

SERVICE OFFERINGS

SIN C874-1/RC [CONSULTING SERVICES]

Contractors provide expert advice, assistance, guidance and counsel to improve the performance, quality, timeliness and efficiency of services provided by the federal government. Task orders may include but are not limited to:

- Strategic, business and action planning
- Acquisition and procurement planning and execution
- Performance-based budgeting
- Systems alignment
- Cycle time
- Organizational assessments
- High performance work
- Leadership systems
- Performance measures and indicators
- National security strategy and policy development
- Emergency management and preparedness
- Medical and healthcare consulting

SIN C874-4/RC [TRAINING SERVICES]

Includes off-the-shelf, or customized off-the-shelf training packages related to specific business services. Task orders may include, but are not limited to:

- Customer service; team building
- Performance measurement
- Performance problem solving
- Business process reengineering
- Strategic planning
- Process improvement
- Performance problem-solving
- ISO 9000
- Statistical process control
- Quality management
- Benchmarking
- Change management

SIN C874-7/RC [PROGRAM AND PROJECT MANAGEMENT]

Contractors provide services related to initiating, planning, controlling, executing and closing out projects & programs. Task Orders may include, but are not limited to: sketches, drawings, publication designs, and typographic layouts; furnishing custom or stock artwork (including electronic artwork).

- Project leadership and communications
- Scheduling and cost control
- Risk management
- Management of project quality
- Project scope management
- Program/project performance measurement
- Program integration
- Program/project documentation

SIN C541-1/RC [ADVERTISING SERVICES]

Services provided under this SIN will promote public awareness of an agency's mission and initiatives, enable public understanding of complex technical and social issues, disseminate information to industry and consumer advocacy groups and engage in recruitment campaigns. Services include, but are not limited to the following components: advertising objective determination; message decision/creation; outdoor marketing and media services; social media; direct mail services; planning, selection, and placement of broadcast or printed media (radio, television, public service announcements, newspaper, etc.); and advertising evaluation related activities to advertising services.

SIN C541-2/RC [PUBLIC RELATIONS SERVICES]

Services include customized media and public relations services including the development of media messages and strategies; providing recommendations of media sources for placement of campaigns; preparing media materials such as: background materials, press releases, speeches and presentations, and press kits.

SIN C541-3/RC [WEB-BASED MARKETING SERVICES]

Services include web-based tasks such as design and maintenance services, e-mail marketing, interactive web design, screencasts, mobile applications, and kiosks.

SIN C541-4A/RC [MARKET RESEARCH AND ANALYSIS]

Services include customized strategic marketing plans, branding initiatives, methods for creating public awareness of products, services issues, and measurable marketing objectives; determining market trends and conditions; identifying and implementing appropriate strategies; conducting primary market research, conducting individual interviews, preparing/distributing surveys, compiling and analyzing results.

SIN C541-4B/RC [VIDEO AND FILM PRODUCTION]

With these services, you will be able to inform the public and other government agencies about the latest products, services or issues in various outputs such as standard formats, CD-ROM, DVD and video streaming development. Filming may be in studios, on location, at live shows, or events. Examples of services include:

- Writing
- Directing
- Shooting
- Arranging for Talent / Animation
- Narration
- Music and Sound Effects
- Distribution
- Editing

SIN C541-4F/RC [COMMERCIAL ART AND GRAPHIC DESIGN]

Services include commercial art, graphic design, and special effects that educate the consumer market about a product or service, including updating, rewriting, and/or editing materials; conceptual design and layouts; copywriting and technical writing services; sketches, drawings, publication designs, and typographic layouts; furnishing custom or stock artwork (including electronic artwork).

SIN C541-4G/RC [CHALLENGES AND COMPETITION SERVICES]

Service is to assist in the development of challenges/contests/competitions, provide marketing and advertising support, assist in the conduct of the challenge/contest/competition, facilitate events, and support the judging of events. Prizes or other incentives may be offered by federal agencies to find innovative or cost-effective solutions to improving open government.

SIN C541-5/RC [INTEGRATED MARKETING SERVICES]

Services under this SIN will provide comprehensive solutions that integrate strategically targeted marketing tactics including service execution of media planning, media outreach and creative multimedia campaigns. This SIN allows for a seamless marketing campaign. SIN 541-5 may not be used to fulfill individual requirements that are covered separately by other SINs in this schedule. SIN 541-5 may only be used to fulfill comprehensive agency requirements that span multiple service offerings from the Schedule.

PRICING

SIN(s) PROPOSED	LABOR CATEGORY	RATE OFFERED TO GSA (INCLUDING IFF)
C874-1/RC, C874-4/RC, C874-7/RC	Consultant III	\$135.42
C874-1/RC, C874-4/RC, C874-7/RC	Consultant II	\$111.23
C874-1/RC, C874-4/RC, C874-7/RC	Consultant I	\$87.05
C874-1/RC, C874-4/RC, C874-7/RC	Data Analyst II	\$91.89
C874-1/RC, C874-4/RC, C874-7/RC	Data Analyst I	\$72.54
C874-1/RC, C874-4/RC, C874-7/RC	Training Specialist II	\$125.74
C874-1/RC, C874-4/RC, C874-7/RC	Training Specialist I	\$85.65

SIN(s) PROPOSED	LABOR CATEGORY	RATE OFFERED TO GSA (INCLUDING IFF)	
		10/15/13 - 10/14/14	10/15/14 - 10/14/15
C541-1/RC, C541-2/RC, C541-3/RC, C541-4A/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Communication Consultant I	\$76.96	\$79.27
C541-1/RC, C541-2/RC, C541-3/RC, C541-4A/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Communication Consultant II	\$87.23	\$89.84
C541-1/RC, C541-2/RC, C541-3/RC, C541-4A/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Communication Consultant III	\$112.88	\$116.27
C541-1/RC, C541-2/RC, C541-4G/RC, C541-5/RC	Creative Writer	\$82.09	\$84.56
C541-1/RC, C541-2/RC, C541-3/RC, C541-4A/RC, C541-4G/RC, C541-5/RC	Creative Writer II	\$97.49	\$100.41
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Graphic Designer/Illustrator I	\$87.23	\$89.84
		10/15/13 - 10/14/14	10/15/14 - 10/14/15

SIN(s) PROPOSED	LABOR CATEGORY	RATE OFFERED TO GSA (INCLUDING IFF)	
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Graphic Designer/Illustrator II	\$102.62	\$105.70
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Information Architect	\$133.40	\$137.40
C541-1/RC, C541-4A/RC, C541-4G/RC, C541-5/RC	Marketing Consultant	\$102.62	\$105.70
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Mobile Developer I	\$96.46	\$99.35
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Mobile Developer II	\$114.93	\$118.38
C541-1/RC, C541-3/RC, C541-4G/RC, C541-5/RC	New Media Coordinator	\$61.05	\$62.89
C541-1/RC, C541-3/RC, C541-4G/RC, C541-5/RC	New Media Producer I	\$70.80	\$72.93
C541-1/RC, C541-3/RC, C541-4G/RC, C541-5/RC	New Media Producer II	\$92.35	\$95.12
C541-1/RC, C541-3/RC, C541-4G/RC, C541-5/RC	New Media Producer III	\$109.19	\$112.46
C541-1/RC, C541-2/RC, C541-3/RC, C541-4A/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Program Manager	\$159.05	\$163.82
C541-1/RC, C541-2/RC, C541-3/RC, C541-4A/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Project Coordinator	\$80.04	\$82.45
C541-1/RC, C541-2/RC, C541-3/RC, C541-4A/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Project Manager	\$138.53	\$142.69
C541-3/RC, C541-5/RC	Social Media Strategist II	\$107.75	\$110.98
C541-2/RC, C541-3/RC, C541-5/RC, C541-4B/RC	Video Producer I	\$92.35	\$95.12
C541-2/RC, C541-3/RC, C541-5/RC, C541-4B/RC	Video Producer II	\$102.62	\$105.70
		10/15/13 - 10/14/14	10/15/14 - 10/14/15

SIN(s) PROPOSED	LABOR CATEGORY	RATE OFFERED TO GSA (INCLUDING IFF)	
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Web Designer I	\$87.23	\$89.84
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Web Designer II	\$97.49	\$100.41
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Web Designer III	\$118.00	\$121.54
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Web Developer I	\$83.12	\$85.62
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Web Developer II	\$100.05	\$103.06
C541-1/RC, C541-2/RC, C541-3/RC, C541-4F/RC, C541-4G/RC, C541-5/RC	Web / Mobile Solutions Architect	\$133.40	\$137.40

SIN(s) PROPOSED	ITEM NO.	OTHER DIRECT COSTS	UNIT	PRICING OFFERED TO GSA (INCLUDING IFF)
Graphic Design and Printing Supplies and Services				
C541-1000/RC	1	Digital Proof (SWOP-Standard, 8.5 x 17 Epson G7)	Each	\$15.79
C541-1000/RC	2	Digital Proof (SWOP-Standard, 11 x 17 Epson G7)	Each	\$31.59
C541-1000/RC	3	Photo manipulation	Hour	\$89.50
C541-1000/RC	4	Studio Production	Hour	\$89.50
C541-1000/RC	5	Color Copies (8.5x11, no bleed)	Each	\$0.41
C541-1000/RC	6	Color Copies (8.5x11, with bleed)	Each	\$0.52
C541-1000/RC	7	Color Copies (8.5x11, 80# gloss text)	Each	\$0.52
C541-1000/RC	8	Color Copies (8.5x11, 100# gloss text)	Each	\$0.58
C541-1000/RC	9	Color Copies (11x17, no bleed)	Each	\$1.03
C541-1000/RC	10	Color Copies (11x17, with bleed)	Each	\$1.14

SIN(s) PROPOSED	ITEM NO.	OTHER DIRECT COSTS	UNIT	PRICING OFFERED TO GSA (INCLUDING IFF)
C541-1000/RC	11	B&W Photocopies (8.5x11)	Each	\$0.07
C541-1000/RC	12	B&W Copies (8.5x11, 80# gloss text)	Each	\$0.16
C541-1000/RC	13	B&W Copies (8.5x11, 100# gloss text)	Each	\$0.20
C541-1000/RC	14	B&W Photocopies (11x17)	Each	\$0.11
C541-1000/RC	15	Poster (full color, single side)	Per Sq. Foot	\$7.90
C541-1000/RC	16	Poster (mounted on foam core)	Per Sq. Foot	\$12.63
C541-1000/RC	17	Poster (mounted on gator foam)	Per Sq. Foot	\$26.32
C541-1000/RC	18	Poster (mounted on gator foam, laminated)	\$0.124 Per Sq. Inch	\$0.13
C541-1000/RC	19	Vinyl Banner (Full color with grommets)	Per Sq. Foot	\$10.00
C541-1000/RC	20	Brochure (12 page, full color, saddle stitch, 100 quantity)	100 brochures	\$346.40
C541-1000/RC	21	Flyers (8.5x11, Full color, 100# gloss text, 100 quantity)	100 flyers	\$93.71
Video Production: Production				
C541-1000/RC	22	Producer	Day	\$589.62
C541-1000/RC	23	Director	Day	\$589.62
C541-1000/RC	24	3 Person Crew & Equipment (Camera, Audio, Grip)	Day	\$2,137.38
C541-1000/RC	25	Music Licensing	Each	\$132.66
C541-1000/RC	26	Narration (Professional Narration)	Hour	\$729.13
C541-1000/RC	27	Narration (Local Narration & Supervision)	Hour	\$272.70
C541-1000/RC	28	Computer Graphics (Overall Graphic Treatment)	Per Project	\$530.66
C541-1000/RC	29	Computer Graphics (Senior Graphic Artist & Equipment)	Hour	\$184.26
C541-1000/RC	30	Stock Photography	Each	\$73.70
C541-1000/RC	31	2-D Animation Design and Equipment	Hour	\$140.04
Video Production: Post Production				
C541-1000/RC	32	Non-linear Editor and Equipment	Hour	\$184.26

SIN(s) PROPOSED	ITEM NO.	OTHER DIRECT COSTS	UNIT	PRICING OFFERED TO GSA (INCLUDING IFF)
C541-1000/RC	33	Motion Graphics	Hour	\$289.55
C541-1000/RC	34	Logging	Hour	\$147.41
C541-1000/RC	35	Audio Mix	Hour	\$342.19
C541-1000/RC	36	Internet Compression (less than 60 minutes)	Per Project	\$157.93
C541-1000/RC	32	Non-linear Editor and Equipment	Hour	\$184.26
C541-1000/RC	33	Motion Graphics	Hour	\$289.55
C541-1000/RC	34	Logging	Hour	\$147.41
C541-1000/RC	35	Audio Mix	Hour	\$342.19
C541-1000/RC	36	Internet Compression (less than 60 minutes)	Per Project	\$157.93
Video Production: Equipment				
C541-1000/RC	37	HD Camera Package	Day	\$1,031.84
C541-1000/RC	38	HD Grip Package	Day	\$626.47
C541-1000/RC	39	Media Hard Drive Rental	Day	\$257.96
C541-1000/RC	40	DVD Duplication (Master)	Each	\$157.93
C541-1000/RC	41	DVD Duplication (Disc)	Hour	\$6.63
Focus Groups				
C541-1000/RC	42	Focus Group with Moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Per Group	\$5,343.45
C541-1000/RC	43	Focus Group with NO Moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Per Group	\$3,448.24
C541-1000/RC	44	Focus Group Moderator	Per Group	\$1,895.21
C541-1000/RC	45	Focus Group Report	Per Group	\$526.45
C541-1000/RC	46	Focus Group Facility Rental and On-site Assistance (per group)	Per Group	\$684.38
C541-1000/RC	47	Focus Group Facility Rental and On-site Assistance (per day)	Per Day	\$1,474.06
C541-1000/RC	48	Recruitment and Confirmation of Participants (includes up to \$150 incentive fee per recruit)	Per Recruit	\$315.87

SIN(s) PROPOSED	ITEM NO.	OTHER DIRECT COSTS	UNIT	PRICING OFFERED TO GSA (INCLUDING IFF)
C541-1000/RC	49	Focus Group - Audio and Stationary DVD recording	Per Group	\$105.29
C541-1000/RC	50	Focus Group - Computer Rental, Internet, Camera, and DVD	Per Day	\$315.87
Usability Testing				
C541-1000/RC	51	Usability Testing with Moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Per Group	\$7,159.70
C541-1000/RC	52	Usability Testing with NO moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Per Group	\$3,579.85
C541-1000/RC	53	Usability Testing Report (10 persons)	Per Report	\$1,052.90
Web-Based Marketing Services				
C541-1000/RC	54	Focus Group with Moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Per Day	\$50.38
C541-1000/RC	55	Focus Group with NO Moderator (group of 10 participants; includes recruiting, facility, and participant costs)	Based on a 3 month SEM campaign	\$5,032.75
C541-1000/RC	56	Focus Group Moderator	Based on a three month online marketing campaign	\$8,312.34
Miscellaneous - Shipping				
C541-1000/RC	57	USPS Priority Mail Flat Rate Envelope	Each	\$4.99
C541-1000/RC	58	USPS Priority Mail Small Flat Rate Box	Each	\$5.24
C541-1000/RC	59	USPS Priority Mail Medium Flat Rate Box (FR81 or FR82)	Each	\$11.03

SIN(s) PROPOSED	ITEM NO.	OTHER DIRECT COSTS	UNIT	PRICING OFFERED TO GSA (INCLUDING IFF)
C541-1000/RC	60	USPS Priority Mail Large Flat Rate Box (Domestic Addresses)	Each	\$15.06
C541-1000/RC	61	USPS Priority Mail Large Flat Rate Box (APO/FPO/DPO Destinations)	Each	\$13.05

LABOR CATEGORY DESCRIPTIONS

JOB TITLE: CONSULTANT III (PROGRAM MANAGER)

Functional Responsibility: Represent the organization/company as a prime contact on contracts or projects and interacts with senior internal and external personal. Develops solutions to a variety of complex problems. Applies advanced skills to provide management and technical expertise by conducting and/or participating in the strategic, tactical, and operational aspects of projects. Provides leadership and technical expertise in the areas of delivering process and productivity improvement solutions, facilitation of large and small groups, developing business and strategic plans, providing performance measurement and business process reengineering training, and conducting financial and cycle-time analysis.

Education/Experience Requirements: MS/MA or equivalent and 5 year of general experience.

JOB TITLE: CONSULTANT II (PROJECT MANAGER)

Functional Responsibility: Consults with the customer to ensure conformity to project and contractual obligations for projects/initiatives. Approves documentation standards, system specifications, feasibility and justification reports, and policy recommendations. Establishes and maintains reports in order to show progress of projects to management and customers. Organizes and assigns responsibilities to subordinates and supervises the successful completion of all assigned tasks. Ensures the development, maintenance and implementation of Project Management Plans. Ensures that maximum service is obtained from all operations through efficient use of personnel and equipment.

Education/Experience Requirements: BS/BA or equivalent and 3 years of general experience.

JOB TITLE: CONSULTANT I

Functional Responsibility: Consultants apply their advanced skills to provide management and technical expertise by conducting and/or participating in the strategic, tactical, and operational aspects of projects. Consultants provide leadership and technical expertise in the areas of delivering process and productivity improvement solutions, facilitation of large and small groups, developing business and strategic plans, providing performance measurement and business process reengineering training, and conducting financial and cycle-time analysis.

Education/Experience Requirements: BS/BA or equivalent and 1 year of general experience.

JOB TITLE: DATA ANALYST II

Functional Responsibility: Possesses knowledge of applying analytic methodologies and principles to address project needs. Serves as a member of the consulting team performing analytical tasks and technical team assignments; performs research, support, and reporting functions.

Education/Experience Requirements: BS/BA or equivalent and 3 years of general experience.

JOB TITLE: DATA ANALYST I

Functional Responsibility: Possesses knowledge of applying analytic methodologies and principles to address project needs. Serves as a member of the consulting team performing analytical tasks and technical team assignments; performs research, support, and reporting functions.

Education/Experience Requirements: BS/BA or equivalent and 1 year of general experience.

JOB TITLE: TRAINING SPECIALIST II

Functional Responsibility: Provides appropriate training to achieve project goal and maintain currency in applicable state-of-the-art technologies and business paradigms. Conducts the research necessary to develop and revise training courses. Develops and revises these courses and prepares appropriate training catalogs. Prepares instructor materials (course outline, background material, and training aids). Prepares student materials (course manuals, workbooks, handouts, completion certificates, and course survey forms). Trains personnel by conducting formal classroom courses, workshops and seminars or provides web-based training.

Education/Experience Requirements: BS/BA or equivalent and 5 years of general experience.

JOB TITLE: TRAINING SPECIALIST I

Functional Responsibility: Provides appropriate training to achieve project goal and maintain currency in applicable state-of-the-art technologies and business paradigms. Conducts the research necessary to develop and revise training courses. Develops and revises these courses and prepares appropriate training catalogs. Prepares instructor materials (course outline, background material, and training aids). Prepares student materials (course manuals, workbooks, handouts, completion certificates, and course survey forms). Trains personnel by conducting formal classroom courses, workshops and seminars or provides web-based training.

Education/Experience Requirements: BS/BA or equivalent and 3 years of general experience.

JOB TITLE: COMMUNICATIONS CONSULTANT I

Functional Responsibility: Develops, coordinates, executes, manages, and evaluates outreach communications strategies, plans, and activities. Develops short and long-term strategic communication plans for clients; implements communication plans including liaison with content providers, marketing consultants and production team. Reviews communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques.

Education/Experience Requirements: BS/BA or equivalent and 1 year of general experience.

JOB TITLE: COMMUNICATIONS CONSULTANT II

Functional Responsibility: Develops, coordinates, executes, manages, and evaluates outreach communications strategies, plans, and activities. Develops short and long-term strategic communication plans for clients; implements communication plans including liaison with content providers, marketing

consultants and production team. Reviews communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques.

Education/Experience Requirements: BS/BA or equivalent and 3 years of general experience.

JOB TITLE: COMMUNICATION CONSULTANT III

Functional Responsibility: Develops, coordinates, executes, manages, and evaluates outreach communications strategies, plans, and activities. Develops short and long-term strategic communication plans for clients; implements communication plans including liaison with content providers, marketing consultants and production team. Reviews communication products for clarity, effectiveness, and alignment with image and messaging. Researches and analyzes new approaches and techniques.

Education/Experience Requirements: BS/BA or equivalent and 5 years of general experience.

JOB TITLE: MARKETING CONSULTANT

Functional Responsibility: Recommends, prioritizes, develops plans and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the organization; reviews marketing strategies, programs and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals/metrics and analysis of data. Develops promotional strategies for but not limited to, advertising, outreach and event marketing, promotions, radio, web, television and video production, and written publications.

Education/Experience Requirements: BA/BS or equivalent and 3 years of general experience.

JOB TITLE: NEW MEDIA PRODUCER

Functional Responsibility: Produces and manages products using New Media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Has experience with multi-media devices. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: HS or equivalent and 6 years of general experience.

JOB TITLE: NEW MEDIA PRODUCER II

Functional Responsibility: Produces and manages products using New Media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Has experience with multi-media devices. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: BS/BA or equivalent and 3 years of general experience.

JOB TITLE: PROJECT COORDINATOR

Functional Responsibility: Assists in leading the project team and coordinating the project. Implements the agreed action plan to the agreed standards and deadlines. Acts as a liaison with the project team and customer on all project-related matters, ensuring the effective preparation and delivery of all project activities, events, meetings, and production of all necessary documentation. Provides ongoing evaluation of project activities/events and reporting on project progress.

Education/Experience Requirements: BS/BA or equivalent and 2 years of general experience.

JOB TITLE: SOCIAL MEDIA STRATEGIST II

Functional Responsibility: Is responsible for the strategic and creative direction of Social Media projects. Specializes in Social Media strategy and campaign execution. Coordinates and collaborates with client and other team members on project activities and goals. Has extensive experience in and knowledge of all facets of Social Media technology and programs.

Education/Experience Requirements: BS/BA or equivalent and 5 years of general experience.

JOB TITLE: CREATIVE WRITER

Functional Responsibility: Works with team members and agency clients to create persuasive messages for all media types. Creates and edits messaging and copy that reflects the client's marketing strategy and objectives and is able to write across all mediums. May have related experience in writing documents and scripts for media-based projects such as multi-media productions, video and/or film productions, live events, interactive training, speech writing, and website production.

Education/Experience Requirements: BS/BA or equivalent and 5 years of general experience.

JOB TITLE: GRAPHIC DESIGNER/ILLUSTRATOR I

Functional Responsibility: Executes graphic/illustration projects and assists in coordination of all production scheduling. Interfaces with users and project leaders to determine scope of project and best medium. Experienced in original graphic design and/or illustration as well as using stock photos and clip art. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: HS or equivalent degree

JOB TITLE: VIDEO PRODUCER I

Functional Responsibility: Directs talent and provides video layout, direction, and design for all types of video. Manages all aspects of the video production or other functions required to create the video. Generates video and audio content for the web with either existing or new footage. Is capable of applying effects, transitions, title sequences, and other editing functions to production.

Education/Experience Requirements: BS/BA or equivalent and 2 years of general experience.

JOB TITLE: VIDEO PRODUCER II

Functional Responsibility: Directs talent and provides video layout, direction, and design for all types of video. Manages all aspects of video production or other functions required to create the video. Generates video and audio content for the web with either existing or new footage. Capable of applying effects, transitions, and title sequences and other editing functions to production.

Education/Experience Requirements: BS/BA or equivalent and 4 years of general experience.

JOB TITLE: GRAPHIC DESIGNER / ILLUSTRATOR I

Functional Responsibility: Executes graphic/illustration projects and assists in coordination of all production scheduling. Interfaces with users and project leaders to determine scope of project and best medium. Experienced in original graphic design and/or illustration as well as using stock photos and clip art. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: HS or equivalent degree.

JOB TITLE: MARKETING CONSULTANT

Functional Responsibility: Recommends, prioritizes, develops plans and directs the execution of marketing projects and assessments. Customizes marketing principles and practices to respond to the needs of the organization; reviews marketing strategies, programs and goals for focused integration into overall marketing plan. Formulates and implements marketing policy and procedures. Develops long and short-range marketing operation plans. Identifies and analyzes customer needs and satisfaction. Evaluates effectiveness through attainment of goals/metrics and analysis of data. Develops promotional strategies for but not limited to, advertising, outreach and event marketing, promotions, radio, web, television and video production, and written publications.

Education/Experience Requirements: BS/BA or equivalent and 3 years of general experience.

JOB TITLE: NEW MEDIA PRODUCER

Functional Responsibility: Produces and manages products using New Media platforms and a variety of other mediums including video, print, broadcast, teleconferencing, and electronic means. Interfaces with users to determine scope of project and best medium. Has experience with multi-media devices. Interfaces with agency and technical staff to assure quality products are delivered on time and within budget.

Education/Experience Requirements: HS or equivalent and 6 years of general experience, GED or vocational degree = high school degree. Two years of higher education = one (1) yr of general experience. BS/BA = six (6) yrs of general experience. MS/MA= ten (10) yrs of general experience, or BS/BA + four (4) yrs of general experience. PhD = thirteen (13) yrs of general experience, or BS/BA + six (6) yrs of general experience, or MS/MA and three (3) yrs of general experience.

ABOUT US

MetroStar Systems is proud to be an approved vendor on the GSA Schedule 00CORP and we look forward to the opportunity to serve you. Since 1999, MetroStar Systems has made an impact in federal, state, and local governments by providing innovative technology services and tools that empower faster results by leveraging emerging IT solutions.

This catalog will introduce you to our company and the wide array of services we offer. You can also visit: www.MetroStarSystems.com for more information.