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

SCHEDULE TITLE: 00CORP - Professional Services Schedule (PSS)
FSC Group: 00CORP

CONTRACT NUMBER: GS-23F-0026N

| 541-1 | Advertising Services |
| 541-3 | Web Marketing Services |
| 541-4B | Video/Film Production |
| 541-4F | Commercial Art and Graphic Design |
| 541-1000 | Other Direct Costs |
| 00CORP-500 | Order Level Materials |

CONTRACT PERIOD: October 11, 2017 - October 10, 2022
For more information on ordering from Federal Supply Schedules click on the GSA Schedules link at www.gsa.gov

CONTRACTOR: J.M.H. Education Marketing Inc.
Db a CarrotNewYork
150 Broadway
Suite 1402
New York, N.Y. 1003
Phone number: (212) 924-2944
Fax number: (212) 924-3052
Website www.CarrotNewYork.com

CONTRACTOR'S ADMINISTRATION SOURCE:

Janice Hamilton
150 Broadway
Suite 1402
New York, N.Y. 10038
Phone number: (212) 924-1213
Fax number: (212) 924-3052
E-Mail: Janice.Hamilton@CarrotNewYork.com

BUSINESS SIZE: Woman-owned Small Business, Small Business, Woman-owned

Pricing Effective with Modification PS-0036 dated 3/12/19
CUSTOMER INFORMATION:

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

**CONTRACT NUMBER:** GS-23F-0026N

<table>
<thead>
<tr>
<th>SIN</th>
<th>DESCRIPTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>541-1</td>
<td>Advertising Services</td>
</tr>
<tr>
<td>541-3</td>
<td>Web Marketing Services</td>
</tr>
<tr>
<td>541-4B</td>
<td>Video/Film Production</td>
</tr>
<tr>
<td>541-4F</td>
<td>Commercial Art and Graphic Design</td>
</tr>
<tr>
<td>541-1000</td>
<td>Other Direct Costs</td>
</tr>
<tr>
<td>00CORP-500</td>
<td>Order Level Materials</td>
</tr>
</tbody>
</table>

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

(Government net price based on a unit of one)

<table>
<thead>
<tr>
<th>SIN</th>
<th>MODEL</th>
<th>PRICE</th>
</tr>
</thead>
</table>

See Price List

1c. HOURLY RATES: See Price List

2. **MAXIMUM ORDER**: $1,000,000.00

*If the best value selection places your order over the Maximum Order identified in this catalog/pricelist, you have an opportunity to obtain a better schedule contract price. Before placing your order, contact the aforementioned contactor for a better price. The contractor may (1) offer a new price for this requirement (2) offer the lowest price available under this contract or (3) decline the order. A delivery order that exceeds the maximum order may be placed under the schedule contract in accordance with FAR 8.404.

3. **MINIMUM ORDER**: $100.00

4. **GEOGRAPHIC COVERAGE**: The geographic location for SIN 541-1, 541-1000, and 541-4B is worldwide delivery. The geographic location for SIN 541-3 and 541-4F is domestic delivery that includes 50 states, Washington D.C., and U.S. Territories only.

5. **POINT(S) OF PRODUCTION**: New York, NY

6. **DISCOUNT FROM LIST PRICES**: Prices listed are GSA Net, discount deducted.

7. **QUANTITY DISCOUNT(S)**: None

8. **PROMPT PAYMENT TERMS**: Net 30 Days

9.a. Government Purchase Cards must be accepted at or below the micro-purchase threshold.

9.b. Government Purchase Cards are *not* accepted above the micro-purchase threshold.

10. **FOREIGN ITEMS**: None

11a. **TIME OF DELIVERY**: As specified on task order and as mutually agreed upon

11b. **EXPEDITED DELIVERY**: As specified on task order and as mutually agreed upon

11c. **OVERNIGHT AND 2-DAY DELIVERY**: As specified on task order and as mutually agreed upon
11d. **URGENT REQUIREMENTS**: Agencies can contact the Contractor’s representative to effect a faster delivery. Customers are encouraged to contact the contractor for the purpose of requesting accelerated delivery.

12. **FOB POINT**: Destination

13a. **ORDERING ADDRESS**: JMH Education Marketing – 150 Broadway Suite 1402 New York, N.Y. 1003

13b. **ORDERING PROCEDURES**: For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA’s) are found in Federal Acquisition Regulation (FAR) 8.405-3

150 Broadway
Suite 1402
New York, N.Y. 1003

15. **WARRANTY PROVISION**: Not applicable

16. **EXPORT PACKING CHARGES**: Not applicable

17. **TERMS AND CONDITIONS OF GOVERNMENT PURCHASE CARD ACCEPTANCE**: N/A

18. **TERMS AND CONDITIONS OF RENTAL, MAINTENANCE, AND REPAIR (IF APPLICABLE)**: N/A

19. **TERMS AND CONDITIONS OF INSTALLATION (IF APPLICABLE)**: N/A

20. **TERMS AND CONDITIONS OF REPAIR PARTS INDICATING DATE OF PARTS PRICE LISTS AND ANY DISCOUNTS FROM LIST PRICES (IF AVAILABLE)**: N/A

20a. **TERMS AND CONDITIONS FOR ANY OTHER SERVICES (IF APPLICABLE)**: N/A

21. **LIST OF SERVICE AND DISTRIBUTION POINTS (IF APPLICABLE)**: N/A

22. **LIST OF PARTICIPATING DEALERS (IF APPLICABLE)**: N/A

23. **PREVENTIVE MAINTENANCE (IF APPLICABLE)**: N/A

24a. **SPECIAL ATTRIBUTES SUCH AS ENVIRONMENTAL ATTRIBUTES** (e.g. recycled content, energy efficiency, and/or reduced pollutants): N/A

24b. **Section 508 Compliance for EIT**: N/A

25. **DUNS NUMBER**: 118500289

26. **NOTIFICATION REGARDING REGISTRATION IN the SYSTEM FOR AWARD DATABASE**: J.M.H. Marketing is currently registered in the SAM database.
<table>
<thead>
<tr>
<th>SIN</th>
<th>Awarded Labor Category</th>
<th>Site</th>
<th>GSA Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Account / Program Coordinator</td>
<td>Both</td>
<td>$111.71</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Agency Principal</td>
<td>Both</td>
<td>$264.55</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Art Director</td>
<td>Both</td>
<td>$140.77</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Creative Director</td>
<td>Both</td>
<td>$181.35</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Director of Web Services</td>
<td>Both</td>
<td>$148.15</td>
</tr>
<tr>
<td>541-1, 541-3</td>
<td>Director of Education</td>
<td>Both</td>
<td>$163.22</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Education Manager</td>
<td>Both</td>
<td>$136.02</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Graphic Designer</td>
<td>Both</td>
<td>$113.34</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Media Buyer</td>
<td>Both</td>
<td>$140.77</td>
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<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Production Manager</td>
<td>Both</td>
<td>$130.57</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Project Manager</td>
<td>Both</td>
<td>$128.58</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Program Manager</td>
<td>Both</td>
<td>$181.36</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Proofreader</td>
<td>Both</td>
<td>$98.93</td>
</tr>
<tr>
<td>541 1, 541-3</td>
<td>Research Director</td>
<td>Both</td>
<td>$172.29</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Research Coordinator</td>
<td>Both</td>
<td>$96.46</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Researcher</td>
<td>Both</td>
<td>$105.82</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Senior Editor</td>
<td>Both</td>
<td>$105.82</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Senior Graphic Designer</td>
<td>Both</td>
<td>$131.27</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Senior Project Manager</td>
<td>Both</td>
<td>$155.13</td>
</tr>
<tr>
<td>541 1, 541 3</td>
<td>Senior Research Director</td>
<td>Both</td>
<td>$204.03</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Senior Writer</td>
<td>Both</td>
<td>$105.82</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Subject Matter Expert</td>
<td>Both</td>
<td>$108.82</td>
</tr>
</tbody>
</table>
The Service Contract Act (SCA) is applicable to this contract and it includes SCA applicable labor categories. The prices for the indicated (**) SCA labor categories are based on the U.S. Department of Labor Wage Determination Number(s) identified in the SCA matrix. The prices awarded are in line with the geographic scope of the contract (i.e. nationwide).

### SCA Matrix

<table>
<thead>
<tr>
<th>SIN</th>
<th>Awarded Labor Category</th>
<th>Site</th>
<th>GSA Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Subject Matter Expert I</td>
<td>Both</td>
<td>$131.49</td>
</tr>
<tr>
<td>541 1, 541-3,</td>
<td>Subject Matter Expert II</td>
<td>Both</td>
<td>$181.36</td>
</tr>
<tr>
<td>541 1, 541-3,</td>
<td>Subject Matter Expert III</td>
<td>Both</td>
<td>$226.70</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>Technical Writer **</td>
<td>Both</td>
<td>$117.88</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>VP, Strategic &amp; Creative Development</td>
<td>Both</td>
<td>$197.85</td>
</tr>
<tr>
<td>541 1, 541-3, 541-4B, 541-4F</td>
<td>VP, Strategy and Education</td>
<td>Both</td>
<td>$197.85</td>
</tr>
<tr>
<td>541-1, 541-3</td>
<td>VP, Client Services</td>
<td>Both</td>
<td>$199.50</td>
</tr>
</tbody>
</table>

### SCA Matrix

<table>
<thead>
<tr>
<th>SCA Eligible Contract Labor Category</th>
<th>SCA Equivalent Code - Title</th>
<th>WD Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Technical Writer</td>
<td>30463 - Technical Writer III</td>
<td>15-4187</td>
</tr>
<tr>
<td>Item/Product</td>
<td>Unit Of Issue</td>
<td>NTE Rate</td>
</tr>
<tr>
<td>-------------------------------------------------------</td>
<td>--------------------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>1 year subscription for 750 images with unlimited usage rights</td>
<td>Per annual subscription</td>
<td>$ 9,874.06</td>
</tr>
<tr>
<td>Advertisement</td>
<td>1 issue</td>
<td>$ 3,831.02</td>
</tr>
<tr>
<td>Booklet</td>
<td>Page</td>
<td>$ 0.01</td>
</tr>
<tr>
<td>English Audio Transcription Service</td>
<td>conversation</td>
<td>$ 176.32</td>
</tr>
<tr>
<td>English to Spanish Document</td>
<td>Per Word</td>
<td>$ 0.34</td>
</tr>
<tr>
<td>Flags</td>
<td>Flag</td>
<td>$ 566.72</td>
</tr>
<tr>
<td>Illustration – Complex</td>
<td>Game Board</td>
<td>$ 4,533.75</td>
</tr>
<tr>
<td>Large Vehicle Wrap</td>
<td>Vehicle Graphic</td>
<td>$ 38,686.01</td>
</tr>
<tr>
<td>Mailing List</td>
<td>Address Record</td>
<td>$ 0.22</td>
</tr>
<tr>
<td>Mascot Costume Design and Fabrication</td>
<td>Costume</td>
<td>$ 11,787.75</td>
</tr>
<tr>
<td>Postcard</td>
<td>Postcard</td>
<td>$ 0.15</td>
</tr>
<tr>
<td>Posters</td>
<td>Poster</td>
<td>$ 0.84</td>
</tr>
<tr>
<td>Spanish Audio Transcription Service</td>
<td>conversation</td>
<td>$ 275.06</td>
</tr>
<tr>
<td>Sponsorship of E-Newsletter</td>
<td>Fee</td>
<td>$ 14,598.68</td>
</tr>
<tr>
<td>Stock Images - includes vector art, photography and illustrations with standard usage rights</td>
<td>Per Image</td>
<td>$ 327.46</td>
</tr>
<tr>
<td>Teacher's Guide</td>
<td>Guide</td>
<td>$ 0.87</td>
</tr>
<tr>
<td>Video Duplication</td>
<td>1</td>
<td>$ 1.08</td>
</tr>
<tr>
<td>Video Production</td>
<td>Video - 20 min</td>
<td>$ 82,323.83</td>
</tr>
</tbody>
</table>
Labor Category Descriptions

Account / Program Coordinator
**Minimum/General Experience:** Minimum 3 years’ experience in project and production management.
**Functional Responsibilities:** Plans and manages projects from needs assessments to budgeting, scheduling, presentations and client sign-off, supplier team selection and bid supervision, logistics planning and quality control.
**Minimum Education:** BA/BS degree.

Agency Principal
**Minimum/General Experience:** Minimum of 20 years in creative communications and business management including brand strategy and exhibition design and production.
**Functional Responsibilities:** Agency Chief Executive Officer who oversees all aspects of client relations, program strategy and design, marketing services and business operations. Provides executive level support for stakeholders, interpretive planning, and project planning. Responsible for ensuring high-performance from project team.
**Minimum Education:** Requires minimum of a Master’s degree.

Art Director
**Minimum/General Experience:** 5 years advertising agency experience interacting with clients and internal agency personnel. Proficient with the latest technologies in printing, graphic design, photography and video production.
**Functional Responsibility:** Develops visual compelling designs and copy creative, including: graphic design, layout execution, typography, photo research, illustration, photography, comp development, mechanical production for a variety of mediums based on the client's needs. Position works closely with creative director, writers and account management staff.
**Minimum Education:** BA/BS degree.

Creative Director
**Minimum/General Experience:** 8 years in design with all forms of media - print, video, web, CD, etc. Proficient with the latest technologies in printing, graphic design, photography and video production.
**Functional Responsibility:** Supervises and directs agency creative product (design and copy), visual strategy development; supervises photo and video shoots. Works with agency principal and VP of Strategy & Education to facilitate program message development and attends high-level client contact meetings. Supervises all agency creative staff and works closely with account management staff.
**Minimum Education:** BA/BS degree.

Director of Education
**Minimum/General Experience:** 5 years’ experience providing public education marketing programs.
**Functional Responsibilities:** Applies public awareness educational campaign subject matter expertise in support of project operations by participating in planning and strategy development sessions, conducting research, making presentations, providing technical assistance, and producing reports.
**Minimum Education:** BA/BS degree.
**Director of Web Services**

**Minimum/General Experience:** Minimum of 5 years leading strategic outreach programs using interactive technology.

**Functional Responsibilities:** Responsible for the strategic development of digital, web, online, and interactive technologies. Provides media and technology solutions to clients throughout the corporate and public domains, and oversees the design and architecture of information and software development. Web strategy and tactics development, includes: working with the client and other web professionals to integrate other client activities into a cohesive integrated marketing approach that leverages the Internet and social media for awareness, outreach and collaboration.

**Minimum Education:** BA/BS degree.

**Education Manager**

**Minimum/General Experience:** 4 years’ experience providing public education marketing programs.

**Functional Responsibilities:** Works with clients to develop, refine, and implement targeted public educational campaigns to highlight programs, initiatives, products, and services. Prepares, analyzes, and evaluates educational communications solutions, including a broad array of approaches: curriculum development, Internet, print, broadcast, oral presentations, training materials, exhibits, press kits, community outreach, and program performance surveys.

**Minimum Education:** BA/BS degree.

**Graphic Designer**

**Minimum/General Experience:** 4 years graphic design experience in the advertising industry.

**Functional Responsibilities:** Designs creative products based on the creative direction, conceptual design and image-branding decisions provided by the creative team and the marketing team. Applies the creative design to all media including: graphic design, layout execution, typography, photo research, illustration, photography, comp development, and mechanical production.

**Minimum Education:** BA/BS degree.

**Media Buyer**

**Minimum/General Experience:** 4 years’ experience in media buying and planning.

**Functional Responsibilities:** Works with production manager to implement all media plans; negotiates advertising rates with all media outlets; collects tear sheets and coordinates vendor payments; maintains advertising files.

**Minimum Education:** BA/BS degree.

**Production Manager**

**Minimum/General Experience:** 4 years’ experience in advertising industry production planning.

**Functional Responsibilities:** Drafts all production schedules to ensure that research, design and production proceeds smoothly per each product/campaign’s strategic plan; coordinates all reporting activities with outside vendors.

**Minimum Education:** BA/BS degree.
**Program Manager**

**Minimum/General Experience:** 7 years’ experience managing large complex projects.

**Functional Responsibility:** Takes overall responsibility for complex programs/campaigns. Contributes strategic planning to design programs that fulfill client requirements, and supervises all campaign elements to ensure the program meets or exceeds highest client expectations. Designs the most cost-effective means of achieving client goals. Will serve as the primary point of contact with the client in regard to program vision, strategy and oversight, while supervising staff in charge of implementation-level activities to ensure that the client is up-to-date on program status and overall progress. Guides the development of program components and acts as quality assurance officer overall program elements. Oversees budget expenditures, ensures the strategic focus and coordination of talent groups, and directs administrative and billing personnel.

**Minimum Education:** BA/BS degree.

**Project Manager**

**Minimum/General Experience:** 5 years’ experience in project and production management.

**Functional Responsibilities:** Plans and manages all support for a particular project, including monitoring workflow, reporting progress to both the client and internal team personnel and management, identifying and assigning staff, developing and tracking budgets, coordinating technical support, and obtaining other required resources. Serves as the client’s primary point of contact for all support provided to the project. Develops, implements, and monitors adherence to quality control programs.

**Minimum Education:** BA/BS degree.

**Proofreader**

**Minimum/General Experience:** 5 years’ experience proofreading for all types of publications, including websites, curriculums, books, magazines and technical reports.

**Functional Responsibility:** Review all work before sending proofs to the client or printer. Review work for layout consistency, proper hyphenation and use of typography. When requested, provide full read through of text for grammar, spelling, and punctuation. Proficiency in English grammar, spelling and proofreaders marks.

**Minimum Education:** BA/BS degree.

**Senior Research Director**

**Minimum/General Experience:** 10 years’ experience performing complex research tasks.

**Functional Responsibilities:** Leads large program evaluation and market research projects with internal and external clients. Designs qualitative and quantitative research methodology, designs data collection and analysis protocols, data compilation, and responsible for preparation of research results reporting for client executives. Responsible for managing Research Director.

**Minimum Education:** MA degree.
Research Director
Minimum/General Experience: 6 years’ experience performing general research tasks.
Functional Responsibilities: Leads program evaluation and market research projects with internal and external clients. Designs qualitative and quantitative research methodology and oversees data collection, compilation, and responsible for preparation of research results reporting for client executives. Responsible for managing researchers and research coordinators.
Minimum Education: BA/BS degree.

Research Coordinator
Minimum/General Experience: 1 year experience performing general research tasks.
Functional Responsibilities: Supports the production team members by conducting research as assigned. Has knowledge of film/video technical sources, library, Web and research tools, databases, etc.
Minimum Education: BA/BS degree.

Researcher
Minimum/General Experience: 5 year experience conducting industry and market research.
Functional Responsibilities: Works with internal and external clients to develop program evaluation and market research projects. Manages data collection, compilation, and preparation activities for project related research.
Minimum Education: BA/BS degree.

Senior Editor
Minimum/General Experience: 5 years’ experience providing professional editing services
Functional Responsibilities: Editing, and proofreading professional, technical, and lay publications, including brochures, reports, speeches, newsletters, magazine articles, press releases, fact sheets, books, and CD and Web content. Knowledge of publication styles (GPO, Chicago, AP, Blue Book, and others).
Minimum Education: BA/BS degree.

Senior Graphic Designer
Minimum/General Experience: 5 years design experience with interactive methodologies, environmental and industrial design, and graphic communications.
Functional Responsibilities: Leads the design of individual projects and coordinates the efforts of graphic designers, drafters and production artists. Designs creative products based on the creative direction, conceptual design and image branding decisions provided by the client, creative team and the marketing team. Applies creative design to all media, such as print (promotional materials, brochures, infographics), Web (banners, page design) etc. Reports to the Creative Director and works closely with the Project Manager and Web Programmer.
Minimum Education: BA/BS degree.
Senior Project Manager
Minimum/General Experience: 7 years’ experience managing multiple large and small projects.
Functional Responsibilities: Provides managerial oversight and direction of complex project teams, ensuring timely project completion. Serves as the key point of project contact between internal functional departments and clients for marketing strategy, creative services, marketing communications, information management and print/production management. Oversees every task of every project, coordinates functional department assignments and ensures the integration of client direction and feedback. Provides status reports to internal team on a weekly basis and facilitates communication among team members.
Minimum Education: BA/BS degree.

Senior Writer
Minimum/General Experience: 5 years’ experience writing and editing a variety of document types.
Functional Responsibilities: Has the lead responsibility and oversight for writing descriptive copy (content) that best reflects the marketing strategy and client’s objectives. Gathers data from subject matter experts and writes copy for reports, proposals, scripts, advertisements, new product introductions, press releases and promotional materials for all media outlets, including print, radio, TV and Web sites. Manages writer/editor. Experienced in technical writing as well as traditional advertising/marketing copywriting.
Minimum Education: BA/BS degree.

Subject Matter Expert
Minimum/General Experience: 3 years’ experience applying principles, methods and knowledge of the functional area of capability to specific task order requirements
Functional Responsibilities: Serves as subject matter expert, possessing in-depth knowledge and experience of a particular area, such as business, trades, computer science, or the various life sciences. Provides technical knowledge of health and welfare, and operational environments, functional implementation advice on subjects that need extensive knowledge of the subject matter for effective implementation.
Minimum Education: HS degree

Subject Matter Expert I
Minimum/General Experience: 3 years’ experience applying principles, methods and knowledge of the functional area of capability to specific task order requirements
Functional Responsibilities: Serves as subject matter expert, possessing in-depth knowledge and experience of a particular area, such as business, computer science, or the various life sciences. Provides technical knowledge of health and welfare, nutrition, and operational environments, strategic and functional implementation advice on subjects that need extensive knowledge of the subject matter for effective implementation. Participates as needed in all phases of software development with emphasis on the planning, analysis, testing, integration, documentation, and presentation phases. Applies principles, methods and knowledge of the functional area of capability to specific task order Requirements.
Minimum Education: BA/BS degree
**Subject Matter Expert II**

**Minimum/General Experience:** 6 years’ experience applying principles, methods and knowledge of the functional area of capability to specific task order requirements.

**Functional Responsibilities:** Serves as subject matter expert, possessing in-depth knowledge and experience of a particular area, such as business, computer science, mathematics, or the various sciences. Provides expert advice and insight in designated field or discipline to contribute to strategic direction, and functional implementation and project outcomes. Participates as needed in all phases of software development with emphasis on the planning, analysis, testing, integration, documentation, and presentation phases. This position has extensive knowledge and expertise in one or more specific technical fields and contributes to the development of recommendations to resolve complex problems. This position works closely with the project team and has the ability to explain complex and technical concepts effectively to the project team.

**Minimum Education:** BA/BS degree

**Subject Matter Expert III**

**Minimum/General Experience:** 8 years’ experience applying principles, methods and knowledge of the functional area of capability to specific task order requirements.

**Functional Responsibilities:** Serves as subject matter expert, possessing in-depth knowledge and experience of a particular area, such as business, computer science, mathematics, or the various sciences. Provides expert advice and insight in designated field or discipline to contribute to strategic direction, and functional implementation and project outcomes. Participates as needed in all phases of software development with emphasis on the planning, analysis, testing, integration, documentation, and presentation phases. This position has extensive knowledge and expertise in one or more specific technical fields and contributes to the development of recommendations to resolve complex problems. This position works closely with the project team and has the ability to explain complex and technical concepts effectively to the project team.

**Minimum Education:** MA degree in appropriate field.

**Technical Writer**

**Minimum/General Experience:** 5 years’ experience writing and editing technical documents.

**Functional Responsibilities:** Applies technical writing skills to educational marketing for technical components of the public education programs. Skilled in creating advertising and promotional materials for public awareness educational campaigns. Translates complex information into understandable language for all target audiences.

**Minimum Education:** BA/BS degree.

**VP, Client Services**

**Minimum/General Experience:** 8 years’ experience in providing client account leadership.

**Functional Responsibilities:** Provides counsel and leadership to influence and impact client strategy; primary client contacts are at a strategic level in client organization. Ensures that the appropriate industry best practices are an integral part of client projects. Identifies opinion leaders / interest group activities / coalitions to add value to client objectives. Takes into account the broader market / sector, business trends, and client’s internal goals. Develops and implements program measurement tools appropriate to client strategy and business objectives.

**Minimum Education:** BS/BA degree.
VP, Strategic & Creative Development
Minimum/General Experience: 8 years of progressively more responsible experience in managing major marketing-, media-, and/or public information services-related projects, including experience managing projects with more than 10 staff, multiple subcontractors and consultants.
Functional Responsibilities: Directs all strategic, creative, financial and quality assurance activities and oversees strategic planning and creative program development, drawing upon technical insight and understanding in related disciplines. Has ultimate responsibility for ensuring completion of work products and deliverables on time, within budget, and to the client’s satisfaction.
Minimum Education: BA/BS degree.

VP, Strategy and Education
Minimum/General Experience: 8 years’ experience providing strategy for public education programs.
Functional Responsibilities: Responsible for the overall strategic and creative direction of client project. Specializes in education marketing strategy across all industry sectors. Works directly with the client to build public education, awareness and image campaigns. Includes press relations, special events planning, writing and editorial experience and services. Coordinates and collaborates with client and other team members. Extensive experience in and knowledge of all facets of public education marketing programs.
Minimum Education: Master’s Degree in Education