



General Services Administration

Federal Supply Service | Authorized Federal Supply Schedule

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: GSA Advantage.gov.

Yes& Federal, LLC

1700 Diagonal Road, Suite 450
Alexandria, VA 22314
(P) 703 823 1600
yesandagency.com/federal

Robert W. Sprague
(P) 703 823 5671
rsprague@yesandagency.com

Multiple Award Schedule
Federal Supply Group: Professional Services
PSC: R701, D304, T006, R499
Contract Number: GS-23F-0008M
Contract Period: October 12, 2001 - October 11, 2021
Business Size: Small
Pricelist current through Modification #PS-0047, dated 7/14/2021

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

CUSTOMER INFORMATION

1a. Special Item Numbers (SINs)

<u>SIN 512110:</u>	Video/Film Production
<u>SIN 541430:</u>	Graphic Design Services
<u>SIN 541511:</u>	Web Based Marketing
<u>SIN 541613:</u>	Marketing Consulting Services
<u>SIN 541810:</u>	Advertising Services
<u>SIN 541810ODC:</u>	Other Direct Costs for Marketing and Public Relations Services
<u>SIN 561920:</u>	Conference, Meeting, Event and Trade Show Planning Services
<u>SIN OLM:</u>	Order Level Materials

1b. Lowest Priced Model Number/Unit Price:

DVD/CD-ROM Duplication: See Attached Pricelist

1c. Hourly Rates (Services Only): See Attached

2. Maximum Order:

<u>SIN 512110:</u>	\$1,000,000.000
<u>SIN 541430:</u>	\$1,000,000.000
<u>SIN 541511:</u>	\$1,000,000.000
<u>SIN 541613:</u>	\$1,000,000.000
<u>SIN 541810:</u>	\$1,000,000.000
<u>SIN 541810ODC:</u>	\$1,000,000.000
<u>SIN 561920:</u>	\$1,000,000.000
<u>SIN OLM:</u>	\$250,000.000

3. Minimum Order: \$100.00.

4. Geographic Coverage (delivery area): Domestic Only

5. Point of Production: **Yes& Federal, LLC**

1700 Diagonal Road, Suite 450
Alexandria, Virginia 22314

6. Discount From List Prices: Net GSA Pricing Listed in Attached Pricing Tables

7. Quantity Discounts: 5% discount for individual task orders exceeding the maximum threshold of \$1 million.

8. Prompt Payment Terms: 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: Not Applicable.

10a. Time of Delivery: To be Negotiated at the Task Order Level.

10b. Expedited Delivery: To be Negotiated at the Task Order Level.

10c. Overnight and 2-day delivery: To be Negotiated at the Task Order Level

10d. Urgent Requirements: Customers are encouraged to contact the contractor for the purposes of requesting accelerated delivery

11. F.O.B. Point(s): Destination.

12a. Ordering Address:

Yes& Federal, LLC
1700 Diagonal Road, Suite 450
Alexandria, Virginia 22314
Attention: Robert Sprague
Phone: 703.823.5671
Email: rsprague@yesandagency.com

12b. Ordering Procedures: Ordering procedures and information on Blanket Purchase Agreements (BPAs) are found in Federal Acquisition Regulation (FAR) 8.405-3.

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

Yes& Federal, LLC
1700 Diagonal Road, Suite 450
Alexandria, Virginia 22314

14. Warranty Provision: Standard Commercial Practices Warranty.

15. Exporting Packaging Charges: Not Applicable.

16. Terms and Conditions of Rental, Maintenance, and Repair (If Applicable): Not Applicable.

17. Terms and Conditions of Installation (If Applicable): Not Applicable.

18a. Terms and Conditions of Repair Parts Indicating Date of Parts Price Lists and Any Discounts from List Prices (If Applicable): Not Applicable.

18b. Terms and Conditions for Any Other Services (If Applicable): Not Applicable.

19. List of Service and Distribution Points (If Applicable): Not Applicable.

20. List of Participating Dealers (If Applicable): Not Applicable.

21. Preventive Maintenance (If Applicable): Not Applicable.

22a. Special Attributes Such As Environmental Attributes (e.g, recycled content, energy efficiency, and/or reduced pollutants): Recycling.

22b. Section 508 Compliance for EIT: Not Applicable.

23. Unique Entity Identifier (UEI) Number: 78-376-5373

24. Notification Regarding Registration in System for Award Management (SAM) Database: Active;
CAGE/NCAGE Number: 1UP68

YES& FEDERAL

Federal buyers of integrated advertising, marketing, and public relations services benefit from a small business industry partner. Small marketing agencies are agile, nimble, resourceful, and passionately committed to the mission they support—plus, they can help federal agencies meet their small business program goals.

The same buyers require confidence that the industry partner they select has the experience and robust project management capabilities to fulfill vital mission goals. Only an established and proven small business can mitigate performance risks and ensure the success of complex and multifaceted communications and marketing initiatives.

Consider Yes& Federal.

Yes&, with a corporate history of more than 35 years, has been a successful holder of a GSA Professional Services Schedule since 2001. A certified small business, Yes& has developed, implemented, and managed large-scale, integrated advertising and public education campaigns across government, not-for-profit, and industry clients, and has served as the prime contractor for multiple multi-year outreach, education, and advertising campaigns on behalf of federal government agencies.

Yes& is a practitioner of state-of-the-art marketing innovations including digital analytics, customer journey mapping, programmatic media buying, and experiential marketing along with more traditional disciplines of branding, media relations, design, video, and event management. At the same time, Yes& is known for rigorous and efficient project management, strict contract compliance, emphasis on high-quality deliverables, and focus on exceptional customer service. Our approach has generated across-the-board “Very Good” and “Exceptional” ratings via CPARs and other assessment platforms.

GSA SCHEDULE BUYERS BENEFIT FROM:

- Comprehensive one-stop shopping for integrated marketing, advertising, public relations, and creative production
- Proven past performance as prime on federal BPAs and multi-year communications initiatives for multiple federal agencies
- Experience in key domains including public safety, cybersecurity, recruiting, human capital, financial regulation, healthcare
- Highly qualified, motivated, and diverse staff supported by a dynamic and inclusive corporate culture
- Small business mindset—flexibility, agility, and the ability to innovate
- Large business processes, including methodologies, scalability, and depth of expert resources
- Washington, DC area headquarters, with the ability to provide service throughout the United States
- Robust management, reporting, and compliance capabilities
- Favorable pricing compared to commercial customers

SCOPE OF WORK

Yes& 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) but are not meant to exclude or limit any authentic marketing, media, and public information service under this Federal Supply Schedule.

SIN 542110 VIDEO/FILM PRODUCTION

High-quality video production has been a staple for Yes& since the company's founding in 1985. While the technologies surrounding video production have changed remarkably, the need for professional experience in the production of effective video and television programming has not. Yes& has captured video throughout the United States and overseas in all formats, including the 8K now used for broadcast commercials, with production frequently taking place in sensitive federal locations. Broadcast quality editing, voiceover, mixing, animation, and mastering facilities are maintained in-house. Nearly 200 industry awards, including the ADDY Best in Show, NAGC Blue Pencil and Gold Screen, and DHS Small Business Achievement Award have recognized the excellence of Yes& creative video production.

SIN 541430 GRAPHIC DESIGN SERVICES

From traditional print products such as brochures, annual reports, presentations, and collateral material to the most current digital media including digital display, out-of-home, and cinemagraph, Yes& offers expertise in graphic design to support federal agencies across a wide variety of marketing and communications purposes. Yes& excels in the development of visual branding, such as logos, visual identity packages, and standards and usage guides. Senior 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, Yes& can ensure accurate reproduction and effective use of design elements to maximize communication impact within any budgetary range.

SIN 541511 WEB BASED MARKETING

Yes& 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, development in platforms including WordPress and Drupal, Section 508 compliance, and digital analytics.

SIN 541613 MARKETING CONSULTING SERVICES

Yes& has the depth, breadth, and experience to fulfill complex and multifaceted communications initiatives that require overarching strategies and a variety of different media for execution. Yes& 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. A broad range of in-house capabilities means that Yes& must subcontract or freelance few if any crucial functions; as a result, little is "lost in translation" and resulting communications products are closely aligned with the strategies developed to meet agency mission objectives and goals. 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.

SIN 541810 ADVERTISING SERVICES

When delivery of messages to key audiences must be guaranteed, government agencies can count on Yes& to oversee and deliver targeted media buys and compelling messaging. Yes& 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. Yes& has been a pioneer in person-based marketing, the advanced application of digital analytics, third-party databases, and customer journey orchestration techniques to deliver campaigns that reach very specific target audiences with extraordinary efficiency and effectiveness.

**SIN 561920 CONFERENCE,
MEETING, EVENT AND TRADE
SHOW PLANNING SERVICES**

Yes& has successfully supported dozens of crucial government-sponsored meetings and events. Experienced, full-time personnel provide outstanding project management, travel and logistics, technical support, writing, registration, and related services. Yes& helps federal clients define and detail the goals, agenda, format, deliverables, theme, look and feel, and budget of a conference, event, or trade show exhibit. Yes& also executes 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. Yes& has been a leader in the pivot to virtual events, providing support for events that are delivered fully online when restrictions on travel and public assembly make in-person events impractical, and has enabled clients to grow audiences even in the virtual environment.

LABOR RATES

Labor	Unit	GSA Rate including IFF	Labor	Unit	GSA Rate including IFF
Account Executive	hour	\$124.17	Media Specialist I	hour	\$73.30
Administrative Support	hour	\$73.30	Media Specialist II	hour	\$107.50
Advertising Strategist	hour	\$141.71	Presentation/Media Training	day	\$3,420.46
Animator	hour	\$107.50	Principal	hour	\$307.86
Art Director	hour	\$161.26	Producer	hour	\$127.05
Assistant Editor	day	\$1,094.55	Production Assistant	hour	\$48.87
Boom Operator	hour	\$79.41	Production Coordinator	hour	\$77.61
Brand Developer	hour	\$160.67	Production Specialist	hour	\$117.28
Buyer/Planner	hour	\$85.03	Public Relations Coordinator	hour	\$127.05
Camera Assistant	hour	\$95.29	Public Relations Director	hour	\$190.57
Casting Director	hour	\$95.29	Public Relations Manager I	hour	\$97.73
Composer	hour	\$97.73	Public Relations Manager II	hour	\$122.16
Content Manager	hour	\$122.17	Senior Account Executive	hour	\$138.50
Content Strategist/Writer	hour	\$107.51	Senior Graphic Designer	hour	\$156.37
Copy Editor	hour	\$83.07	Senior UI/UX Designer	hour	\$195.47
Copy Writer	hour	\$117.28	Senior Vice President	hour	\$239.43
Department Director	hour	\$200.35	Senior Video Editor	hour	\$113.43
Developer	hour	\$117.27	Senior Writer/Strategist	hour	\$167.15
Digital Coordinator	hour	\$83.07	Social Media Manager	hour	\$107.51
Digital Designer	hour	\$200.35	Sound Mixer	hour	\$84.29
Digital Measurement Analyst	hour	\$171.03	Storyboard Artist/Illustrator	hour	\$95.29
Digital Media Planner	hour	\$146.60	Talent - Day Player	hour	\$124.17
Digital Photographer	hour	\$190.58	Talent - Extras/Atmosphere	hour	\$39.09
Digital Strategist	hour	\$171.03	Talent - Half-day Player	hour	\$67.50
Director - Photo & Video Shoots	hour	\$222.34	Talent - Non-Union	hour	\$63.53
Director of Photography	hour	\$150.88	Talent - On-Camera Narrator	hour	\$222.34
DIT	hour	\$95.29	Talent - Voiceover Artist	hour	\$134.99
Event Producer	hour	\$92.85	UX Designer	hour	\$190.58
Graphic Designer	hour	\$122.16	VFX Artist	hour	\$103.23
Grip/Electric	hour	\$71.47	Vice President	hour	\$219.90
Hair/Wardrobe Stylist	hour	\$103.24	Video Editor	hour	\$93.13
Hair/Wardrobe Stylist Assistant	hour	\$71.47	Web Programmer II	hour	\$146.59
Key Grip	hour	\$87.35	Writer	hour	\$127.05
Lead Designer	hour	\$155.00			

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 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
Stedicam 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 CATEGORIES

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 a Bachelor's degree and 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 a minimum experience of 7 years and a Bachelor's degree.

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

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 and an associate 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 eLearning applications. Conducts alpha and beta testing.

Requires a bachelor's degree and 3 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 SHOOTS

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 ascene.

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. Maintain 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. Possesses 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, collaterals 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 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 make-up or adjust hair.

Requires 1+ year of experience in professional makeup or styling, and an associate 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 an associate's degree and up to two years' experience in a media buying, media sales, and/or public relations environment. Requires proficiency in standard word processing applications and a general knowledge of public and media relations. Possesses excellent vocabulary, grammar, and proofreading skills.

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 a Bachelor's degree and 2-4 years' experience in a media buying, media sales, and/or public relations environment. Requires proficiency in standard word processing applications and proficiency in media tracking and monitoring systems. Possesses excellent vocabulary, grammar, and proofreading skills.

PRESENTATION/MEDIA TRAINING

Coaches and trains amateur and professional speakers, presenters, spokespersons, and subject matter experts to be more effective on stage or in live or taped audio or video settings. Plans and delivers individual or group sessions. May instruct subjects in vocal intonation, pace, posture, movement, attitude, relaxation techniques, and dress. May assist subjects in preparing subject matter, staying on message, and using speaker aids. May play the role of reporter, allowing subjects to practice effective answers to media inquiries, including hostile questions. May employ video feedback.

Requires a Bachelor's degree and 8 or more years' experience in presentation coaching, journalism, media, or theater, and demonstrated expertise at instructing subjects in effective presentation and media techniques.

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

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, cataloging 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

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 up to three 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 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

Maintains relationships with media representatives, pitches stories to reporters and editors in local and national markets. Researches media markets, as necessary. Assists in the creation and development of news/feature angles, press kits and support materials, and wire releases. Oversees distribution of such materials. 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. Interfaces with clients and press.

Requires a Bachelor's degree and 3-6 years' experience in a public relations environment

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 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 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 superior attention to detail.

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

Directs overall workflow of all production-related projects to ensure efficient, high-quality, creative output in video, events, print graphics, interactive, web products. Supports Project Managers and Business Development staff in the allocation of production resources and personnel. Manages all production staff. Oversees budgeting of all projects and production department overhead. Directs purchase, maintenance, inventory of all production equipment. Participates in company executive and staff meetings.

Requires a Bachelor's degree and 12 or more years of experience in integrated marketing, broadcast, or production, plus 8 or more years of management or executive experience.

SENIOR VIDEO EDITOR

With the Senior Producer or Director, responsible for the overall creative decisions regarding linear and nonlinear 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.

STORYBOARD ARTIST/ILLUSTRATOR

Creates sequences of illustrations or photos with the goal 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 other planned final product.

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

TALENT - 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 0 years of experience but previous on-camera experience and/or acting training is required plus high school education or equivalent.

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 and a 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 0 years of experience but previous on-camera experience and/or acting training is required.

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 0 years of experience but previous on-camera experience and/or acting training is required.

TALENT - ON-CAMERA NARRATOR

Hosts a video or film production, appearing on screen and narrating the action on screen and off. Requires 0 years of experience but previous on-camera experience and/or acting training is required.

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. Requires no 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 plug-ins. 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 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

Creates the architecture of and programs the back-end elements for Web sites and Web-based applications, integrating new components with databases and legacy systems. Develops client-side scripting and server-side program content. Ensures security with firewalls and encryption software. Oversees alpha and beta testing. Ensures and back-end compliance with Section 508 requirements. Supervises launch.

Has a Bachelor's degree and 6-10 years' experience programming Web sites and Web-related applications, including those with Web 2.0 architecture. Proficient in HTML, XHTML, PHP, ColdFusion, MySQL, JavaScript, and Flash Professional. Thorough understanding of Section 508 compliance.

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. May interface with clients to gather information, review drafts, and receive feedback.

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.



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