropriate departments, and may coordinate production and distribution of materials.

### 6. Technical Writer

**Prof. Commercial Job Title:** Technical Writer

**Minimum/General Experience:** 1-2 years experience writing software or hardware documentation. Can write disaster recovery plans with procedures to be used in response to disasters or emergencies, incorporate changes based on new/changed information, and maintain and update emergency preparedness plans.

**Applicable Tools / Training:** Familiar with one or more writing tools: Acrobat, Arbortext, Author-it, CorelDraw, DITA, FrameMaker, Freehand, Illustrator, InDesign, Photoshop, PageMaker, Paint Shop Pro, RoboHelp, SGML, screen capture programs, Ventura, or XML. Familiar with Microsoft Word, Excel, Access, Project, Outlook, PowerPoint, Internet Explorer, and Visio.

**Functional Responsibility:** Use developing skills in writing and/or graphics tools to create User guides, Online help, Process documentation, Policies/procedures, System documentation, IT network manuals, etc. Can write disaster recovery plans with procedures to be used in response to disasters or emergencies, incorporate changes based on new/changed information, and maintain and update emergency preparedness plans.

1. Organize material and complete writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology.
2. Maintain records and files of work and revisions.
3. Edit, standardize, or make changes to material prepared by other writers or establishment personnel.
4. Confer with supervisor or internal SMEs to establish technical specifications and to determine subject material to be developed for publication.
5. Review published materials and recommend revisions or changes in scope, format, content, and methods of reproduction and binding.
6. Select photographs, drawings, sketches, diagrams, and charts to illustrate material.
7. Study drawings, specifications, mockups, and product samples to integrate and delineate technology, operating procedure, and production sequence and detail.
8. Interview production and engineering personnel and read journals and other material to become familiar with product technologies and production methods.
9. Observes production, developmental, and experimental activities to determine operating procedure and detail.

Revises or writes standardized material for reports, manuals, briefs, proposals, instruction books, catalogs, and related technical and administrative publications concerned with work methods and procedures, and installation, operation, and maintenance of machinery and other equipment. Receives technical direction from supervisor or



senior writer, notes or manuals containing operating procedures and details manufacturer's catalogs, drawings and other data relative to operation, maintenance, and service of equipment. May have access to blueprints, sketches, drawings, parts lists, specifications, mockups, and product samples to integrate and delineate technology, operating procedure, and production sequence and detail.

Organizes material and completes writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology, may maintain records and files of work and revisions, select photographs, drawings, sketches, diagrams, and charts to illustrate material, assist in laying out material for publication arrange for typing, duplication and distribution of material; may assist in writing speeches, articles, and public or employee relations releases, and may specialize in writing material regarding work methods and procedures. May write pre-sales literature (brochures, data sheets, site planning guides, release plans, or product guides for electronic and paper delivery. May write post-sales manuals (hardware or software user guides, quick start guides, install guides, training guides, FAQs, on-line Helps, data security policies, release notes, product updates, or upgrade instructions).

**Minimum Education:** Degree in English/Technical Writing helpful. Vocational school training, related on-the-job experience, technology certification, or an Associate's degree desired.

**Alternate Job Titles:** Associate Technical Writer, Tech Writer I, Information Developer, Documentation Specialist, Documentation Designer, Engineering Writer, Technical Communicator.

## 7. Sr. Technical Writer

**Prof. Commercial Job Title:** Sr. Technical Writer

**Minimum/General Experience:** 2-4 years experience writing software and/or software documentation. Can write disaster recovery plans with procedures to be used in response to disasters or emergencies, incorporate changes based on new/changed information, and maintain and update emergency preparedness plans.

**Applicable Tools / Training:** Familiar with more than one writing tools: Acrobat, Arbortext, Author-it, CorelDraw, DITA, FrameMaker, Freehand, Illustrator, InDesign, Photoshop, PageMaker, Paint Shop Pro, RoboHelp, SGML, screen capture programs, Ventura, or XML. Familiar with Microsoft Word, Excel, Access, Project, Outlook, PowerPoint, Internet Explorer, and Visio.

**Functional Responsibility:** Use skills in writing and graphics tools to create User guides, Online help, Process documentation, Policies/procedures, System documentation, Life-cycle development, IT network manuals, etc.

1. Organize material and complete writing assignment according to set standards regarding content, order, clarity, conciseness, style, and terminology.
2. Maintain records and files of work and revisions.
3. Edit, standardize, or make changes to material prepared by other writers or establishment personnel.
4. Confer with customer representatives, vendors, plant executives, or publisher to establish technical specifications and to determine subject material to be developed for publication.
5. Review published materials and recommend revisions or changes in scope, format, content, and methods of reproduction and binding.
6. Select photographs, drawings, sketches, diagrams, and charts to illustrate material.
7. Study drawings, specifications, mockups, and product samples to integrate and delineate technology, operating procedure, and production sequence and detail.
8. Interview production and engineering personnel and read journals and other material to become familiar with product technologies and production methods.
9. Observe production, developmental, and experimental activities to determine operating procedure and detail.

Revise or write material that is mostly standardized for reports, manuals, briefs, proposals, instruction books, catalogs, and related technical and administrative publications concerned with work methods and procedures, and installation, operation, and maintenance of machinery and other equipment. Receive assignment and technical information from a supervisor or senior writer, may be provided notes or manuals containing operating

procedures and details, and may observe production, developmental or experimental activities to expand or verify the provided operating procedures and details.

Access manufacturers' catalogs, drawings and other data relative to operation, maintenance, and service of equipment, may have access to blueprints, sketches, drawings, parts lists, specifications, mockups, and product samples to integrate and delineate technology, operating procedure, and production sequence and detail. Organize material and completes writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology, may maintain records and files of work and revisions, may select photographs, drawings, sketches, diagrams, and charts to illustrate material, assist in laying out material for publication, and arrange for typing, duplication and distribution of material. May draft speeches, articles, and public or employee relations releases, or specialize in writing material regarding work methods and procedures.

Can write pre-sales literature (brochures, data sheets, price lists, product catalogs, contracts, license agreements, site planning guides, release plans, and/or product guides for electronic and paper delivery. Can write post-sales manuals (hardware and software user guides, quick start guides, install guides, training guides, application developer's guides, FAQs, troubleshooting, on-line Helps, data security policies, release notes, product updates, and/or upgrade instructions).

**Minimum Education:** Degree in English/Technical Writing strongly desired.

**Alternate Job Titles:** Technical Writer, Tech Writer II, Information Developer, Documentation Specialist, Documentation Designer, Engineering Writer, or Technical Communicator.

## 8. Lead Technical Writer

**Prof. Commercial Job Title:** Lead Technical Writer

**Minimum/General Experience:** 5+ years experience writing software and hardware documentation. Familiar with several writing tools (Acrobat, Arbortext, Author-it, CorelDraw, DITA, FrameMaker, Freehand, Illustrator, InDesign, Photoshop, PageMaker, Paint Shop Pro, RoboHelp, SGML, various screen capture programs, Ventura, or XML). Familiar with Microsoft Word, Excel, Access, Project, Outlook, PowerPoint, Internet Explorer, and Visio. Can write disaster recovery plans with procedures to be used in response to disasters or emergencies, incorporate changes based on new/changed information, and maintain and update emergency preparedness plans. Develops, writes, and edits material for reports, manuals, briefs, proposals, instruction books, catalogs, and related technical and administrative publications concerned with work methods and procedures, and installation, operation, and maintenance of machinery and other equipment. Receives assignments from supervisor, observes production, developmental, and experimental activities to determine operating procedure and detail. Interviews production and engineering personnel and reads journals, reports, and other material to become familiar with product technologies and production methods. Reviews manufacturer's and trade catalogs, drawings and other data relative to operation, maintenance, and service of equipment.

Studies blueprints, sketches, drawings, parts lists, specifications, mockups, and product samples to integrate and delineate technology, operating procedure, and production sequence and detail, organizes material and completes writing assignment according to set standards regarding order, clarity, conciseness, style, and terminology.

Reviews published materials and recommends revisions or changes in scope, format, content, and methods of reproduction and binding. Can maintain records and files of work and revisions, select photographs, drawings, sketches, diagrams, and charts to illustrate material. Can assist in laying out material for publication, arrange for typing, duplication and distribution of material, write speeches, articles, and public or employee relations releases. May edit, standardize, or make changes to existing material. Can write material regarding work methods and procedures. May have project management experience, special skills and possibly security clearance.

**Applicable Tools / Training:** Familiar with multiple writing tools: Acrobat, Arbortext, Author-it, CorelDraw, DITA, FrameMaker, Freehand, Illustrator, InDesign, Photoshop, PageMaker, Paint Shop Pro, RoboHelp, SGML, screen capture programs, Ventura, and/or XML. Expert level skills with Microsoft Word, Excel, Access, Project, Outlook, PowerPoint, Internet Explorer, and Visio.

**Functional Responsibility:** Use strong skills in writing tools create User guides, Online help, Process documentation, Policies/procedures, System documentation, Life-cycle development, IT network manuals, Flow charts, etc. Assist/mentor other software technical writers and provide project coordination.

1. Organize material and complete writing assignment according to set standards regarding content, order, clarity, conciseness, style, terminology, and usability.
2. Maintain records and files of work and revisions.
3. Edit, standardize, or make changes to material prepared by other writers or establishment personnel.
4. Confer with customer representatives, vendors, plant executives, or publisher to establish technical specifications and to determine subject material to be developed for publication.
5. Review published materials and recommend revisions or changes in scope, format, content, and methods of reproduction and binding.
6. Select photographs, drawings, sketches, diagrams, and charts to illustrate material.
7. Study drawings, specifications, mockups, and product samples to integrate and delineate technology, operating procedure, and production sequence and detail.
8. Interview production and engineering personnel and read journals and other material to become familiar with product technologies and production methods.
9. Observe production, developmental, and experimental activities to determine operating procedure and detail.

Can write pre-sales literature (brochures, data sheets, price lists, product catalogs, contracts, license agreements, site planning guides, release plans, and product guides) for electronic and paper delivery. Can write post-sales manuals (hardware and software user guides, quick start guides, install guides, training guides, application developer's guides, FAQs, troubleshooting, on-line Helps, data security policies, release notes, product updates, and upgrade instructions).

**Minimum Education:** Degree in English/Technical Writing required.

**Alternate Job Titles:** Tech Writer III, Information Developer, Sr. Documentation Specialist, Documentation Designer, Engineering Writer, Sr. Technical Communicator.

## 9. Copywriter

**Prof. Commercial Job Title:** Copywriter

**Minimum/General Experience:** 1-2 years experience providing Brochures, Web copy, Web content, Newsletters, Direct mail, Articles, Ads, and/or Presentations. Most Copywriters work with Graphics Designers; some produce their own graphics. Familiar with at least one ad copy software application (ScribeJuice, Glyphius, Calypso, Constant Contact, ASP or similar Internet email application). May be familiar with Nielsen//NetRatings, HitWise, Alexa, Compete, or similar Competitive Intelligence software.

**Functional Responsibility:** Provide creative copy using an industry standard word processing or desktop publishing software package. Write advertising copy for use by publication, broadcast or internet media to promote the sale of goods and services. Present drafts and ideas to supervisor and discuss the client's product, advertising themes and methods, and any changes that should be made in advertising copy.

1. Vary language and tone of messages based on product and medium.
2. Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
3. Edit or rewrite existing copy as necessary, and submit copy for approval by supervisor.
4. Write to customers in their terms and on their level so that the advertiser's sales message is more readily received.
5. Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.
6. Invent names for products and write the slogans that appear on packaging, brochures and promotional material.
7. Review advertising trends, consumer surveys, and other data regarding marketing of goods and services to determine the best way to promote products.

Knows media production, communication, and dissemination techniques and/or methods, including alternate ways to inform and entertain via written, oral, and visual media. Understands principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, etc.

**Minimum Education:** AA degree in Journalism/Marketing/Mass Communications helpful. Bachelor's Degree in Marketing, Sales or related subject desired.

**Alternate Job Titles:** Copy Writer, Account Executive, Advertising Copy Writer, Production Specialist, Advertising Associate, Copy Marker, PR Writer, Public Relations Writer, Press Release Writer, Marketing Communications Writer, Marcom Writer, Copywriter I.

## 10. Sr. Copywriter

**Prof. Commercial Job Title:** Sr. Copywriter

**Minimum/General Experience:** 2-4 years experience providing Brochures, Web copy, Web content, Newsletters, Direct mail, Articles, Ads, Presentations, Press Releases, and/or Re-Branding. Most Copywriters work with Graphics Designers; some produce their own graphics. Familiar with one or more ad copy software application (ScribeJuice, Glyphius, Calypso, Constant Contact, ASP or similar Internet email application). Familiar with Nielsen//NetRatings, HitWise, Alexa, Compete or similar Competitive Intelligence software.

**Functional Responsibility:** Provide creative copy using an industry standard word processing or desktop publishing software package. Write advertising copy for use by publication, broadcast or internet media to promote the sale of goods and services. Present drafts and ideas to clients. Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy.

1. Vary language and tone of messages based on product and medium.
2. Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
3. Edit or rewrite existing copy as necessary, and submit copy for approval by supervisor.
4. Write to customers in their terms and on their level so that the advertiser's sales message is more readily received.
5. Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.
6. Invent names for products and write the slogans that appear on packaging, brochures and promotional material.
7. Review advertising trends, consumer surveys, and other data regarding marketing of goods and services to determine the best way to promote products.

Knows media production, communication, and dissemination techniques and methods, including alternate ways to inform and entertain via written, oral, and visual media. Understands principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, etc.

**Minimum Education:** Bachelor's Degree in Journalism/Marketing/Mass Communications or Marketing, Sales required.

**Alternate Job Titles:** Copy Writer, Account Executive, Advertising Copy Writer, Production Specialist, Advertising Specialist, Web Content Writer, Information Specialist, Communications Specialist, Public Affairs Specialist, Public Information Specialist, Copy Marker, Media Outreach Coordinator, PR Writer, Public Relations Writer, Press Release Writer, Marketing Communications Writer, Marcom Writer, Copywriter II.

## 11. Lead Copywriter

**Prof. Commercial Job Title:** Lead Copywriter

**Minimum/General Experience:** 5+ years experience providing Brochures, Web copy, Web content, Newsletters, Direct mail / email campaigns, Articles, Ads, Presentations, Press Releases, and/or Re-Branding. Most Copywriters work with Graphics Designers; some produce their own graphics. Familiar with more than one ad copy software application (ScribeJuice, Glyphius, Calypso, Constant Contact, ASP or similar Internet email application). Familiar with Nielsen//NetRatings, HitWise, Alexa, Compete or similar Competitive Intelligence software.

**Functional Responsibility:** Provide creative copy using an industry standard word processing or desktop publishing software package. Write advertising copy for use by publication, broadcast or internet media to promote the sale of goods and services. Present drafts and ideas to clients. Discuss with the client the product, advertising themes and methods, and any changes that should be made in advertising copy. Write SEO (search engine optimized) web copy. Assist/mentor other copywriters and provide project coordination.

1. Vary language and tone of messages based on product and medium.
2. Consult with sales, media and marketing representatives to obtain information on product or service and discuss style and length of advertising copy.
3. Edit or rewrite existing copy as necessary, and submit copy for approval by supervisor.
4. Write to customers in their terms and on their level so that the advertiser's sales message is more readily received.
5. Write articles, bulletins, sales letters, speeches, and other related informative, marketing and promotional material.
6. Invent names for products and write the slogans that appear on packaging, brochures and promotional material.
7. Review advertising trends, consumer surveys, and other data regarding marketing of goods and services to determine the best way to promote products.

Knows media production, communication, and dissemination techniques and methods, including alternate ways to inform and entertain via written, oral, and visual media. Has knowledge of principles and methods for showing, promoting, and selling products or services, including marketing strategy and tactics, etc.

**Minimum Education:** Bachelor's Degree in Journalism, Marketing, Sales, or Mass Communications required.

**Alternate Job Titles:** Copy Writer, Account Executive, Advertising Copy Writer, Production Director, Advertising Director, Production Manager, Web Content Writer, Information Specialist, Communications Specialist, Public Affairs Specialist, Public Information Officer, Copy Marker, Media Outreach Coordinator, PR Writer, Public Relations Writer, Press Release Writer, Marketing Communications Writer, Marcom Writer, SEO Copywriter, Copywriter III.

## 12. Medical Writer

**Prof. Commercial Job Title:** Medical Writer

**Minimum/General Experience:** 1-2 years writing experience in a medical environment. Pharmaceutical, medical, medical-device manufacturing, clinical, or clinical-research organization experience helpful. FDA and/or other regulatory agency experience or knowledge required. Familiar with MS Office Suite and graphics / illustration software. May be familiar with a medical writing software program (e.g., WhiteSmoke Medical Writing Edition, Elite Grammar Software Medical Module, etc.).

May be familiar with a Healthcare IT vendor's product (e.g., Cerner, Eclipsys, Epic, GE Healthcare (IDX), MEDITECH, McKesson, Oracle Clinical, Siemens).

**Functional Responsibility:** Prepare or contribute to the preparation of regulatory response documents and documents supporting major submissions under supervisor's direction. Provide clear, accurate and precise medical language and medical terminology consistent with the operating environment. Write clinical study reports, expert reports, investigative brochures, new drug applications, FDA briefing documents, manuscripts, abstracts, product labeling, biotech and medical reports, and/or regulatory reports and submissions.

**Minimum Education:** Degree in Health, English/Communications or other related field helpful.

**Alternate Job Titles:** Technical Writer, Information Developer, Documentation Specialist, Engineering Writer, Technical Communicator, Transcriptionist, Medical Writer I.

## 13. Sr. Medical Writer

**Prof. Commercial Job Title:** Sr. Medical Writer

**Minimum/General Experience:** 2-4 years writing experience in a medical environment. Pharmaceutical, medical, medical-device manufacturing, clinical, or clinical-research organization experience helpful. FDA and/or other regulatory agency experience or knowledge required. Skills with MS Office Suite and graphics / illustration software. Should be familiar with a medical writing software program (e.g., WhiteSmoke Medical Writing Edition, Elite Grammar Software Medical Module, etc.).

May know a Healthcare IT vendor's product (e.g., Cerner, Eclipsys, Epic, GE Healthcare (IDX), MEDITECH, McKesson, Oracle Clinical, Siemens).

**Functional Responsibility:** Provide clear, accurate and precise medical language and medical terminology consistent with the operating environment. Write clinical study reports, bio-analytical reports, expert reports, investigative brochures, new drug applications, FDA briefing documents, manuscripts, abstracts, product labeling, and/or regulatory reports and submissions.

**Minimum Education:** Degree in Health, English/Communications or other related field desired (e.g., Bachelor's degree in life sciences from an accredited college or university) or an appropriate combination of education and experience.

**Alternate Job Titles:** Technical Writer, Information Developer, Documentation Specialist, Documentation Designer, Engineering Writer, Technical Communicator, Transcriptionist, Medical Transcriber, Medical Language Specialist, Documentation Specialist, Medical Writer II.



## 14. Lead Medical Writer

**Prof. Commercial Job Title:** Lead Medical Writer

**Minimum/General Experience:** 5+ years writing experience in a medical environment. Pharmaceutical, medical, medical-device manufacturing, clinical, or clinical-research organization experience needed. FDA and/or other regulatory agency experience or knowledge required. Strong skills with MS Office Suite and graphics / illustration software. Familiar with a medical writing software program (e.g., WhiteSmoke Medical Writing Edition, Elite Grammar Software Medical Module, etc.).

May know one or more Healthcare IT vendor's product (e.g., Cerner, Eclipsys, Epic, GE Healthcare (IDX), MEDITECH, McKesson, Oracle Clinical, Siemens).

**Functional Responsibility:** Provide clear, accurate and precise medical language and medical terminology consistent with the operating environment. Write clinical study reports, bio-analytical reports, expert reports, investigative brochures, new drug applications, FDA briefing documents, integrated summaries of efficacy and safety, manuscripts, abstracts, product labeling, and/or regulatory reports and submissions. Develop and execute publication plans, slide presentations, visual aids, and other marketing materials. Understand documentation mandates set forth by regulators (e.g., FDA, ISO), and other governing bodies. Know how the reporting process supports products in research, development, and the marketplace. Understand how documents work in tandem from initial project correspondence to an approved protocol, amendments, and final study report.

Expertise with Investigational new drug (IND) submissions, Literature reviews and summaries, Standard operating procedures (SOPs), New Drug Applications (NDAs)/Registration, ISS and ISE reports, Informed consents, Annual safety reports, Serious adverse event (SAE) narratives, and Post-Marketing reports (PSURs and PADERs). Familiar with MedDRA (Medical Dictionary for Regulatory Activities). Assist/mentor other medical writers and provide project coordination.

**Minimum Education:** Degree in Health, English/Communications or other related field required. Bachelor's degree in life sciences from an accredited college or university, combined with a Master's degree, PhD, PharmD, RN, or MD. PharmD with residency and publication/writing experience or experience in medical or pharmaceutical field preferred.

**Alternate Job Titles:** Technical Writer, Information Developer, Documentation Specialist, Documentation Designer, Engineering Writer, Technical Communicator, Medical Transcriptionist, Transcriptionist, Medical Transcriber, Medical Language Specialist, Documentation Specialist, Medical Writer III.

### Certification Program Definitions

ACA / ACE / ACI (Adobe Certified Associate / Expert / Instructor)

ACES (American Copy Editors Society)

AECT (Association for Educational Communications and Technology)

AMWA (American Medical Writers Association)

APMP (Association of Proposal Management Professionals)

ASTD (American Society for Training & Development)

Autodesk AutoCAD Certified Associate and Certified Professional

CIW (Certified Internet Web Professional)

ISPI (International Society for Performance Improvement)

MCSD (Microsoft Certified Solution Developer)

STC (Society for Technical Communicators)

WAI will provide resumes to the GSA Contracting Officer or the user ordering activity upon request.

## Ordering Information & Procedures

(Simplified)

### Authorized Buyer

This contract is available for use by all federal government agencies as a source for services for domestic use. Executive agencies, other Federal agencies, mixed ownership Government corporations and the District of Columbia; Government contractors authorized in writing by a Federal agency pursuant to 48 CFR 51.1; and other organizations authorized by statute or regulation to use GSA as a source of supply may use this contract.

GSA has determined that the prices for services contained in the contractor's price list applicable to this Schedule are fair and reasonable. However, the ordering office using this contract is responsible for considering the level of effort and mix of labor proposed to perform a specific task being ordered and for making a determination that the total firm-fixed price or ceiling price is fair and reasonable. The contract provides for task orders to be placed as Fixed Price or Time and Materials using the labor categories and pricing contained in this contract. There is no dollar value ceiling for the contract.

### Types of Orders Available

- Task Orders
- Purchase Orders
- Blanket Purchase Agreements (BPA's)

**When ordering services**, ordering offices shall:

**I.** Develop a Statement of Work (SOW)

**II.** Mail, fax or e-mail SOW to WAI:

Writing Assistance, Inc. (WAI)  
 3140 Harbor Lane N.  
 Suite 130  
 Plymouth, MN 55447  
 Phone: 877-392-9772  
 Fax: 763-551-9767  
 Email: [sales@writingassist.com](mailto:sales@writingassist.com)  
 Website: [www.writingassist.com](http://www.writingassist.com)

**III.** Review response from Writing Assistance, Inc. (WAI), clarifying any technical issues

**IV.** Place order with Writing Assistance, Inc. (WAI) by providing GSA Form 300 or other funding Documents.

### Points Of Contact

Name: Scott Hartmann Phone: 763-551-9797 (direct); 877-392-9772 (toll free) E-Mail: <a href="mailto:scott.hartmann@writingassist.com">scott.hartmann@writingassist.com</a> Fax: 763-551-9767	Name: Todd Carley, Sales Manager Phone: 763-551-7921 E-Mail: <a href="mailto:todd.carley@writingassist.com">todd.carley@writingassist.com</a> Fax: 763-551-9767
Name: Lori Harberts Phone: 763-551-1228 Email: <a href="mailto:lori.harberts@writingassist.com">lori.harberts@writingassist.com</a> Fax: 763-551-9767	