



# General Services Administration

## Federal Supply Service Authorized Federal Supply Schedule

**PCI Communications, LLC**  
1700 Diagonal Road, Suite 450  
Alexandria, VA 22314

**Robert Sprague**  
703 823 1600  
[www.pcicom.com](http://www.pcicom.com)  
[rsprague@pcicom.com](mailto:rsprague@pcicom.com)



### **Professional Services Schedule**

**FSC Group: 00CORP.**

**PSC: R708**

**Contract Number: GS-23F-0008M**

**Contract Period: October 12, 2001 - October 11, 2021**

Business Size: Small

For more information on ordering from Federal Supply  
Schedules click on the FSS Schedules button at [fss.gsa.gov](http://fss.gsa.gov).

# CUSTOMER INFORMATION

## 1a. Specialized Marketing Services 541-1 541-1RC

Advertising Services  
541-3 / 541-3RC Web Marketing Services -  
Small Business Set Aside  
541-4 B / 541-4B RC Video/Film Production  
541-4D / 541-4D RC Conference, Events and Tradeshow  
Planning Services - Small Business Set Aside  
541-4 F / 541-4F RC Commercial Art and Graphic Design  
Services - Small Business Set Aside  
541-5 / 541-5 RC Integrated Marketing Services  
541-1000 / 541-1000 RC Other Direct Costs  
00CORP-500 / 00CORP-500RC Order Level Materials

## 1b. Lowest Priced Model Number/Unit Price

DVD/CD -ROM Duplication:  
Please see price list.

## 1c. Hourly Rates:

Please see Price List.

2. Maximum Order: \$1,000,000.00.

3. Minimum Order: \$100.00.

4. Geographic coverage (delivery area): Worldwide.

5. Point of production: Alexandria, VA.

6. All prices are inclusive of IFF (0.75% current rate).

7. Quantity discounts: Contractor may offer volume discounts on large orders. Discount and terms may be negotiated on individual task orders.

8. Prompt payment terms: 30 days.

9a. Government purchase cards are accepted up to the micro-purchase threshold.

9b. Government purchase cards are not accepted above the micro-purchase threshold.

10. Foreign items: Not Applicable.

11a. Time of delivery: Negotiated on each task order.

11b. Expedited Delivery: Contact vendor.

11c. Overnight and 2-day delivery: Contact vendor.

11d. Urgent Requirements: Contact vendor.

12. F.O.B. point(s): Destination.

13a. Ordering address:

### **PCI Communications, LLC**

1700 Diagonal Road, Suite 450  
Alexandria, Virginia 22314  
Attention: Robert Sprague

Phone: 703.823.1600

Fax: 703.823.1694

Email: [rsprague@pcicom.com](mailto:rsprague@pcicom.com)

13b. Ordering procedures: Ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

14. Payment address:

EFT Payment is available upon request. If EFT is not available, please send payment to the following:

### **PCI Communications, LLC**

1700 Diagonal Road, Suite 450  
Alexandria, Virginia 22314

15. Warranty Provision: Standard Commercial Practices Warranty.

16. Exporting Packaging Charges: Not Applicable.

17. Terms and conditions of Government purchase card acceptance: Not Applicable (see No. 9).

- 18. Terms and conditions of rental, maintenance, and repair:  
Not Applicable.
- 19. Terms and conditions of installation: Not Applicable.
- 20. Terms and conditions of repair parts indicating date of parts price lists and any discounts from list prices:  
Not Applicable.
- 20a. Terms and conditions for any other services:  
Not Applicable.
- 21. List of service and distribution points: Not Applicable.
- 22. List of participating dealers: Not Applicable.
- 23. Preventive maintenance: Not Applicable.
- 24a. Environmental Attributes: Recycling.
- 24b. If applicable, indicate that Section 508 compliance

information is available on Electronic and Information Technology (EIT) supplies and services and show where full details can be found (e.g. contractor's website or other location.) The EIT standards can be found at:

[www.Section508.gov/](http://www.Section508.gov/).

25. Data Universal Numbering System (DUNS) Number:  
**78-376-5373**

26. Contractor is registered in Central Contractor Registration (CCR), CAGE/NCAGE Number: **1UP68**



# PCI COMMUNICATIONS

Advertising and Integrated Marketing initiatives are becoming more and more critical to federal government agencies in achieving success in their mission related goals and objectives. Tasked with education and outreach to a broad group of stakeholders, federal agencies must make use of every traditional and emerging communications medium, and employ overarching strategies to make sure that budgeted dollars are used to maximum effect.

PCI Communications, Inc. (PCI) is a marketing + creative production agency offering GSA Schedule buyers outstanding service, valuable experience, and award-winning product. In business for 30 years, PCI has fulfilled

multifaceted advertising, promotion, and integrated marketing requirements for federal agencies in the transportation, financial regulation, homeland security, healthcare, public safety, defense, digital government, and other arenas.

PCI offers government buyers strategic services including marketing, branding, communications strategy, crisis/reputation management, and public relations, as well as award-winning creative services including video, digital/interactive, design, and events. Please visit PCI's website at [www.pcicom.com](http://www.pcicom.com) for samples and more information on products and services.

## GSA SCHEDULE BUYERS BENEFIT FROM:

- The intensive, personalized service expected from a small business, combined with the skill, expertise, reliability, and national reach of a much larger one;
- One-stop shopping for a broad range of tightly integrated strategic and tactical services;
- A seasoned, full-time staff of strategists, writers, designers, producers, and project managers;
- Ideas, best practices, and partnerships from PCI's service to the commercial and not-for-profit sectors;
- State-of-the-art equipment and techniques for the production of video, online/mobile, print, and other materials;
- A location convenient to Washington-area federal agency headquarters, with the ability to provide service throughout the United States;
- Robust project management capabilities for multi-year BPAs and similar vehicles;
- On-staff senior team members with direct federal experience and service;
- Favorable pricing compared to commercial customers; and
- A sincere commitment to the results and mission success of every project.

# SCOPE OF WORK

PCI understands that Advertising and Integrated Marketing Solutions must contribute materially to achieving each purchasing agency's mission objectives while providing essential support to national and economic stewardship. PCI works diligently to understand how each project – no matter how small or how extensive – fits into the agency's goals, and can provide valuable counsel on the most effective communications methodologies to reach any target audience or constituency.

The following are examples of tasks that may be performed under each Special Item Number (SIN). These are examples only and are not meant to exclude or limit any authentic marketing, media, and public information service under this Federal Supply Schedule. Examples include but are not limited to the following:

## **SIN 541-1 ADVERTISING SERVICES**

When delivery of messages to key audiences must be guaranteed, government agencies can count on PCI to oversee and deliver targeted media buys and compelling messaging. PCI delivers the campaign design, message testing, creative production, media placement, and measurement services to make sure that advertising dollars result in maximum audience impact and message retention, whether in traditional print, broadcast, online, or blended media, all accomplished while highlighting specialized agency capabilities.

## **SIN 541-3 WEB MARKETING SERVICES**

PCI provides outstanding contemporary design for digital marketing and sites designed to take full advantage of the most current online and mobile platforms. Services include the development of online and digital strategies, assessment and analysis of online and digital presence, web design, interactive programming, digital marketing, section 508 compliance, and KPI tracking.

## **SIN 541-4B VIDEO/FILM PRODUCTION**

PCI's video competes with the best in commercial video production – helping to maximize the impact on viewers whether delivered through traditional, broadcast, online, or mobile means. PCI shoots video on location throughout the United States and overseas, and maintains studio, voiceover, editing, 3D animation, and mastering facilities in its Washington, DC-area headquarters. Over 150 industry awards testify to the quality of PCI's work; repeat orders from corporate, association, and government clients testify to PCI's ability to generate results in a wide variety of circumstances.

## **SIN 541-4D CONFERENCE, EVENTS AND TRADESHOW PLANNING SERVICES**

PCI has successfully supported dozens of crucial government-sponsored meetings and events. PCI's experienced, full-time personnel provide outstanding project management, travel and logistics, technical support, writing, registration, and related services. PCI can help federal clients define and detail the goals, agenda, format, deliverables, theme, look and feel, and budget of a conference, event, or trade show exhibit. PCI also can execute the complex technical requirements of a modern multimedia event – removing the burden of management from clients, while creating a dramatic and compelling production in support of clients' unique mission objectives.

## **SIN 541-4F COMMERCIAL ART AND GRAPHIC DESIGN SERVICES**

PCI's expertise in graphic design extends from traditional print products such as brochures, annual reports, display advertising, and collateral material to the most current digital media including e-books and art for mobile apps. PCI excels in the development of visual branding, such as logos, visual identity packages, and standards and usage guides. PCI's designers produce vivid and distinctive design without ever losing sight of the objective of each piece of communication. With a thorough understanding of print production, PCI can ensure accurate reproduction and effective use of design elements to maximize communication impact within any budgetary range.

## **SIN 541-5 INTEGRATED MARKETING SERVICES**

PCI has the depth, breadth, and experience to fulfill complex and multifaceted communications initiatives that require overarching strategies and a variety of different media in execution. PCI can develop comprehensive plans that cover marketing, market research, branding, public relations, internal communications, and other needs, and then produce high-quality deliverables in the form of video, websites, mobile applications, print graphics, events, public relations campaigns, and media buys in order to carry the strategies out. PCI's broad range of in-house capabilities means that relatively few project components must be subcontracted or freelanced out; as a result little is "lost in the translation" and PCI's communications products are closely aligned with the strategies developed to meet agency mission objectives and goals. PCI's rigorous project management capabilities ensure that projects with multiple components and those spanning multiple years are executed with little risk to government buyers and with robust reporting and tight budget control.

# LABOR RATES

| Labor                           | Unit | GSA Rate including IFF |
|---------------------------------|------|------------------------|
| Account Executive               | hour | \$124.17               |
| Administrative Support          | hour | \$73.30                |
| Advertising Strategist          | hour | \$141.71               |
| Animator                        | hour | \$107.50               |
| Art Director                    | hour | \$161.26               |
| Assistant Editor                | day  | \$1,094.55             |
| Boom Operator                   | hour | \$79.41                |
| Brand Developer                 | hour | \$160.67               |
| Buyer/Planner                   | hour | \$85.03                |
| Camera Assistant                | hour | \$95.29                |
| Casting Director                | hour | \$95.29                |
| Composer                        | hour | \$97.73                |
| Content Manager                 | hour | \$122.17               |
| Content Strategist/Writer       | hour | \$107.51               |
| Copy Editor                     | hour | \$83.07                |
| Copy Writer                     | hour | \$117.28               |
| Department Director             | hour | \$200.35               |
| Developer                       | hour | \$117.27               |
| Digital Coordinator             | hour | \$83.07                |
| Digital Designer                | hour | \$200.35               |
| Digital Measurement Analyst     | hour | \$171.03               |
| Digital Media Planner           | hour | \$146.60               |
| Digital Photographer            | hour | \$190.58               |
| Digital Strategist              | hour | \$171.03               |
| Director - Photo & Video Shoots | hour | \$222.34               |
| Director of Photography         | hour | \$150.88               |
| DIT                             | hour | \$95.29                |
| Event Producer                  | hour | \$92.85                |
| Graphic Designer                | hour | \$122.16               |
| Grip/Electric                   | hour | \$71.47                |
| Hair/Wardrobe Stylist           | hour | \$103.24               |
| Hair/Wardrobe Stylist Assistant | hour | \$71.47                |
| Key Grip                        | hour | \$87.35                |
| Lead Designer                   | hour | \$155.00               |

| Labor                         | Unit | GSA Rate including IFF |
|-------------------------------|------|------------------------|
| Media Specialist I            | hour | \$73.30                |
| Media Specialist II           | hour | \$107.50               |
| Presentation/Media Training   | Day  | \$3420.46              |
| Principal                     | hour | \$307.86               |
| Producer                      | hour | \$127.05               |
| Production Assistant          | hour | \$48.87                |
| Production Coordinator        | hour | \$77.61                |
| Production Specialist         | hour | \$117.28               |
| Public Relations Coordinator  | hour | \$127.05               |
| Public Relations Director     | hour | \$190.57               |
| Public Relations Manager I    | hour | \$97.73                |
| Public Relations Manager II   | hour | \$122.16               |
| Senior Account Executive      | hour | \$138.50               |
| Senior Graphic Designer       | hour | \$156.37               |
| Senior UI/UX Designer         | hour | \$195.47               |
| Senior Vice President         | hour | \$239.43               |
| Senior Video Editor           | hour | \$113.43               |
| Senior Writer/Strategist      | hour | \$167.15               |
| Social Media Manager          | hour | \$107.51               |
| Sound Mixer                   | hour | \$84.29                |
| Storyboard Artist/Illustrator | hour | \$95.29                |
| Talent - Day Player           | hour | \$124.17               |
| Talent - Extras/Atmosphere    | hour | \$39.09                |
| Talent - Half-day Player      | hour | \$67.50                |
| Talent - Non-Union            | hour | \$63.53                |
| Talent - On-Camera Narrator   | hour | \$222.34               |
| Talent - Voiceover Artist     | hour | \$134.99               |
| UX Designer                   | hour | \$190.58               |
| VFX Artist                    | hour | \$103.23               |
| Vice President                | hour | \$219.90               |
| Video Editor                  | hour | \$93.13                |
| Web Programmer II             | hour | \$146.59               |
| Writer                        | hour | \$127.05               |

# OTHER DIRECT COSTS

| SUPPORT PRODUCT/ LABOR (ODCs)  | Unit       | GSA Rate     |
|--|------------|--------------|
| 2-D Animation/Motion Graphics Workstation  | hour       | \$89.08      |
| 2k or 4K Digital Cinema Camera w/basic lens  | day        | \$2,381.21   |
| 3-D Animation Workstation  | hour       | \$95.93      |
| 5k Generator   | day        | \$199.86     |
| Advertising  | placement  | \$28,203.96  |
| Audio Equipment Package  | day        | \$131.34     |
| Audio Sweetening & Mixing  | hour       | \$216.99     |
| AVID Suite (no editor)   | hour       | \$107.05     |
| Banner Stand   | unit       | \$2,987.25   |
| Broadcast Media Monitoring: Insight Data Tagging   | article    | \$1.11       |
| Broadcast Media Monitoring: Subscription, Seats, Storage, Ad Value Equivalency, Audience Rating, and Digital Clips | month      | \$878.54     |
| Camera Package (Video Production)  | day        | \$781.82     |
| Casting – Special Talent Search  | each       | \$412.42     |
| Clipping Service: Basic Monthly Rate Charge  | month      | \$309.31     |
| Clipping Service: Scanned, eClip, Internet Clip  | clip       | \$2.32       |
| Color Correction   | hour       | \$188.44     |
| Computer Rental  | day        | \$158.61     |
| Conference Registration  | annual fee | \$13,057.93  |
| Craft Services (per person/per meal)   | each       | \$19.03      |
| Dolly Package  | day        | \$640.69     |
| Expendables  | day        | \$102.78     |
| Focus Group  | group      | \$7,284.63   |
| General Session Audiovisual Production, including audio, lighting, video, stage, labor, shipping                   | each       | \$150,915.44 |
| Grip Truck 2 Ton (Standard)  | day        | \$634.48     |
| Grip Truck 3 Ton (Standard)  | day        | \$951.73     |

| SUPPORT PRODUCT/ LABOR (ODCs)   | Unit     | GSA Rate    |
|---|----------|-------------|
| Hotel Ballroom Rental   | day      | \$20,150.00 |
| Jimmy Jib Rental  | day      | \$277.07    |
| Lighting Package  | day      | \$698.12    |
| Location Fees & Permits   | day      | \$1,889.17  |
| Make-up Kit   | day      | \$157.43    |
| Music - Stock   | Cut      | \$244.32    |
| On-Line AVID suite w/ 3D (Video Post Production)  | day      | \$1,368.19  |
| On-set Digital Media Workstation (card downloads etc.)  | day      | \$119.91    |
| Online Conference Registration, including 2000 registrations, 2000 financial transactions, annual license, PayPal service | year     | \$7,959.25  |
| Prime Lens Kit  | day      | \$888.27    |
| 1 TB Hard Drive   | each     | \$190.34    |
| Crew Personal Vehicle Mileage   | per mile | \$0.68      |
| Props   | day      | \$770.89    |
| Sachtler Tripod   | day      | \$101.51    |
| Stedecam Package  | day      | \$1,015.18  |
| Stock Photographs   | each     | \$307.71    |
| Teleprompter (W/Operator)   | day      | \$881.61    |
| Mileage Grip Truck (Standard) 2 or 3 ton  | per mile | \$1.90      |
| Voiceover Studio Time   | hour     | \$169.03    |
| Wardrobe – per actor/per role   | day      | \$125.63    |
| 500 GB Hard Drive   | each     | \$158.61    |

# LABOR CATEGORY DESCRIPTIONS

## ACCOUNT EXECUTIVE

Plans projects of moderate complexity in order to ensure completion to high standards of quality within time frame and budget. Manages creative teams including on-staff and contract artists, designers, programmers, editors, writers, and others. Creates specifications, budgets, work plans, timelines, and resource allocation models for creative projects. Participates in the development of creative concepts, content, site maps, strategic plans, campaigns and other production elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Requires 3-6 years experience as project manager. Requires fluency with the processes, language, and technology of creative production, including video, print, interactive, and live event productions, along with superior organizational skills and attention to detail.

## ADMINISTRATIVE SUPPORT

Provides administrative support for project managers and other staff including printing, copying, and binding of documents. Arranges shipping. Arranges travel, including airfare, hotel, rental cars, and develops itineraries with directions and schedules. Keeps schedules and calendars. May provide arrangements for client meetings, interviews, focus groups, video shoots, and events.

Requires superior organizational skills, attention to detail, familiarity with Microsoft Office Suite, and experience with arranging travel. Minimum education Associates Degree.

## ADVERTISING STRATEGIST

Creates inventive strategies for the use of paid media and advertising campaigns in both traditional and digital environments. Gathers client objectives, guides clients, prepares strategic analyses, researches target audiences and demographics, and tracks the results of advertising campaigns to allow mid-course corrections.

Requires 7+ years of experience and Bachelor's degree or equivalent experience.

## ANIMATOR

Uses animation and design software to create informational and eye-catching two-dimensional animations for video, including credit screens, titles, and effects. Coordinates with and supports 3D Animator when necessary. Provides DVD authoring and associated graphics such as buttons and interfaces.

Requires 2-4 years of experience in computer animation, high proficiency in Adobe Creative Suite 3 programs including Flash Professional, Illustrator, Photoshop, and After Effects and a Bachelor's degree or equivalent experience. Requires working knowledge of video production, non-linear editing, and compression.

## ART DIRECTOR

Oversees the artistic design of commercial graphic design and creative print media. Is responsible for determining the creative "look" of brands, campaigns, and identity materials, and presenting graphic concepts and designs to clients. May direct photo shoots, working with a Photographer, models, and props to develop custom imagery for graphic designs. Directs the work of Senior Graphic Designers and Graphic Designers. Ensures artistic and technical quality of all graphic designs and printed products.

Requires 10+ years of experience in commercial/marketing graphic design, collateral production and commercial printing and a Bachelor's degree or equivalent experience. Requires fluency in the latest versions of industry-standard software including Adobe Creative Cloud and the Microsoft Office suite.

## **ASSISTANT EDITOR**

Organizes camera footage in preparation for editing. Logs and digitizes tapes. Assists editor in modifying and completing media. Requires a working knowledge of non-linear video editing equipment (including Avid systems and software), scopes, and time-base correctors

Requires a working knowledge of non-linear video editing equipment (including Avid systems and software), scopes, and time-base correctors and an Associates degree.

## **BOOM OPERATOR**

Responsible for operating a boom microphone for a video or film production, usually using a boom pole with a microphone attached to the end, the aim being to hold the microphone as close to the actors or action as possible without allowing the microphone or boom pole to enter the camera's frame.

Requires 1+ year of experience plus high school education or equivalent.

## **BRAND DEVELOPER**

Plans and conducts market research for a brand, gathering data about where a product or service fits in with the rest of the market. Designs and implements qualitative and quantitative research methods including focus groups, interviews, and surveys. Uses research results to inform the evaluation and development of brands, brand positioning, brand attributes, and other characteristics with the objective of increasing a brand's value.

Requires 4+ years of experience in media research and Bachelor's degree or equivalent experience.

## **BUYER/PLANNER**

Researches and purchases paid media in both digital and traditional advertising media. Negotiates to achieve most favorable rates and value-adds. Tracks placements and reports results.

Requires 2+ years of experience and Bachelor's degree or equivalent experience

## **CAMERA ASSISTANT**

Assists the Director of Photography by preparing the camera on a video or film production. May set up cameras, tripods, or dolly or crane mounts. May prepare and insert media or film. May assist camera operator by pulling focus or making other adjustments during a scene involving camera motion.

Requires 3+ years of experience and Bachelor's degree or equivalent experience.

## **CASTING DIRECTOR**

Assembles the cast for a video, film, or still photo production including working with Director to define needed attributes, organizing casting calls and auditions, securing selected actors, models, or subjects, and coordinating between talent and production personnel.

Requires 3+ years of experience and Bachelor's degree or equivalent experience.

## **COMPOSER**

Composes custom background and incidental music to enhance the power and messaging of a video, electronic presentation, or live event. Records demonstration versions to provide to client and/or video editors for review. Oversees rehearsals of musicians; oversees the recording of the master or, if used in a live setting, conducts the musicians.

Requires 12+ years' experience writing music for video or live events and a high level of proficiency playing piano and a Bachelor's degree or equivalent experience. Must have a solid working knowledge of Digital Performer, Cubase, or similar software.

## **CONTENT MANAGER**

Develops content strategies to promote and extend clients' brands, including the creation of original content and the curation of content produced by others to increase market presence and SEO. Audits and analyzes content to make strategic recommendations. Creates workflows for content and builds content strategy around new initiatives or new products. Develops site nomenclature and makes recommendations for messaging.

Requires Bachelor's degree and 2+ years of experience.

## **CONTENT STRATEGIST/WRITER**

Writes content to promote and extend clients' brands, including white papers, blogs, commentary, social media posts, and digital advertising. Develops engaging topics and ideas for digital experiences to promote linking, liking, and sharing. Employs keywords and tagging to drive SEO for clients' websites.

Requires Bachelor's degree and 1+ years of experience.

## **COPY EDITOR**

Reviews, proofs, and corrects editorial content such as articles, white papers, brochures, reports, and website text for clear language, spelling, punctuation, and grammar. Checks manuscripts for readability, style, and agreement with clients' style guidelines and editorial policy. Checks facts and accuracy.

Requires Bachelor's degree in English or Journalism, excellent vocabulary, grammar, and proofreading skills, ability to recognize and correct style errors, attention to detail, and expertise in research.

## **COPY WRITER**

Writes promotional text for advertising and marketing materials such as slogans, taglines, body copy, catalogues, coupons, ads, billboards, websites, and blogs. May participate in creative development of campaigns. Produces plain-language text free of spelling, punctuation, and grammar errors.

Requires 3+ years of experience in advertising, marketing, or related field and Bachelor's degree or equivalent experience. Requires proficiency in standard word processing applications and with market and media research tools, and excellent vocabulary, grammar, and proofreading skills.

## **DEPARTMENT DIRECTOR**

Responsible for management of a department or function within the organization such as Design, Video, Digital, Events, or Administration. Provides guidance for operations, development, and fiscal performance. Expert in at least one phase of strategic communications or production. Leads department or function in resource allocation, creative direction, skill enhancement, and realization. May provide expert-level service delivery or communications counsel to clients.

Requires 6+ years of experience in communications, marketing, public relations, production, or related disciplines along with a Bachelor's degree or equivalent experience. Requires strong management skills, superior communication skills, and thorough knowledge of industry discipline.

## **DEVELOPER**

Programs the back-end elements for Web sites and Web-based applications, including the graphical user interface for and client-side scripting of interactive Web sites, Web-based and stand-alone multimedia, and e-learning applications. Conducts alpha and beta testing.

A Bachelor's degree and 3-5 years of experience programming Web sites, including experience with Web 2.0 architecture. Proficient in HTML, XHTML, PHP, ColdFusion, JavaScript, and Flash Professional. Working knowledge of MySQL. Understands Section 508 compliance requirements.

## **DIGITAL COORDINATOR**

Develops and maintains websites, blogs, electronic newsletters, social media campaigns, and other digitally produced material. Edits digital images and designs page layouts using electronic publishing software. Responsible for writing and posting content on the Internet.

Requires 2+ years of relevant experience and Bachelor's degree or equivalent experience.

## **DIGITAL DESIGNER**

Responsible for the design strategy of a website or web-based application. Sketches out the primary interfaces and creates prototypes, translating business objectives and end user needs into overall designs with the object of creating the most dynamic and engaging user experience possible. Familiar with current design trends and best practices in interactive development. Directs Senior UI/UX Designers and UX Designers.

Requires 10+ years of experience and Bachelor's degree or equivalent experience and fluency in current industry standard software, browsers, and analytical tools.

## **DIGITAL MEASUREMENT ANALYST**

Assesses, tests, tracks, and analyzes digital experience and customer perception initiatives in order to identify tactics for optimizing strategies, efficiencies, and overall effectiveness. Serves as project lead on digital experience and customer perception analytics engagements. Uses industry standard tools and instruments to gather analytics and user data to seek opportunities for integration.

Requires 5+ years of experience in digital marketing and Bachelor's degree or equivalent experience.

## **DIGITAL MEDIA PLANNER**

Researches and plans the use of paid, owned, and earned media in the digital space. Studies trends in marketing to optimize the digital marketing mix and develop attribution models to measure the return on media spend. Directs Buyer/Planners in the acquisition of paid media.

Requires 5+ years of experience and Bachelor's degree or equivalent experience.

## **DIGITAL PHOTOGRAPHER**

Captures high quality still images using digital cameras for studio and on-location photo shoots. Selects camera, lenses, filters, lighting, and accessory equipment in order to deliver artistic results. Directs models, applies principles of composition, and uses special photographic effects. May work with Creative Director, Art Director, or others in a team to obtain imagery that supports advertising or marketing campaigns.

Requires 5+ years of experience as a still photographer and Bachelor's degree or equivalent experience.

## **DIGITAL STRATEGIST**

Develops digital marketing solutions to address clients' business challenges. Researches and analyzes target audience data to understand audiences' interests and online behaviors, brand attributes, and competitive landscape. Creates strategies and plans to connect digital, social, mobile, and traditional marketing efforts. Stays abreast of relevant trends and technologies.

Requires 5+ years of experience in digital and social marketing and Bachelor's degree or equivalent experience along with proficiency in current research and analytical tools.

## **DIRECTOR - PHOTO & VIDEO SHOOT**

Plans, directs, and coordinates video shooting or filming by conferring with the Creative Director regarding the interpretation of a scene and the desired effects. Observes set or location and reviews other information relating to natural or artificial conditions to determine filming and lighting requirements. Selects cameras, accessories, equipment, and film stock, utilizing knowledge of filming techniques, filming requirements, and computations. Instructs Director of Photography regarding camera setup, angles, distances, movement, and other variables and signals cues for starting and stopping filming.

Requires 3+ years of experience and Bachelor's degree or equivalent experience.

## **DIRECTOR OF PHOTOGRAPHY**

Directs the camerawork on a video or film production following the requirements of the Director. Responsible for lighting the subjects of the production and directing the Gaffer or Grips. Ensures the quality of composition, focus, and camera movement during a scene.

Requires 8+ years of experience and Bachelor's degree or equivalent experience.

## **DIT**

Responsible as Digital Information Technician for the capture and management of all digital media created on a video set. Secures digital information from camera, prepares media and safeties, and stores to portable systems for transportation to postproduction facilities.

Requires 3+ years of experience in computer or video technology and Bachelor's degree or equivalent experience.

## **EVENT PRODUCER**

Coordinates the smooth production of and ensures quality control of the technical and creative aspects of events, conferences, and seminars. Initiates site surveys and liaises with venue representatives and clients to ensure proper support throughout. Responsible for overseeing audiovisual systems and technology, staging, rehearsing and coordinating performers and/or speakers, sets, music (live and/or recorded), and other elements that enable a conference or event and hold audience attention. Manages contractors relating to above elements. Coordinates with videographer, if applicable. Maintains creative and logistical control of the event. Continually ensures the project is on or under budget.

Requires a Bachelor's degree and 4-6 years of experience in event production and live staging. Must possess excellent organizational skills.

## **GRAPHIC DESIGNER**

Provides professional support designing, laying out, updating, and coordinating the production of a wide array of commercial graphic design and creative print media. Works primarily with internal clients and team members to develop collateral materials, publications, presentations, exhibits, signage, and other materials. Demonstrates thorough knowledge of graphic industry standards and graphic media. Able to produce appropriate file formats for various types of printing and electronic publication applications.

Requires a Bachelor's degree and 2-7 years of experience in commercial/marketing graphic design, collateral production and commercial printing. Requires fluency in the latest versions of industry-standard software including Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Quark Xpress, and the Microsoft Office suite.

## **GRIP/ELECTRIC**

Assists Key Grip by ensuring that there is sufficient electrical power to operate the lighting equipment on a video or film set. Identifies power sources, lays cable, connects lighting instruments, and monitors operation to ensure that circuits are not overloaded. May operate generator.

Requires 3+ years of experience, electrician's license, and high school diploma or equivalent experience.

## **HAIR/WARDROBE STYLIST**

Responsible for ensuring that actors, presenters, models, and subjects appear their best in video, film, and still photo shoots. Applies makeup and trims hair to appear appropriate under lighting conditions. Evaluates actors and subjects on set and makes adjustments. Understands the use of color to complement different types of skin. Solves problems with subjects' appearance.

Requires 3+ year of experience in professional theatrical or video makeup application, and an Associate's degree or equivalent experience. Must supply basic makeup kit.

## **HAIR/WARDROBE STYLIST ASST.**

Responsible for assisting Lead Hair/Wardrobe stylist in ensuring that actors, presenters, models, and subjects appear their best in video, film, and still photo shoots. Cleans and straightens wardrobe and prop elements. Prepares make-up kits. May apply makeup or adjust hair.

Requires 1+ year of experience in professional makeup or styling, and an Associate's degree or equivalent experience.

## **KEY GRIP**

Responsible for directing the setup and positioning of lighting equipment on a video or film shoot. Works with lighting instruments, stands, flags, dolly track, silks, reflectors, and other equipment and directs Grips and Electricians in the adjustment and connection of lighting gear. Ensures the safe setup and operation of lighting equipment.

Requires 5+ years of professional lighting experience and Bachelor's degree or equivalent experience.

## **LEAD DESIGNER**

Provides overall concept and design for a media project, including games, websites, interactive, video, or multimedia products. Working with the production team, shapes the project and aids in creation of the schedule, resource allocation, and time assignments. Constantly evaluates the project's overall look, feel, and aesthetics.

Requires 4+ years of experience in multimedia development and Bachelor's degree or equivalent experience.

## **MEDIA SPECIALIST I**

Helps research and develop project-related media lists and outlets for TV, radio, print, outdoor, Internet, and other venues, sorted by geographic location, format, circulation/reach and content. Coordinates media buying (smaller campaigns) or oversees professional media buyers (larger campaigns). Monitors and keeps track of placements to ensure negotiated frequency is met or exceeded. Assists in writing reports that summarize placements and results. Should quantitative research be required, will coordinate survey administration.

Requires up to 2 years' experience in a media buying, media sales, and/or public relations environment. Requires proficiency in standard word processing applications, vocabulary, grammar, and proofreading skill. Requires an Associate's degree or equivalent experience.

## **MEDIA SPECIALIST II**

Develops media lists and outlets for TV, radio, print, outdoor, Internet, and other venues, as required. Helps create media plan based on this research and determines the most advantageous placements. Coordinates media buying. Writes detailed reports at the conclusion of campaigns to detail placements and results. Should quantitative research be required, helps in the creation of the survey instrument.

Requires 2+ years' experience in a media buying, media sales, and/or public relations environment. Requires excellent skill in; word processing applications, vocabulary, grammar, and proofreading skills. Requires a Bachelor's degree or equivalent.

## **PRESENTATION/MEDIA TRAINING**

Conducts the research necessary to develop and revise training courses and prepares appropriate training manuals. Prepares all instructor materials (course outline, background material and training aids). Prepares all student materials (course manuals, workbooks, handouts, completion certificates and course evaluation forms). Trains personnel by conducting formal classroom courses, workshops, and seminars. Provides daily supervision to staff.

Requires 8 or more years of experience in Presentation/Media training, training or related fields Specialized Experience: Experience developing and providing media training like or on computer hardware and application software, or training on media relations procedures. Requires a B.A. or B.S. degree.

## **PRINCIPAL**

Responsible for leadership of entire organization. Provides senior level guidance for corporate direction, and oversees fiscal performance of the entire enterprise. Delivers expert-level counsel and service to clients in best practices in areas including Marketing, Advertising, Public Relations, and Production. May serve as project lead for prominent accounts.

Requires 15+ years of experience in communications, marketing, public relations, production, or related disciplines along with a Bachelor's degree or equivalent experience. Requires industry leadership, outstanding client communication skills, and vision of organizational development and success.

## **PRODUCER**

Assists Director and/or Senior Video Producer in the management of the video production process. Ensures required releases are obtained, travel and transportation are coordinated for cost-savings and efficiency, and arranges for additional crewmembers or specialists when necessary. Monitors overall budget and reallocates funds, if necessary. Schedules shoots, meetings, and casting sessions.

Requires a Bachelor's degree and at least 6 years of video or film experience, including experience as an associate producer or production assistant. Must have a thorough understanding of all elements of production, including lighting, sound, and editing.

## **PRODUCTION ASSISTANT**

Provides general assistance during a video production, such as running errands and doing odd jobs for the crew. Coordinates craft services, arranges for transportation, and performs administrative duties such as copying scripts.

Requires a Bachelor's degree and a keen interest in video production. Must possess excellent organizational skills.

## **PRODUCTION COORDINATOR**

Assists in the management of creative production. Schedules meetings with clients and internal teams, attends project and client update meetings and keep detailed notes, develops project to-do and action lists, identifies vendors and subcontractors, hires vendors and subcontractors, completes agreements, and manages vendors and subcontractors.

Assists in the management of production budgets, creates purchase orders, and updates and reconciles budgets with accounting data. Serves as production scheduler, develops and maintains master schedule of all creative projects, develops and maintains master schedule of assignments for creative production personnel (print, web, interactive, event, video), identifies conflicts and help to resolve resource gaps.

Requires 1+ years' experience in creative production along with superior organizational and project management skills. Associates degree required.

## **PRODUCTION SPECIALIST**

Provides a variety of services in support of media production projects, including pre-production research, coordination, and arrangements, assistance on shoots, overseeing of details of props, food service, cash management, and post-production follow-up such as digitizing footage or images, cataloguing assets, archiving, file preparation or conversion, or other media production tasks.

Requires 2+ years of experience and Bachelor's degree in media production or related discipline or equivalent experience.

## **PUBLIC RELATIONS COORDINATOR**

Assists in the management of creative production. Schedules meetings with clients and internal teams, attends project and client update meetings and keep detailed notes, develops project to-do and action lists, identifies vendors and subcontractors, hires vendors and subcontractors and completes agreements, and manages vendors and subcontractors. Assists in the management of production budgets, creates purchase orders, and updates and reconciles budgets with accounting data. Serves as production scheduler, develops and maintains master schedule of all creative projects, develops and maintains master schedule of assignments for creative production personnel (print, web, interactive, event, video), identifies conflicts and help to resolve resource gaps.

Requires 0-3 years experience in creative production along with a Bachelor's degree, superior organizational and project management skills.

## **PUBLIC RELATIONS DIRECTOR**

Develops and oversees the development and strategic direction of a comprehensive public relations campaign that uses media, publicity, and live events to develop awareness for products, services, and/or circumstances. Leads in the establishment of target audiences and the creation of messages. Ensures that the messages' integrity is kept and that the calls to action are clear and compelling. Assesses program effectiveness and recommends changes, if required. Manages all public relations staff and Media Specialists. Oversees budgeting of media-related projects or project components. Participates in company executive and staff meetings.

Requires a Bachelor's degree and 10 or more years' experience in a public relations environment, including at least five years' managerial experience.

## **PUBLIC RELATIONS MANAGER I**

Supports Public Relations campaign by keeping track of pitches, assembling and sending out press kits and other materials, and coordinating interviews for stories. Helps maintain media lists.

Requires a Bachelor's degree and 3 - 6 years' experience in a public relations environment, journalism, or related field. Proficient in standard word processing applications. Has strong vocabulary, grammar, and proofreading skills.

## **PUBLIC RELATIONS MANAGER II**

Responsible for the direction of a public relations campaign on a day-to-day basis. Establishes and maintains relationships with print and broadcast reporters and editors in local and national markets. Spearheads the creation and development of news/feature angles, development of press kits and support materials, the creation of wire releases, and oversees media tracking. Writes and/or works with writers to develop materials such as press releases, media alerts, bylined articles, print sidebars, and video and audio news releases. Acts as an advisor to clients on press-related issues. Speaks to press as spokesperson on behalf of clients (when appropriate).

Requires a Bachelor's degree and 6-10 years' experience in a public relations environment, with at least two of those in a managerial role.

## **SENIOR ACCOUNT EXECUTIVE**

Plans complex and multifaceted projects in order to ensure completion to high standards of quality within time frame and budget. Manages creative teams including on-staff and contract artists, designers, programmers, editors, writers, and others. Creates specifications, budgets, work plans, timelines, and resource allocation models for creative projects. Leads the development of creative concepts, content, site maps, strategic plans, campaigns and other production elements. Interfaces with clients for creative proposals and liaison meetings. Manages project budgets and financial reporting.

Requires a Bachelor's degree and 7+ years experience as a project manager. Requires fluency with the processes, language, and technology of creative production, including video, print, interactive, and live event productions.

## **SENIOR GRAPHIC DESIGNER**

Designs, lays out, updates, and coordinates the production of a wide array of commercial graphic design and creative print media. Works frequently with clients and account executives to originate designs for collateral materials, publications, presentations, exhibits, signage, and other materials. Conceptualizes and implements solutions that meet marketing strategies from concept to completion. May play the lead role on projects and supervise Graphic Designers.

Requires 7+ years of experience in commercial/marketing graphic design, collateral production and commercial printing and a Bachelor's degree or equivalent experience. Requires fluency in the latest versions of industry-standard software including Adobe Creative Cloud and the Microsoft Office suite.

## **SENIOR UI/UX DESIGNER**

Responsible for the user interface and user experience of a website or web-based application. Oversees project deliverables such as strategic vision briefs, concepts, wireframes, site maps, and workflows. Guides UX Designers and other members of the user experience team.

Requires 7+ years of experience and Bachelor's degree or equivalent experience and fluency in current industry standard software, browsers, and analytical tools.

## **SENIOR VICE PRESIDENT**

Responsible for leadership of a major business unit within the organization such as Marketing, Strategy, or Production. Provides senior level guidance for operations, development, and fiscal performance. Leads cross-functional teams in the delivery of complex multifaceted projects, coordinating scope development, resource allocation, schedule and cost estimation/planning. May provide expert-level service delivery or communications counsel to clients. May serve as project lead for prominent accounts.

Requires 10+ years of experience in communications, marketing, public relations, production, or related disciplines along with a Bachelor's degree or equivalent experience. Requires superior leadership ability, outstanding client communication skills, and strong aptitude for managing creative team members.

## SENIOR VIDEO EDITOR

With the Senior Producer or Director, responsible for the overall creative decisions regarding linear and non-linear editing, including what specific clips to use, how to put them together, and which transitional elements should be used. Often chooses music and/or sound effects to enhance the impact of the video. Oversees animators and/or graphic design team, if such elements are to be included. Consults with director to ensure the editing properly reflects the overall message of the piece.

Requires a Bachelor's degree and at least 12 years of experience in editing film or video with at least two of those overseeing other editors. Must be skilled with linear and non-linear video editing equipment (including Avid systems and software).

## SENIOR WRITER/STRATEGIST

Provides creative and original writing of editorial and creative content such as articles, advertisements, reports, speeches, presentations, website text, video scripts, and interactive materials. Leads research, such as interviews and focus groups. Provides in-depth analysis and develops insightful conclusions and creative recommendations from research data. Leads in creative development of themes, strategies, brands, and campaigns. May lead and facilitate meetings and input sessions. Frequently interfaces with clients to gather information, review drafts, and receive feedback.

Requires a Bachelor's degree and 7+ years of experience in journalism, marketing, public relations, creative writing, advertising, consulting, or related field. Requires proficiency in standard word processing applications and with market and media research tools, and excellent vocabulary, grammar, and proofreading skills.

## SOCIAL MEDIA MANAGER

Manages clients' presence on social media platforms. May set up pages and populate profiles, create posts, and curate content that encourages consumers to engage with a brand subscribe or follow. Monitors trends in the usage of different platforms and vehicles. Uses analytical software to track presence and reach in the social media arena, and help clients stay engaged as the popularity of new platforms rises and falls.

Requires Bachelor's degree and 2+ years of experience.

## SOUND MIXER

Records sound originating on a video or film shoot. Analyzes environmental conditions on the set to choose appropriate microphones and recording equipment. Places microphones on actors or set pieces and connects them to recorder or mixer. Operates recording equipment during shoots and observes recording levels to ensure distortion-free sound.

Requires 3+ years of experience plus high school education or equivalent and a Bachelor's degree.

## STORYBOARD ARTIST/ILLUSTRATOR

Creates sequences of illustrations or photos with the goal of conveying what a completed video or film production will look like. Works with Scriptwriter, Director, and production team to understand the objectives of the production and to produce an accurate rendition of the planned final product.

Requires 2+ years of experience in commercial design or video production and Bachelor's degree or equivalent experience.

## TALENT - DAY PLAYER

Acts in a video or film production and has a speaking role.

Requires previous on-camera experience and/or acting training. No minimum education.

## TALENT - EXTRAS / ATMOSPHERE

Appears in the background of a video to enhance the realism of a public or group scene. Requires at least some acting experience, preferably on-camera. High School education or equivalent.

## TALENT - HALF-DAY PLAYER

Performs a role in a video or film production below that of the leading actor(s), and above that of a bit part.

Requires previous on-camera experience and/or acting training. No minimum education.

## TALENT - NON-UNION

Acts in a video or film production where representation by an acting union is not required. May or may not have a speaking role.

Requires previous on-camera experience and/or acting training. No minimum education.

## **TALENT - ON-CAMERA NARRATOR**

Hosts a video or film production, appearing on screen and narrating the action on screen and off.

Requires previous on-camera experience and/or acting training. No minimum education.

## **TALENT - VOICEOVER ARTIST**

Narrates or performs a role in a video or film production for which only the voice is used

Requires previous voiceover experience and/or acting training. No minimum education.

## **UX DESIGNER**

Develops elements of the user experience for a Web-based application or Web site. Contributes to project deliverables such as strategic vision briefs, concepts, wireframes, site maps, and workflows.

Requires 4+ years of experience and Bachelor's degree or equivalent experience and fluency in current industry standard software and browsers.

## **VFX ARTIST**

Develops animation or visual effects for incorporation in video or film productions. Works with Director and Video Editor to prepare creative concepts. Manipulates footage using industry standard motion graphics software and plugins. Requires in-depth knowledge of video technology and fluency in current animation tools.

Requires 4+ years of experience and a Bachelor's degree or equivalent experience.

## **VICE PRESIDENT**

Responsible for leadership of a practice area within the organization such as Digital, Public Relations, or Finance. Provides guidance for operations, development, and fiscal performance. Expert in at least one phase of strategic communications or production. Leads teams in the delivery of projects, coordinating scope development, resource allocation, schedule and cost estimation/planning. May provide expert-level service delivery or communications counsel to clients. May serve as project lead.

Requires 8+ years of experience in communications, marketing, public relations, production, or related disciplines along with a Bachelor's degree or equivalent experience. Requires strong leadership ability, outstanding client communication skills, and aptitude for managing creative team members.

## **VIDEO EDITOR**

Organizes the footage and assembles the rough cut, fine cut, and final product, modifying the video at each stage based on input from the director, senior video editor, and/or client. Often chooses and incorporates music, sound effects, and/or stock footage. Works with Senior Editor Director and/or director to ensure the editing enhances the desired messages, and that the finished piece has the proper impact.

Requires a Bachelor's degree and 5-8 years of video or film editing experience and an intimate understanding of linear and non-linear video editing equipment (including Avid systems and software). Ability to create interesting yet non-obtrusive transitions and provide expert color correction when required.

## **WEB PROGRAMMER II**

Responsible for the programming of back-end elements of websites and Web-based applications, including overseeing the work of Developers on the project. Serves as technical advisor to creative team for interactive Web sites, Web-based and stand-alone multimedia, and e-learning applications. May oversee technical quality assurance for online marketing products.

Has 6+ years of experience programming websites and Bachelor's degree or equivalent experience, along with proficiency with web development software and Section 508 requirements.

## **WRITER**

Writes or assists in the writing of editorial content such as articles, white papers, brochures, reports, speeches, presentations, website text, video scripts, interactive materials, press releases, media kits, and backgrounders. Assists with research, takes notes, transcribes content. Participates in creative development of themes, strategies, brands, and campaigns. Checks facts and accuracy, may review, proof, and correct text for clear language, spelling punctuation, grammar, readability, style, and agreement with clients' style guidelines and editorial policy.

Requires a Bachelor's degree and 0-2 years of experience in journalism, marketing, public relations, or related field. Requires proficiency in standard word processing applications and with market and media research tools, and excellent vocabulary, grammar, and proofreading skills.