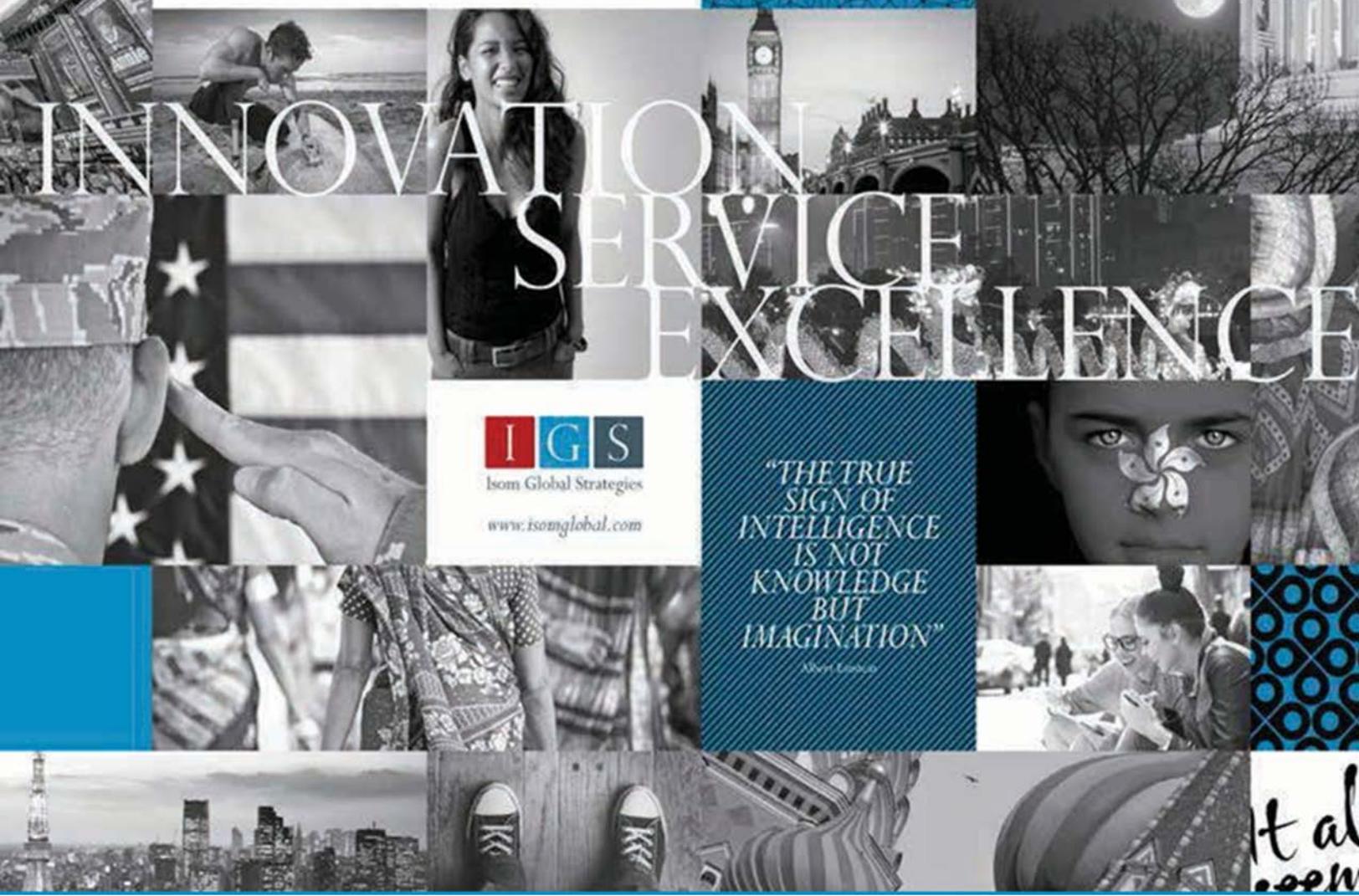


Without change there is no innovation, creativity, or incentive for improvement. Those who initiate change will have a better opportunity to manage the change that is inevitable. — William Pollard



Isom Global Strategies

www.isomglobal.com

"THE TRUE SIGN OF INTELLIGENCE IS NOT KNOWLEDGE BUT IMAGINATION"
Albert Einstein

ISOM GLOBAL STRATEGIES

GENERAL SERVICES ADMINISTRATION

Federal Supply Service

Authorized Federal Supply Schedule Price List

Woman-owned Small Business

Schedule: Multiple Award Schedule

Category: Professional Services Class:

Contract #: GS-07F-0777X

Contract Period: March 1, 2016 – February 28, 2026

Contact: Towan Isom, President & CEO

Price List Current as of Modification # PA-0032 effective 10/08/20

Address: 700 Pennsylvania Avenue SE, Suite 2004

Washington, DC 20003

Website: <http://www.isomglobal.com>

Telephone: (202) 841-9443

Fax: (202) 821-1326

Email: towan@isomglobal.com

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

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Address: 700 Pennsylvania Avenue SE, Suite 2004, Washington, DC 20003
Phone: 202-841-9443 • Fax: 202-821-1326 • www.isomglobal.com



About Isom Global Strategies

Isom Global Strategies (IGS) is a strategic communications firm based in Washington, DC. A woman-owned small business with 20 employees, IGS has a demonstrated track record of meeting project deadlines, providing excellent program services, containing budget costs, and maintaining open lines of communication and transparency.

IGS' portfolio of contracts includes clients such as the Exelis, Inc., the Minority Business Development Agency, the Air National Guard (ANG), the US Marine Corps (USMC), the Assistant Secretary for Preparedness and Response (ASPR), Federal Emergency Management Agency (FEMA), the Military Health System Research Symposium (MHSRS), Centers for Medicare and Medicaid Services (CMS), and the Telemedicine & Advanced Technology Research Center (TATRC). We are extremely capable, currently executing several contracts once held by large management and PR firms like Booz Allen Hamilton, General Dynamics, Fleishman Hillard, and Burson Marsteller. With the IGS team, there is no sacrifice—only gain. We're ready to assist you!

Top 10 reasons to work with IGS:

- Industry winning programs
- Experienced media relations team
- Creative social media strategists
- Executive leadership involvement in client programs
- Less than 5% corporate attrition and a tightly-knit team culture
- Competitive rates
- Award winning creative team
- Excellent customer service and repeat clients
- 15 years of experience developing creative events
- Innovative managers to lead projects from concept to completion

In June 2015, IGS was awarded an Award of Excellence from the Public Relations Society of America (PRSA) for our work on behalf of the U.S. Marine Corps during Marine Week Seattle 2014. The goal of the weeklong event, held from 26 July - 3 August 2014, were to shift public perception. IGS utilized an integrated approach which included tactics such as partnership engagement, collateral materials, community engagement, media relations, advertising, digital and social media engagement. Following the week of event, IGS secured 84 media placements with a reach of 3,633,856 and valued at \$553,582. The post-event survey showed a positive shift in familiarity with the Marine Corps (+5%); perception of the Marine Corps' essentialness to national security (+21%); and increased likelihood of recommendation of the Marine Corps as a career (+15%).



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GSA Awarded Terms and Conditions

1a. TABLE OF AWARDED SPECIAL ITEM NUMBERS (SINS)

SIN	SIN Description
541810	Advertising Services
541820	Public Relations Services
541910	Market Research and Analysis
512110	Video/Film Production
561920	Conference, Meeting, Event, and Tradeshow Planning Services
541430	Graphic Design Services
541613	Marketing Consulting Services
541810ODC	Other Direct Costs (ODCs)
541611	Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Service
OLM	Order-Level Materials (OLMs)

1b. LOWEST PRICED MODEL NUMBER AND PRICE FOR EACH SIN

See Attached Price List

1c. HOURLY RATES (Services Only)

See Attached Price List

2. MAXIMUM ORDER

SINs 541810, 541820, 541910, 512110, 561920, 541430, 541613, 541810ODC, and 541611: \$1,000,000.00

SIN OLM: \$250,000

3. MINIMUM ORDER

\$100.00.

4. GEOGRAPHIC COVERAGE

The Geographic Scope of Contract will be domestic delivery only. Domestic delivery is 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.

5. POINT OF PRODUCTION

NA – Offering Services

6. DISCOUNT FROM LIST PRICES

Net GSA pricing is listed in attached Price List. Basic discounts have been deducted.

7. QUANTITY/VOLUME DISCOUNTS

None

8. PROMPT PAYMENT TERMS

2.00% for Payment in 10 Days, 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

None

10a. TIME OF DELIVERY

To be Determined by Task

10b. EXPEDITED DELIVERY

To be Determined by Task

10c. OVERNIGHT AND 2-DAY DELIVERY

Please contact contractor for overnight and 2-day delivery.

10d. URGENT REQUIREMENTS

When the Federal Supply Schedule contract delivery period does not meet the bona fide urgent delivery requirements of an ordering activity, ordering activities are encouraged, if time permits, to contact the Contractor for the purpose of obtaining accelerated delivery. The Contractor shall reply to the inquiry within 3 workdays after receipt. (Telephonic replies shall be confirmed by the Contractor in writing.) If the Contractor offers an accelerated delivery time acceptable to the ordering activity, any order(s) placed pursuant to the agreed upon accelerated delivery time frame shall be delivered within this shorter delivery time and in accordance with all other terms and conditions of the contract.

11. F.O.B. POINT

Destination

12a. ORDERING ADDRESS

700 Pennsylvania Avenue SE, Suite 2004
Washington, DC 20003

12b. ORDERING PROCEDURES

For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's) are found in Federal Acquisition Regulation (FAR) 8.405-3.

13. PAYMENT ADDRESS

700 Pennsylvania Avenue SE, Suite 2004
Washington, DC 20003

14. WARRANTY PROVISION

No Warranty Policy for Services

15. EXPORT PACKING CHARGES

N/A

16. TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR



For terms and conditions of rental please see page 5. Should any equipment not work properly we will send you replacement equipment swapping out the non-operating equipment with working equipment for no extra fee.

17. TERMS AND CONDITIONS OF INSTALLATION

N/A

18a. TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES

N/A

18b. TERMS AND CONDITIONS FOR ANY OTHER SERVICES

N/A

19. LIST OF SERVICE AND DISTRIBUTION POINTS

N/A

20. LIST OF PARTICIPATING DEALERS

N/A

21. PREVENTIVE MAINTENANCE

N/A

22a. SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES (E.G., RECYCLED CONTENT, ENERGY EFFICIENCY, AND/OR REDUCED POLLUTANTS)

N/A

22b. SECTION 508 COMPLIANCE

If applicable, Section 508 compliance information on the supplies and services in this contract are available in Electronic and Information Technology (EIT) at the following: N/A. The EIT standard can be found at: www.Section508.gov/.

23. DATA UNIVERSAL NUMBER SYSTEM (DUNS) NUMBER

028461106

24. NOTIFICATION REGARDING REGISTRATION IN SYSTEM FOR AWARD MANAGEMENT (SAM) WEBSITE

Active



Approved MAS Prices

All Prices Include the Industrial Funding Fee (IFF)

SIN 541810: Advertising Services

Labor Categories	Hourly Rate
Mid-Level Associate	\$80.97
Entry-Level Associate	\$40.49
Creative Designer	\$73.30
Graphic/Web Designer	\$103.25
Senior Writer/Editor	\$125.20
Writer/Content Developer	\$63.53
Social Media Strategist	\$117.83
Strategic Marketing Manager	\$110.47
Associate Producer	\$39.09
Copywriter	\$125.20
Post Production Editor	\$146.60
Producer	\$63.53
Research Director	\$215.03
Senior Project Manager	\$117.83
Production Assistant	\$21.38
Storyboard Designer	\$34.21

SIN 541820: Public Relations Services

Labor Categories	Hourly Rate
Mid-Level Associate	\$80.97
Entry-Level Associate	\$40.49
Communication Manager	\$110.47
Creative Designer	\$73.30
Graphic/Web Designer	\$103.25
Outreach Coordinator	\$44.19
Promotion Manager	\$110.47
Research Coordinator	\$95.74
Research Director	\$215.03
Senior Project Manager	\$117.83
Research Manager	\$154.65
Senior Writer/Editor	\$125.20
Writer/Content Developer	\$63.53
Social Media Strategist	\$117.83
Strategic Marketing Director	\$162.01
Strategic Marketing Manager	\$110.47

SIN 541910: Market Research and Analysis

Labor Categories	Hourly Rate
Creative Designer	\$73.30
Marketing Manager	\$53.75
Media Relations Strategist	\$110.47
Program Manager	\$92.85

Project Director	\$102.62
Project Monitor	\$117.83
Research Coordinator	\$95.74
Research Director	\$215.03
Research Manager	\$154.65
Senior Project Manager	\$117.83
Senior Writer/Editor	\$125.20
Social Media Strategist	\$117.83
Strategic Marketing Director	\$162.01
Strategic Marketing Manager	\$110.47
Writer/Content Developer	\$63.53

SIN 512110: Video/Film Production

Labor Categories	Hourly Rate
Associate Producer	\$39.09
Copywriter	\$125.20
Post Production Editor	\$146.60
Producer	\$63.53
Production Assistant	\$21.38
Storyboard Designer	\$34.21

SIN 561920: Conference, Meeting, Event & Tradeshow Planning Services

Labor Categories	Hourly Rate
Audio/Visual Specialist	\$53.75
Conference Assistant	\$29.32
Conference Planner	\$53.75
Creative Director	\$92.85
Senior Project Manager	\$117.83
Production Coordinator	\$39.09
Project Director	\$102.62
Registrar	\$43.98
Sr. Conference Manager	\$78.19

SIN 541430: Graphic Design Services

Labor Categories	Hourly Rate
Mid-Level Associate	\$80.97
Production Coordinator	\$39.09
Communication Manager	\$110.47
Creative Designer	\$73.30
Senior Project Manager	\$117.83
Graphic/Web Designer	\$103.25
Senior Writer/Editor	\$125.20
Writer/Content Developer	\$63.53
Copywriter	\$125.20
Social Media Strategist	\$117.83
Storyboard Designer	\$34.21



SIN 541613: Marketing Consulting Services

Labor Categories	Hourly Rate
Mid-Level Associate	\$80.97
Entry-Level Associate	\$40.49
Communication Manager	\$110.47
Creative Designer	\$73.30
Graphic/Web Designer	\$103.25
Outreach Coordinator	\$44.19
Senior Project Manager	\$117.83
Promotion Manager	\$110.47
Research Coordinator	\$95.74
Research Director	\$215.03
Research Manager	\$154.65
Senior Writer/Editor	\$125.20
Writer/Content Developer	\$63.53
Social Media Strategist	\$117.83
Strategic Marketing Director	\$162.01
Strategic Marketing Manager	\$110.47

SIN 541611: Management and Financial Consulting, Acquisition and Grants Management Support, and Business Program and Project Management Service

Labor Categories	Hourly Rate
Senior Writer/Editor	\$125.20
Program Manager	\$92.85
Project Director	\$102.62
Mid-Level Associate	80.97

The Service Contract Labor Standards (SCLS) 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 CFR 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 Category Descriptions

SIN(s)	Labor Title	Description	Minimum Education / Certification Level	Minimum Years of Experience (cannot be a range)
541810 541820 541910 561920 541430 541613	Senior Project Manager	Highly experienced professional responsible for developing and executing strategic plans from start to finish. Reports to Project Director and provides direction to team members and consultants. Ultimately responsible for overseeing all deliverables, reconciling budget, and project timeline. Experience with marketing management and leading creative direction. Exceptional professionalism, control, and confidence, and the ability to communicate effectively at all levels of the organization. Exceptional customer service.	Bachelors	7
541810 541820 541910 541430 541613	Creative Designer	Executes graphic/illustration projects and assists in direction of all production scheduling. Interfaces with users to determine scope of project and best medium. Interfaces with agency and technical staff to ensure that quality products are delivered on time and within budget. Experience in planning, researching, and designing dynamic print materials and Web sites. Excellent customer service. Highly proficient computer skills in design and business applications. Exceptional backend application of design principles. Experienced in original graphic design and/or illustration, as well as using stock photos and clip art. Experience with basic creative products such as InDesign, MS Publisher, or other online media tools such as Dreamweaver.	Bachelors	5
541611 541810 541820 541910 541430 541613	Senior Writer/Editor	Gathers requirements from technical sources and formulates into documentation. Capable of understanding client's objectives and goals and converting them into written form. Has excellent command of writing skills and clear expression of ideas. Proofreads drafts and final documents for typographical and grammatical errors. Lays out or oversees layout of final documents and ensures that they conform to approved styles and formats. Writing, editing, and proofreading skills, along with strong attention to detail and follow-up. Quality control; being sure all materials adhere to style guidelines where applicable. May have related experience in writing documents and scripts for media-based projects, such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and Web site productions. Able to meet tight deadlines and manage time constraints.	Bachelors	7
541810 541820 541910 541430 541613	Social Media Strategist	Works with team members and agency clients to create persuasive messages for all social media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives. Must be able to write across all social media platforms. Assists with marketing strategy, social media strategy, and content writing. Coordinates projects with internal creative and marketing teams. Follows emerging social media trends and technology with the ability to choose, selectively, platforms that will enhance the client's marketing strategy. Experience in marketing, advertising, creative, Web, or public relations. May have related experience in writing documents and scripts for media-based projects, such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and Web site productions. Must have expert understanding and capability in various social media platforms, including FaceBook, Twitter, LinkedIn, and more.	Bachelors	3
541810 541820 541910 541430 541613	Writer/Content Developer	Researches, reviews, and analyzes customer communication needs and strategies. Offers suggestions on emphasis in presentation, coverage, balance, and suitability of expression for associated products. Interfaces with agency staff and designers, communications/marketing consultants, videographers, writers/editors, and other team members to develop focused and relevant content for marketing and advertising products. Marketing experience. Writing, editing, and proofreading skills, along with strong attention to detail and follow-up. Able to write clear, persuasive, original copy for print, Web, collateral, advertisements, speeches/ scripts, bios, letters, talking points, and other sales and promotional material.	Bachelors	5

SIN(s)	Labor Title	Description	Minimum Education / Certification Level	Minimum Years of Experience (cannot be a range)
		Able to discuss theme, style, and length of copy with clients to determine the most suitable approach to develop unique, new concepts. Able to meet tight deadlines and manage time constraints.		
541810 541820 541910 541613	Research Director	Leads and oversees the prospect and research function, supervises the research staff, and works closely with client to help them achieve their goals. Develops and oversees budgets, policies, and procedures for the research department. Excellent organizational and leadership skills, with the ability to leverage existing relationships and maintain client loyalty. Proficiency in conceptualizing and developing proactive methodologies. Strong analytical skills. Ability to appropriately communicate sensitive information and to judge how and with whom this information should be shared. Strong listening, communication, and collaboration skills.	Bachelors	10
541810 541820 541910 541613	Strategic Marketing Manager	Supports the Strategic Marketing Director. Responsible for developing, coordinating, managing, and evaluating outreach and communications strategies, plans, and activities. Develops short- and long-term strategic communication plans for clients. Implements communication plans, including interfacing with content developer and marketing directors and managers. Reviews communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques. Strong communication and presentation skills. Strong leadership and management skills. Experience in message crafting and developing innovative marketing strategies. Attention to detail and an eye for quality. Responsible for marketing, community relations, special events, and social networking campaigns to support business development efforts. Strong social skills. Excellent organizational and project management skills, as well as the ability to manage multiple tasks.	Bachelors	8
541810 541820 541430 541613	Graphic/Web Designer	Establishes conceptual and stylistic direction for Internet initiatives, and brainstorms/ mocks-up design ideas, presents ideas to clients. Meets with clients and adjusts designs to fit their needs or taste. Projects budgets and schedules, and utilizes computer software to execute designs. Works with printers, programmers, developers, and other technicians to complete final product. Experience in multimedia preferred. Skilled in utilizing audiovisual technologies, animation, digital photography, and other multimedia techniques. Must have solid understanding of color, typography, line, composition, and design. Possesses strong interpersonal and customer-service skills, with the ability to communicate visually, orally, and in writing. Bachelor's degree in fine arts and graphic design, or equivalent professional qualifications in graphic design, and 3 years relevant experience required.	Bachelors	3
541810 512110	Associate Producer	Generally, assists the Producer in putting the video together. Duties may include organizing scripts, monitoring script revisions, scouting locations, researching production resources, and helping the editor in post-production by making beat calls. May be called upon to make simple editorial decisions when editing video by choosing footage. Requires a positive attitude, attention to detail, strong work ethic, and a willingness to do what it takes to achieve the required results and exceed client expectations. Excellent communication and customer service skills.	High School Diploma	3
541810 512110	Post Production Editor	Responsible for assembling video footage into a seamless end product. Manipulates plot, score, sound, and computer graphic effects to refine the overall imagery. Experience with all multi-media devices, and skills with video, editing, and production software, such as Final Cut Pro, Avid, or Adobe Premiere, to achieve finished products in any electronic or multimedia platform. Ability to edit many digital formats, including DV, HDV, DVCPROHD, etc. Able to meet tight deadlines and manage time constraints.	Bachelors	3
541810 512110	Producer	Oversees the creative direction and conceptual design of video projects to ensure success. Sets the situation for the production of media projects created for broadcast TV or Web. Initiates, coordinates, supervises, and controls all aspects of a production, including budgeting and hiring key	High School Diploma	3



SIN(s)	Labor Title	Description	Minimum Education / Certification Level	Minimum Years of Experience (cannot be a range)
		crew personnel. Sees the project through to the end, from development to completion. Requires knowledge of video and production management and creative direction. Exceptional professionalism, control, and confidence, and the ability to communicate effectively at all levels of the organization. Exceptional customer service.		
541810 512110	Production Assistant	Responsibilities include, but are not limited to, the following: Ensures all timely provision of necessary equipment and materials. Ensures that staff and crews are in place as required. Performs small but important administrative tasks in the office, around the set, and on location. Strong organizational skills and attention to detail. Strong ability to multitask. Excellent customer service and communication skills. Proficient with Microsoft Office.	High School Diploma	1
541810 512110 541430	Copywriter	Works with team members and agency clients to create persuasive messages for all media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives. Must be able to write across all mediums. Able to write clear, persuasive, original copy for print, Web, collateral, advertisements, speeches/scripts, bios, letters, talking points, and other sales and promotional material. Able to meet tight deadlines and manage time constraints. May have related experience in writing documents and scripts for media-based projects, such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and Web site productions.	Bachelors	3
541810 512110 541430	Storyboard Designer	Translates scripts, or sequences from scripts, into a series of illustrations in comic book form. These illustrations help clients clarify exactly what they want to achieve, and illustrate what is required for the production. Experience with all multi-media devices. Experience in original illustration or experience with industry-standard animation software packages. Able to meet tight deadlines and manage time constraints.	High School Diploma	3
541820 541910 541613	Research Coordinator	Provides support to the Research Manager. Under general direction, performs duties associated with coordinating and implementing research and analysis projects. Responsibilities include, but are not limited to, collecting, sorting, analyzing, and reporting on assigned topics. Controls and manages the flow of information between the various components of a marketing project to provide all the required components within the time frame needed. Knowledge of the principles of research design. Organizational and analytical skills. Attentiveness to detail. Ability to maintain confidentiality. Strong listening, communication, and collaboration skills. Proficient with Microsoft Office.	Bachelors	4
541820 541910 541613	Research Manager	Responsible for selecting the appropriate research methodology and supporting techniques to meet a defined business objective. Develops and/or assists in the development of research instruments. Works closely with Research Director to ensure successful execution of fieldwork. Reviews collected data, authors reports, and makes business-oriented recommendations to client. Excellent organizational and project management skills, as well as the ability to manage multiple tasks. Proficiency in conceptualizing and developing proactive methodologies. Strong analytical skills with some experience in statistical modeling and analysis. Academic and practical experience with a wide array of new product, brand, advertising, and customer satisfaction research methodologies. Strong listening, communication, and collaboration skills.	Bachelors	7
541820 541910 541613	Strategic Marketing Director	Recommends, prioritizes, develops plans, and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the organization. Reviews marketing strategies, programs, and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long- and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals and analysis of statistical data. Develops promotional strategies for, but not limited to, advertising, outreach, and event marketing; promotions: radio, television, and video	Bachelors	10



SIN(s)	Labor Title	Description	Minimum Education / Certification Level	Minimum Years of Experience (cannot be a range)
		production; and written publications. Strong leadership and management skills. Experienced consumer marketer with the expertise to provide the information and direction to promote the profitable growth of the client's company. Key functional responsibilities include: Marketing Strategy, Branding and Communication, Product Management, and Market and Competitor Analysis. Excellent organizational and project management skills, as well as the ability to manage multiple tasks.		
541820 541430 541613	Communication Manager	Serves as primary contact for all media relations efforts. Creates and builds relationships with appropriate media contacts to generate significant coverage for clients in consumer, trade, local and online media outlets. Develops story angles/messages to proactively contact the media with trends, story ideas, interviews, and executive team/board perspectives. Coordinates, prepares, and supports staff and executive-level messaging and spokespeople for media interviews. Develops press releases, presentations, and other communications materials for external and internal audiences. Works closely with managing director to help shape, develop, and provide guidance for executive-level and program communications, as well as special projects. Integrates public relations/communications activities into overall marketing campaigns to support business objectives and collaborate with other cross-functional departments. Bachelor s degree or equivalent professional qualifications in journalism, public relations, marketing, communications, or related field, and 3 years relevant experience required.	Bachelors	3
541820 541613	Outreach Coordinator	Responsible for directing activities concerned with customized media and public relations services, including development of media messages and strategies. Oversees written and spoken message content, such as news releases, video scripts, photo captions, and social media content. Coordinates outreach programs, special events, and communication tools for both online and offline campaigns. Develops and implements tools to measure and evaluate effectiveness of programs, projects, materials, and activities. Develops partnerships with other organizations to promote team efforts and increase access for client organization. Excellent oral and written communication skills. Ability to manage and maintain relationships with clients, organizations, media, and other stakeholders. Analytical and observant. Excellent interpersonal skills. Bachelor's degree or equivalent in marketing, public affairs, or related field, and 3 years relevant experience required.	Bachelors	3
541820 541613	Promotion Manager	Manages, plans, and prepares advertising and promotional campaigns and strategies. Coordinates with creative/graphic team to create layouts, advertising copy, and other promotional material. Coordinates with the media to disseminate advertising information. Prepares and negotiates advertising and media contracts. Monitors and analyzes outreach results to determine cost-effectiveness of promotion campaigns. Excellent oral and written communication skills. Knowledgeable about financing and budgeting. Able to conduct sound advertising, promotional, and public relations research to further campaign goals. Able to track program budgets, expenses, and campaign response rates to evaluate each campaign based on program objectives and results. Bachelor s degree or equivalent in advertising, marketing, or communications, and 5-8 years marketing experience required.	Bachelors	5
541910	Marketing Manager	Provides expert technical and managerial guidance and implementation for marketing campaign strategies, including the identification, development, and coordination of strategies to be utilized. Conducts large projects and is responsible for meeting goals within time and cost constraints. Strong leadership capabilities. Experience in marketing management and oversight. Ability to evaluate customer research, market conditions, and competitor data and to implement marketing plan changes as needed.	Bachelors	8



SIN(s)	Labor Title	Description	Minimum Education / Certification Level	Minimum Years of Experience (cannot be a range)
541910	Media Relations Strategist	Defines, plans, and coordinates the communications plans, marketing research needs, and strategic direction for the client's marketing efforts. Works closely with clients to identify preferred media outlets and markets to support campaigns and develops/coordinates these efforts through media such as print, radio, TV, cable, Internet, interactive computer technology, and press releases. Conducts large projects and is responsible for meeting goals within time and cost constraints. Experience in advertising, ad sales, marketing, or media relations. Able to multitask. Works well under pressure. Attention to detail. Strong oral and written communication skills. Must demonstrate good judgment, as well as strong customer service orientation. Ability to develop creative and innovative opportunities for clients with a primary focus on various media outlets.	Bachelors	5
541611 541910	Program Manager	Supports the Project Director in planning and execution of client programs/projects. Coordinates projects and monitors milestones and goals to ensure project efficiency. Handles promotions and brand of clients. Incorporates strategies to help promote products and services. Supervises overall program/project team. Requires a positive attitude, attention to detail, strong work ethic, organizational skills, and a willingness to do what it takes to achieve the required results and exceed client expectations. Highly innovative and energetic. Excellent communication and customer service skills.	Bachelors	10
541910	Project Monitor	Monitors overall contract compliance. Performs a broad cross-section of technical and administrative activities requiring oversight, scheduling, coordinating, monitoring, recording, and organizing activities. Identifies any deficiencies in projects and ensures that corrective action is implemented. Maintains project files and resolves client issues. Ability to read, interpret, verify, and document conformance as it relates to contract/project documents. Ability to interact with, manage, and provide oversight of multiple simultaneous activities. Effective oral and written communication skills. Proficient in Microsoft Office.	Bachelors	5
541611 541910 561920	Project Director	Highly experienced professional responsible for developing and executing strategic plans from start to finish. Provides direction to team members and consultants. Ultimately responsible to client for all deliverables, including budget, timeline, staffing, and accounting reconciliation. Requires knowledge of meeting and conference direction. Exceptional professionalism, control and confidence, and the ability to communicate effectively at all levels of the organization. Exceptional customer service. Master's Degree or 10-15 years direct work experience.	Masters	10
561920	Audio/Visual Specialist	Advises, set up and support optimal audio/visual systems based on client specifications. Provide on-site assistance and troubleshoot audio/visual issues. A strong background in acoustical treatment of physical spaces to produce superior audio and video. Excellent customer service. 5-7 years of relevant experience. High School diploma required.	High School Diploma	5
561920	Conference Assistant	Assists event team with pre-conference and on-site support as directed. Conduct a variety of general and administrative tasks. A positive attitude and excellent customer service. Microsoft Office proficient. High School diploma and 1-2 years relevant experience.	High School Diploma	1
561920	Conference Planner	Support work of the Senior Conference Manager by planning and scheduling meetings. Travel to event locations and provide on-site event management. Complete projects and follow up on results. Contribute to team effort. Must be self-motivated, articulate, creative, and possess excellent verbal and written communications skills. A positive attitude and exceptional customer service. Ability to prioritize multiple tasks and see projects through to completion. Bachelor's Degree or 3-5 years direct work experience. Certified Meeting Planner (CMP) a plus.	Bachelors	3
561920	Creative Director	Responsibilities include developing, implementing and overseeing creative designs and strategies through a wide variety of print and electronic promotional communication tools. Creative with strong graphic, web design and developer skills. Ability to use social media to target, reach, and continually engage attendees through creative	Bachelors	7



SIN(s)	Labor Title	Description	Minimum Education / Certification Level	Minimum Years of Experience (cannot be a range)
		innovation. Experience in planning, researching, and designing print materials and dynamic websites. Excellent customer service. Highly proficient computer skills in design and business applications. Exceptional backend application of design principles. Minimum 7+ years' experience in position or college degree in related field.		
561920	Registrar	Manage conference and meeting database. Quickly respond to customers and attendee inquiries. Send meeting email blasts, run reports, and provide attendee updates. A positive attitude and exceptional customer service. Strong interpersonal and organizational skills. Knowledge of database management and Microsoft Office proficient. High School diploma and 2 years relevant administrative experience.	High School Diploma	2
561920	Sr. Conference Manager	Supports the Project Director in the planning and execution of conference projects. Responsibilities include managing all logistical details for meetings and conferences. Supervises all administration responsibilities, including budget management, and reconciliation project plan development and management, invoicing and general accounting. Requires a positive attitude, attention to detail, strong work ethic and a willingness to do what it takes to achieve the required results and exceed client expectations. Must be able to read, write and clearly speak English. Excellent communication and customer service skills. Bachelor's Degree or 8-10 years direct work experience.	Bachelors	8
561920 541430	Production Coordinator	Work with Creative Director to develop and maintain branded communication tools. Gather and monitor project specifications and production schedules. Distribute proofs to team members and reconcile media invoices. Gather print estimates and research and select stock photography. Must be organized and detail oriented with a strong ability to multi-task. Excellent customer service and communications skills. Microsoft Office proficient. College degree in related field or 3+ years relevant experience.	Bachelors	3
541611 541430 541613 541810 541820	Mid-Level Associate	Provides professional counsel and account service and manages firm s relationships with clients. Manages day-to-day client activities, including research, planning, implementation, and evaluation of public relations activities, paying careful attention to budgets, resources, deadlines, and client records. Coordinates and supervises staff and vendors needed to carry out client service requirements, ensuring high-quality, cost-effective service within budget and established timeframe. Prepares effective, comprehensive public relations programs and plans with detailed timelines and budgets appropriate to client needs and resource allocation. Ensures efficient execution of plans. Reviews and approves accuracy of client time and expense reports necessary for invoicing, ensuring attachment/inclusion of proper support data. Ensures personal compliance with client policies and procedures. Ensures timely completion of conference, action, monthly, time, and expense reports. Ensures that supervisors are kept fully informed regarding activities and plans of individuals and clients. Knowledge of community leadership and the workings of local, municipal, and state government. Knowledge of print, electronic, and Internet media. Strong written and oral communication skills. Bachelor s degree or equivalent professional qualifications, and 3 - 5 years relevant experience required.	Bachelors	3
541613 541810 541820	Entry-Level Associate	Provides client service by application of basic media skills including the ability to create media lists, conduct media research, develop pitch angles and strategies, and gaining placements in targeted media. The Entry-Level Associate will have writing and oral presentation skills, and will be able to write news releases and fact sheets. Bachelor s degree or equivalent professional qualifications, and up to 2 years relevant experience required.	Bachelors	2

