Vanguard Communications of Falls Church, Inc.
2121 K Street, NW
Suite 650
Washington, DC 20037
202-248-5489

VCGSAContracts@vancomm.com
www.vancomm.com

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

Multiple Award Schedule (MAS)
Mass Mod A812, signed March 16, 2020
Mass Mod 824, signed September 1, 2020

Professional Services
• SIN 541430 Graphic Design Services
• SIN 541511 Web Based Marketing
• SIN 541613 Marketing Consulting Services
• SIN 541820 Public Relations Services
• SIN 541810ODC Other Direct Costs for Marketing and Public Relations Services
• OLM

Contract Number: GS-07F-164BA
Contract Period: 4/1/2014 through 3/31/2019
Option Period One: 4/1/2019 through 3/31/2024 (Modification No. PO-0028)

Business Size: Small Business
Socioeconomic Indicators: Hispanic, Certified Woman-owned Small Business (WOSB)
Customer Information:

1a Awarded special item numbers:

SIN 541430 Graphic Design Services
SIN 541511 Web Based Marketing
SIN 541613 Marketing Consulting Services
SIN 541820 Public Relations Services
SIN 541810ODC Other Direct Costs for Marketing and Public Relations Services

1b Lowest Priced Model Number and Price for each SIN:
(Government net price based on a unit of one)
See attached price list.

1c Hourly Rates: (Services Only)
See attached price list.

2. Maximum order. $1,000,000
Ordering activities may request a price reduction at any time before placing an order, establishing a BPA, or in conjunction with the annual BPA review. However, the ordering activity shall seek a price reduction when the order or BPA exceeds the maximum order threshold. Schedule contractors are not required to pass on to all schedule users a price reduction extended only to an individual ordering activity for a specific order or BPA.

3. Minimum order. $100

4. Geographic coverage: Domestic and International Delivery.

5. Point(s) of production (city, county, and State or foreign country): Washington DC.

6. Prices Shown in Catalogue: Prices shown herein are net prices. All discounts deducted.

7. Quantity discounts: Additional 1% for orders $500,000+

8. Prompt payment terms: Net 30 Days. Information for Ordering Offices: Prompt payment terms cannot be negotiated out of the contractual agreement in exchange for other concessions.

9a Government Commercial Credit Card: Yes, below the micro-purchase threshold.

9b Government Commercial Credit Card: Yes, above the micro-purchase threshold.

10. Foreign items: None.

11a Time of delivery: Vanguard Communications will adhere to the delivery schedule as specified by the agency's purchase order.

11b Expedited Delivery: Contact Vanguard Communications for expedited delivery.

11c Overnight and 2-day delivery: Contact Vanguard Communications for rates for overnight and two-day delivery.

11d Urgent Requirements: Contact Vanguard Communications to expedite urgent requirements.
12. F.O.B. point(s). **Destination.**

13a. Ordering address:
Vanguard Communications of Falls Church, Inc.
2121 K Street NW, #650
Washington DC 20037
Lisa Swanberg
(202)248-5489
(202)331-9420 FAX
VCGSAContracts@vancomm.com

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:
Check/U.S. Mail
Vanguard Communications of Falls Church, Inc.
2121 K Street NW, #650
Washington DC 20037

Wire Transfer
Vanguard Communications of Falls Church, Inc.
Account No:
0010013886 Eagle Bank
ABA No: 055003298

15. Warranty provision. **Not applicable.**

16. Export packing charges, if applicable. **Not applicable.**

17. Terms and conditions of Government purchase card acceptance (any thresholds above the micropurchase level). **Contact Contractor.**

18. Terms and conditions of rental, maintenance, and repair (if applicable). **Not applicable.**

19. Terms and conditions of installation (if applicable). **Not applicable.**

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

20a. Terms and conditions for any other services (if applicable). **Not applicable.**

21. List of service and distribution points (if applicable). **Not applicable.**

22. List of participating dealers (if applicable). **Not applicable.**

23. Preventive maintenance (if applicable). **Not applicable.**

24a. Special attributes such as environmental attributes (e.g., recycled content, energy efficiency, and/or reduced pollutants). **Not applicable.**

24b Section 508 Compliance for EIT: **As applicable**

25. Data Universal Number System (DUNS) number. **55-604-0848**

26. Central Contractor Registration Vanguard Communications of Falls Church, Inc. is registered in the CCR database and System for Award Management (SAM).
About Vanguard Communications

Vanguard Communications (Vanguard) is a Hispanic woman-owned public relations firm that specializes in communications initiatives that educate the public, change perceptions and behavior, affect public policy and ultimately protect the health and well-being of all of our neighbors.

A small business, Vanguard has provided public relations, communications and social marketing services to government agencies, nonprofit organizations, and foundations for more than 30 years. We are particularly experienced in the following issue areas:

- Health and Wellness
- Mental Health
- Energy and Environment
- Food and Farming
- Education
- Children, Youth and Family Outreach and Inclusion
- Diversity, Equity and Inclusion Concerns
- Human Rights and Discrimination

Vanguard’s management structure and administrative support systems have been carefully configured to respond to the rapid and demanding pace of the work that we do. Our 35 professionals are skilled in the following diverse communications disciplines:

- Social Marketing
- Strategic Communications
- Branding
- Media Relations
- Digital Engagement
- Design and Editorial
- Training and Technical Assistance
- Event Strategy and Production
- Partnerships
- Research and Evaluation
- Crisis Prevention and Response
- Conference and Meeting Logistics and Promotion

To learn more about how Vanguard Communications can support your communications efforts, visit our Web site at http://www.vancomm.com or call Lisa Swanberg, (202) 248-5489.
<table>
<thead>
<tr>
<th>LABOR CATEGORIES*</th>
<th>HOURLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>President</td>
<td>$ 271.54</td>
</tr>
<tr>
<td>Chief Operating Officer/EVP</td>
<td>$ 266.60</td>
</tr>
<tr>
<td>Senior Vice President</td>
<td>$ 251.79</td>
</tr>
<tr>
<td>Vice President</td>
<td>$ 227.10</td>
</tr>
<tr>
<td>Director</td>
<td>$ 207.36</td>
</tr>
<tr>
<td>Associate Director</td>
<td>$ 197.48</td>
</tr>
<tr>
<td>Senior Account Supervisor</td>
<td>$ 177.73</td>
</tr>
<tr>
<td>Senior Account Supervisor/Digital</td>
<td>$ 177.73</td>
</tr>
<tr>
<td>Strategist</td>
<td></td>
</tr>
<tr>
<td>Account Supervisor</td>
<td>$ 148.11</td>
</tr>
<tr>
<td>Creative Director</td>
<td>$ 153.05</td>
</tr>
<tr>
<td>Editorial Director</td>
<td>$ 138.24</td>
</tr>
<tr>
<td>Art Director</td>
<td>$ 138.24</td>
</tr>
<tr>
<td>Web Developer</td>
<td>$ 133.30</td>
</tr>
<tr>
<td>Senior Account Manager</td>
<td>$ 128.36</td>
</tr>
<tr>
<td>Senior Production Manager</td>
<td>$ 128.36</td>
</tr>
<tr>
<td>Senior Graphic Designer</td>
<td>$ 123.43</td>
</tr>
<tr>
<td>Account Manager/Event Manager</td>
<td>$ 113.55</td>
</tr>
<tr>
<td>Account Manager</td>
<td>$ 113.55</td>
</tr>
<tr>
<td>Senior Account Executive</td>
<td>$ 103.68</td>
</tr>
<tr>
<td>Graphic Designer</td>
<td>$ 103.68</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LABOR CATEGORIES*</th>
<th>HOURLY RATE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Production Manager</td>
<td>$ 93.80</td>
</tr>
<tr>
<td>Editorial Manager</td>
<td>$ 98.74</td>
</tr>
<tr>
<td>Account Executive/Digital Coordinator</td>
<td>$ 88.87</td>
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<tr>
<td>Account Executive</td>
<td>$ 88.87</td>
</tr>
<tr>
<td>Assistant Account Executive</td>
<td>$ 78.99</td>
</tr>
<tr>
<td>Production Coordinator</td>
<td>$ 78.99</td>
</tr>
<tr>
<td>Editorial Associate</td>
<td>$ 64.18</td>
</tr>
<tr>
<td>Communications Associate</td>
<td>$ 64.18</td>
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</table>

Note: Actual quantities/deliverables and prices will be quoted based on project specifications
Other Direct Costs:

<table>
<thead>
<tr>
<th>SIN 541-1000</th>
<th>PRODUCT (ODCs)</th>
<th>UNIT</th>
<th>PRICE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Consultant - Design/Layout</td>
<td>Hourly</td>
<td>$50.38</td>
</tr>
<tr>
<td></td>
<td>Consultant - Video Editor</td>
<td>Hourly</td>
<td>$50.38</td>
</tr>
<tr>
<td></td>
<td>Consultant - Moderator</td>
<td>Per Event</td>
<td>$1,511.34</td>
</tr>
<tr>
<td></td>
<td>Consultant - Research/Writing</td>
<td>Hourly</td>
<td>$120.91</td>
</tr>
<tr>
<td></td>
<td>Consultant - Translation</td>
<td>Per Page</td>
<td>$25.19</td>
</tr>
<tr>
<td></td>
<td>Consultant - Translation</td>
<td>Per Word</td>
<td>$0.12</td>
</tr>
<tr>
<td></td>
<td>Consultant - Translation</td>
<td>Hourly</td>
<td>$60.45</td>
</tr>
</tbody>
</table>

|              | Media Monitoring             | Per Month       | $369.53 |
|              | Newswire Distribution        | Per Newswire Distribution | $1,964.23 |

|              | Courier                      | Per Double Rush | $73.00 |
|              | Courier                      | Per Regular Delivery/Extra Weight | $186.75 |
|              | Courier                      | Per Rush Delivery | $35.47 |
|              | Federal Express/United States Parcel Service | Per Delivery | $20.15 |
|              | Postage                      | Per Envelope    | $0.46   |

|              | Ad Placement (Online Ad Placement - Facebook) | Per Click | $1.08 |
|              | Ad Placement (Online Ad Placement - Google)   | Per Click  | $7.54 |
|              | Ad Placement (Community Newspapers)           | Per Placement | $515.74 |

<p>|              | Audio Visual Supplies/Services - Two-Way Radio Rental | Per Week (includes $40 loss protection per rental) | $17.09 |
|              | Audio Visual Supplies/Services - Video Editing   | Per Hour   | $201.51 |</p>
<table>
<thead>
<tr>
<th>Service Description</th>
<th>Unit</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Audio Visual Supplies/Services - Video Concept/Production (Custom)</td>
<td>Per Custom Contract</td>
<td>$55,415.62</td>
</tr>
<tr>
<td>Audio Visual Supplies/Services - Video Shoot/Editing (.5 day)</td>
<td>Per Webcast</td>
<td>$8,312.34</td>
</tr>
<tr>
<td>Audio Visual Supplies/Services - Webcast (1.5 days)</td>
<td>Per Webcast</td>
<td>$17,219.14</td>
</tr>
<tr>
<td>Digital Services</td>
<td>Hourly</td>
<td>$50.38</td>
</tr>
<tr>
<td>Duplication</td>
<td>Per B&amp;W Page</td>
<td>$0.01</td>
</tr>
<tr>
<td>Duplication</td>
<td>Per Color Page</td>
<td>$0.12</td>
</tr>
<tr>
<td>Focus Groups plus Online Survey</td>
<td>Per Focus Group</td>
<td>$19,143.58</td>
</tr>
<tr>
<td>Honorariums</td>
<td>Participant</td>
<td>$15,113.35</td>
</tr>
<tr>
<td>Materials - Banner 7' x 10' with grommets</td>
<td>Per Banner</td>
<td>$469.22</td>
</tr>
<tr>
<td>Materials - Banner 31.5&quot; x 85.5&quot;</td>
<td>Per Banner</td>
<td>$416.39</td>
</tr>
<tr>
<td>Materials - Custom Podium Display and Graphic</td>
<td>Per Banner</td>
<td>$3,126.65</td>
</tr>
<tr>
<td>Materials - Banner Laminated</td>
<td>Per Banner</td>
<td>$422.27</td>
</tr>
<tr>
<td>Materials - Postcards</td>
<td>Per Postcard</td>
<td>$1.14</td>
</tr>
<tr>
<td>Materials - Mounted Poster 24&quot; x 36&quot;</td>
<td>Per Poster</td>
<td>$181.00</td>
</tr>
<tr>
<td>Materials - Printing Booklets (28 pg, plus cover, saddle stitch)</td>
<td>Per Booklet</td>
<td>$4.01</td>
</tr>
<tr>
<td>Materials - Printing Booklets (36 pg, plus Flood Gloss Aqueous (FGAQ), saddle stitch)</td>
<td>Per Booklet</td>
<td>$0.92</td>
</tr>
<tr>
<td>Materials - Printing Booklets (180 pg, plus cover and FGAQ, layflat bind)</td>
<td>Per Booklet</td>
<td>$4.12</td>
</tr>
<tr>
<td>Materials - Printing Brochures (6 pg)</td>
<td>Per Brochure</td>
<td>$0.51</td>
</tr>
<tr>
<td>Materials - Printing Brochures (4/4 plus FGAQ, 8.5&quot; x 22&quot; score/accordion fold to 5.5&quot; x 8.5&quot;)</td>
<td>Per Brochure</td>
<td>$0.43</td>
</tr>
<tr>
<td>Materials - Printing Folders (die cut and fold to 6.25&quot; x 9.75&quot;, with 2 vertical 4&quot; 3 dimensional pockets)</td>
<td>Per Folder</td>
<td>$1.80</td>
</tr>
<tr>
<td>Materials - Printing Program (28 pg plus cover)</td>
<td>Per Program</td>
<td>$1.62</td>
</tr>
<tr>
<td>Materials - Printing Program Supplement</td>
<td>Per Program Supplement</td>
<td>$0.34</td>
</tr>
<tr>
<td>Materials - Printing Report (40 pg, plus cover, black plastic coil)</td>
<td>Per Report</td>
<td>$9.19</td>
</tr>
<tr>
<td>Service Description</td>
<td>Unit</td>
<td>Price</td>
</tr>
<tr>
<td>----------------------------------------------------------</td>
<td>---------------</td>
<td>--------</td>
</tr>
<tr>
<td>Materials - Printing Report (74 pg, with 5 tabs plus</td>
<td>Per Report</td>
<td>$ 14.71</td>
</tr>
<tr>
<td>cover, black plastic coil)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting Space/Venue (includes space, security, supplies</td>
<td>Per Day</td>
<td>$ 15,507.05</td>
</tr>
<tr>
<td>etc.)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meeting Space/Venue - Exhibit Space (4 days)</td>
<td>Per Event</td>
<td>$ 3,123.43</td>
</tr>
<tr>
<td>Photography Supplies/Services</td>
<td>Per Day</td>
<td>$ 1,511.34</td>
</tr>
<tr>
<td>Promotional Materials - Word Magnets</td>
<td>Per Magnet</td>
<td>$ 0.42</td>
</tr>
<tr>
<td>Online Event Registration</td>
<td>Per Participant</td>
<td>$ 3.53</td>
</tr>
<tr>
<td>Online Event Registration: Hosting</td>
<td>Per Event</td>
<td>$ 151.13</td>
</tr>
<tr>
<td>Subscriptions - Web Hosting</td>
<td>Per Month</td>
<td>$ 20.10</td>
</tr>
<tr>
<td>Subscriptions - Webinar (100 attendees)</td>
<td>Per Month</td>
<td>$ 99.75</td>
</tr>
<tr>
<td>Telephone - Conference Calls (58 attendees, Total</td>
<td>Per Month</td>
<td>$ 4,801.44</td>
</tr>
<tr>
<td>3322 minutes)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Temporaries - Web Developer</td>
<td>Per Hour</td>
<td>$ 136.02</td>
</tr>
<tr>
<td>Temporaries - Design/Layout</td>
<td>Per Hour</td>
<td>$ 54.41</td>
</tr>
</tbody>
</table>

Note: Actual quantities/deliverables and prices will be quoted based on project specifications
Labor Category Descriptions:

❖ **President**

**Minimum/General Experience:** Minimum of 25 years company management experience.

**Functional Responsibility:** Manages all aspects of the company, including client services and business performance. Determines and cultivates the firm’s mission. Primary responsibilities include pursuing new business opportunities, developing and maintaining high-level client relationships, managing profitability and financial aspects of the firm, and managing senior staff. Possesses and provides a high level of expertise in communications strategy, marketing, public relations, and specific issue areas covered by the firm’s client accounts.

**Minimum Education:** BA/BS degree or equivalent in management

❖ **Chief Operating Officer/Executive Vice President**

**Minimum/General Experience:** Minimum of 20 years company management experience.

**Functional Responsibility:** Contributes to the overall performance of the firm by managing corporate operations, staff development and growth. Serves as the senior advisor to the President and manages and/or oversees client contracting and budgeting. Provides marketing direction and management to the firm.

**Minimum Education:** BA/BS degree

❖ **Senior Vice President**

**Minimum/General Experience:** Minimum of 18 years or more in related field

**Functional Responsibility:** Leads strategic partnerships and business development. Leads strategy for account teams. Provides technical and subject matter expertise to project teams. Provides corporate oversight of contracts to ensure quality of services and appropriate resource management. Possesses and provides a high level of expertise in project management, marketing, public relations, and specific issue areas covered by the firm’s client accounts.

**Minimum Education:** BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ **Vice President**

**Minimum/General Experience:** Minimum 15 years or more in related field

**Functional Responsibility:** Leads the planning and execution of multiple large clients and projects. Leads strategy for account teams. Possesses subject matter expertise in multiple areas of communications and expert project management skills. Responsibilities include departmental management, development and maintenance of productive client relationships, and business development.

**Minimum Education:** BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ **Director**
Minimum/General Experience: Minimum 12 years or more in related field

Functional Responsibility: Leads account management services and provides strategic guidance in support of multiple medium-scale clients and projects. Exhibits expertise in communications areas including research, media relations, partnerships, digital media, materials development, special events, social marketing, public health and cultural competence to client strategies. Serves as point of contact with clients and leads cross-functional internal teams.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ Associate Director

Minimum/General Experience: Minimum 11 years or more in related field

Functional Responsibility: Leads client management services and provides strategic guidance in support of multiple small to mid-sized accounts and projects. Exhibits expertise in communications areas including research, media relations, partnerships, digital media, materials development, special events, social marketing, public health and cultural competence. Leads training in strategic communications activities for internal and external audiences. Interfaces with clients and leads internal teams. Provides full breadth of technical communications support as needed. Serves as point of contact with clients and manages internal teams.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ Senior Account Supervisor

Minimum/General Experience: Minimum 10 years or more in related field

Functional Responsibility: Leads client management services and strategic guidance for one or more large-scale accounts and projects. Applies knowledge of research, media relations, partnerships, digital media, materials development, special events, technical assistance, social marketing, public health and cultural competence to client strategies. Interfaces with clients and leads internal teams. Serves as point of contact with clients and provides full breadth of technical communications support as needed.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ Senior Account Supervisor/Digital Strategist

Minimum/General Experience: Minimum 10 years or more in related field

Functional Responsibility: Plans, develops, executes and oversees implementation of client and corporate digital strategies. Manages all aspects of digital projects including website audits and strategy, social media strategy and content, email content; development of digital campaigns; SEO and digital advertising techniques; and digital analytics. Applies best practices in digital pry and marketing. This position also provides full client account management services and strategic guidance in support of one or more large-scale projects/campaigns.
Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, marketing, digital media or related field.

❖ **Account Supervisor**

Minimum/General Experience: Minimum 8 years or more in related field

Functional Responsibility: Coordinates client management services and strategic guidance in support of one or more mid- to large-sized client projects. Develops and manages budget and project deliverable timelines and assigns resources. Develops strategic communications plans. Serves as point of contact with clients and manages internal teams. Provides full breadth of technical communications support.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ **Creative Director**

Minimum/General Experience: Minimum 10 years or more in related field

Functional Responsibility: Responsible for the management and oversight of the design staff and the quality of the team’s creative portfolio. Manages and seeks to grow creative client accounts and offers strategy and counsel on areas of expertise, including branding, digital/responsive design elements, video concepts/storyboards, social media applications, e-publishing and creative copyright.

Minimum Education: BA/BS degree or equivalent in graphic design, fine arts, advertising or related field.

❖ **Editorial Director**

Minimum/General Experience: Minimum 10 years or more in related field

Functional Responsibility: Manages editorial functions across client accounts and for the company. Supervises and mentors internal staff in developing copy for client products, including writing descriptive content and messaging for various media including print, web, social media, radio and television. Writes and edits reports, newsletters, abstracts, research publications, multimedia materials, press releases, scripts, training materials, proposals, public relations materials and other technical and non-technical information. Serves as creative materials team leader for accounts. Oversees content development and manages schedule, budget, and creative staff for print and digital materials.

Minimum Education: BA/BS degree or equivalent in English, journalism, public relations, communications or related field.

❖ **Art Director**

Minimum/General Experience: Minimum 8 years or more in related field

Functional Responsibility: Responsible for the management and oversight of design and production staff and products. Offers strategy and counsel on materials development across print and digital platforms and serves as brand manager for clients. Coordinates and delegates assignments to designers, productions staff and freelancers. Participates in new business pitches and client presentations.

Minimum Education: BA/BS degree or equivalent in graphic design, fine arts, advertising or communications or related field
❖ **Web Developer**

**Minimum/General Experience:** 3 years or more in related field

**Functional Responsibility:** Responsible for designing, coding and modifying websites, from layout to function and according to client’s specifications. Writes well designed, testable, efficient code by using best development practices. Creates website layout/user interface by using standard HTML/CSS practices. Integrates data from various back-end services, content management systems and databases. Gathers and refines specifications and requirements based on technical needs. Experienced with fully responsive development practices, development in Web Applications and varied programming languages including SQL, Java and JavaScript, PHP and/or Ruby in HTML and .NET frameworks.

**Minimum Education:** BA/BS degree or equivalent in public relations, journalism, communications, marketing, digital media or related field.

❖ **Senior Account Manager**

**Minimum/General Experience:** Minimum 7 years or more in related field

**Functional Responsibility:** Leads project management of one or more mid-sized client projects. Develops budget and project deliverable timelines. Develops strategic communications plans. Develops and implements strategies intended to reach key stakeholder groups and target audiences. Interfaces with clients and leads internal teams. Provides full breadth of technical communications support as needed.

**Minimum Education:** BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ **Senior Production Manager**

**Minimum/General Experience:** Minimum 10 years or more in related field

**Functional Responsibility:** Manages special projects requiring creative implementation and senior-level decision making. Formulates and implements design strategy and sees projects such as print collateral, reports, training manuals, event materials, marketing pieces, and online and social media applications through production and 508 compliance. Manages external vendor relationships. Supports creative team’s design needs, including photo research and file alteration support.

**Minimum Education:** BA/BS degree or equivalent in graphic design, fine arts, advertising, or related field.

❖ **Senior Graphic Designer**

**Minimum/General Experience:** Minimum 7 years or more in related field

**Functional Responsibility:** Responsible for concept development, design, and execution of a variety of print and electronic materials including infographics, animated PowerPoint presentations, advertising and reports. Develops brand identity packages and manages brands and product portfolios for a number of clients. Works directly with project teams and clients to develop graphic concepts and design direction. Designs creative templates in InDesign, PowerPoint, Prezi and Constant Contact. Is proficient in responsive design and contributes to client strategy with digital/multimedia team.

**Minimum Education:** BA/BS degree or equivalent in graphic design, fine arts, advertising, or related field
❖ **Account Manager/Event Manager**

Minimum/General Experience: Minimum 6 years of professional communications/public relations/marketing experience

Functional Responsibility: Plans and executes all in-person and virtual client events. Capable of running video conference and live streaming events using all major teleconference platforms. Researches, manages, and coordinates venues, timelines, housing, catering, travel logistics and transportation, registration, entertainment, decorations, budget, and other details based on client needs, including cost comparisons and site inspections.

Minimum Education: BA/BS degree or equivalent in communications or related field

❖ **Account Manager**

Minimum/General Experience: Minimum 5 years or more in related field

Functional Responsibility: Serves as project or task lead for mid-sized campaigns or projects. Leads development and implementation of social marketing and/or public education projects, which may include strategic planning, media strategy, materials development, research, digital marketing strategies, special events and other related tasks. Provides account management support, including budget and project deliverables tracking. Interfaces with clients as needed.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ **Senior Account Executive**

Minimum/General Experience: Minimum 4 years or more in related field

Functional Responsibility: Serves as a project or task lead for small to mid-sized campaigns or projects. Coordinates and supports development and implementation of social marketing and/or public education campaigns. Provides account management support, including tracking budget and project deliverable timelines using sophisticated databases and spreadsheets. Interfaces with clients and provides full breadth of technical communications support as needed, including event support.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ **Graphic Designer**

Minimum/General Experience: Minimum 4 years or more in related field

Functional Responsibility: Works with the creative team to create visual solutions for print and electronic materials. Executes creative concepts, artwork, and layouts with direction from senior staff. Participates in design of variety of print and electronic materials including infographics, animated PowerPoint presentations, advertising and reports. Researches and acquires stock photography and other design needs.

Minimum Education: BA/BS degree or equivalent in graphic design, fine arts, advertising or related field.

❖ **Production Manager**
Minimum/General Experience: Minimum 5 years or more in related field

Functional Responsibility: Oversees the completion of client products and the maintenance of client portfolios. Manages tasks, develops production schedules and communicates daily with managers and staff to ensure that milestones are met on time. Obtains print estimates and purchases printing, oversees email marketing projects, and handles shipping and distribution of products when needed. Supports preparation of government clearance packages and documents.

Minimum Education: BA/BS degree or equivalent in graphic design, fine arts, advertising, or related field.

❖ Editorial Manager

Minimum/General Experience: Minimum 5 years or more in related field

Functional Responsibility: Responsible for assembling and writing descriptive content and messaging for various media including print, web, social media, radio and television. Writes and edits reports, newsletters, abstracts, research publications, multimedia materials, press releases, scripts, training materials, proposals, public relations materials and other technical and non-technical information. Manages and maintains the editorial style guides, and oversees the timely execution of content development. Supports onsite events as needed, digital products, video development and email marketing efforts.

Minimum Education: BA/BS degree or equivalent in English, journalism, public relations, communications or related field.

❖ Account Executive/Digital Coordinator

Minimum/General Experience: Minimum 3 years or more in related field

Functional Responsibility: Coordinates the execution of digital and social media strategies and digital content development. Contributes to strategic planning and research for digital campaigns. Supports website development and content review. Manages digital PR and influencer outreach. Knowledgeable about social media platforms and functionalities including Facebook, Twitter, Instagram, and LinkedIn.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, marketing, digital media or related field.

❖ Account Executive

Minimum/General Experience: Minimum 3 years or more in related field

Functional Responsibility: Serves as a task lead for small projects. Supports the implementation of social marketing and/or public education campaigns and projects. Activities may include strategic planning, media liaising, materials development, research, digital marketing, working with community organizations/partners, and other related tasks as required. Provides general support to account teams as requested, including event support.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ Assistant Account Executive

Minimum/General Experience: Minimum 2 years or more in related field
Functional Responsibility: Supports the implementation of social marketing and/or public education campaigns and projects. Activities may include strategic planning, media liaising, materials development, research, digital marketing, working with community organizations/partners, and other related tasks as required. Provides general support to account teams as requested, including event support.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.

❖ Production Coordinator

Minimum/General Experience: Minimum 2 years or more in related field

Functional Responsibility: Develops and coordinates schedules for and tracks client products from concept to printed or published piece. Updates schedules using cloud-based system. Manages document storage and versions within the corporate shared computer drives as well as hard-copy sample files. Researches and works with vendors to manage the production and finishing of products. Handles shipping and distribution of products for clients.

Minimum Education: BA/BS degree or equivalent in graphic design, fine arts, advertising, or related field.

❖ Editorial Associate

Minimum/General Experience: Minimum 1 Year

Functional Responsibility: Proofreads and copyedits materials developed either internally or by clients for print and online applications. Ensures that materials adhere to a consistent style as directed by the project director. Confirms data and quotations with trusted sources as needed. Inputs changes to copy and formats files as required. Works with designers to check changes to laid out materials. Contributes to marketing efforts and interfaces with clients as directed.

Minimum Education: BA/BS degree or equivalent in English, journalism, public relations, communications or related field.

❖ Communications Associate

Minimum/General Experience: Minimum 1 year of office experience (including internships) and interest in communications

Functional Responsibility: Provides general communications support to account teams. Conducts background research and drafts media materials, including press releases, advisories, statements, social media messages and pitch letters. Pitches events and stories to diverse media. Coordinates, tracks and contributes content to materials/products and supports event implementation.

Minimum Education: BA/BS degree or equivalent in public relations, journalism, communications, or related field.