

Professional Services Schedule (00CORP)

GSA Contract GS-00F-0017R

- 541-1 Advertising Services
- 541-2 Public Relations Services
- 541-3 Web Based Marketing Services
- 541-4A Market Research and Analysis
- 541-4B Video Film Production
- 541-4C Exhibit Design and Implementation Services
- 541-4D Conference, Events, and Tradeshow Planning Services
- 541-4F Commercial Art and Graphic Design Services
- 874-1 Integrated Consulting Services
- 899-1 Environmental Consulting Services
- 899-7 Geographic Information System (GIS) Services

The Collaborative, Inc.
122 South Street
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www.thecollaborative.com
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February 2017

GSA Schedule Overview

Welcome to the Collaborative's GSA Professional Services Schedule covering the following programs:

541-1 Advertising Services

Services provided under this SIN will promote public awareness of an agency's mission and initiatives and dissemination of information to consumer and advocacy groups. Advertising Media such as: Direct Mail, Media Planning/ Placement, Public Education, Outdoor Marketing and Media, Broadcast Media to include TV and Radio and Public Service Announcements may be used in providing services relating to this SIN.

541-2 Public Relations Services

Services include providing customized media and public relations services, preparation of media materials, including background materials, press releases, speeches and presentations, and press kits; and executing media programs such as press conferences, distribution of press materials, and scheduling broadcast and print interviews.

541-3 Web Based Marketing Services (Small Business Set-Aside)

Develop strategies for an agency to provide the maximum use of their Internet capabilities. Typical tasks may involve the consultation, development and implementation of website design and maintenance, search engine development, e-mail marketing and web casting, video conferencing via the web and other activities involving electronic marketing services.

541-4A Market Research and Analysis

Services include the development of customized strategic marketing plans, developing branding initiatives, target market identification, and conducting focus groups.

541-4B Video Film Production

These services will inform the public and Government agencies about the latest products, services, and/or issues and include: filming in studios on locations, live shows, as well as writing, directing, editing, and shooting.

541-4C Exhibit Design and Implementation Services

These services include arrangements for exhibits in various venues, and conceptualizing, designing, and producing exhibits and their accompanying materials.

541-4D Conference, Events, and Tradeshow Planning Services (Small Business Set-Aside)

Services provided under this SIN include making of all necessary arrangements for conferences, seminars, and tradeshows. Event-marketing services and pre – conference planning are also included.

541-4F Commercial Art and Graphic Design Services (Small Business Set-Aside)

Services provided are commercial art, custom or stock, graphic design, and special effects that educate the consumer market about a product or service.

874-1 Integrated Consulting Services

This category encompasses a range of services offered by the Collaborative, including: strategic planning and management, program and economic studies, policy development, business initiative development, preparedness planning, training, and expert witness services.

874-7 Integrated Business Support Services

This category includes services to assist agencies in managing their mission-oriented business projects or programs and achieving mission performance goals. Services covered by this SIN include all phases of program or project management, from planning to closeout and operational/administrative business support services in order to carry out program objectives.

899-1 Environmental Consulting Services and 899-7 Geographic Information System (GIS) Services

These categories cover planning and coordination of environmental initiatives, including the preparation of environmental assessments and impact statements, economic and risk analysis, mapping, natural resource and conservation planning, and environmental regulatory analysis and development.

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Section 1

About the Collaborative, Inc.

The Collaborative is an award-winning consulting firm with a national reputation for excellence in planning, design, and communications.

We began in 1990 as an outgrowth of Wallace Floyd Associates, a firm founded with Buckminster Fuller to design and build such signature projects as Epcot Center and the United States Pavilion at Expo 67.

Our award-winning planning and design groups work on projects that build strong communities and organizations, shape extraordinary places and designs, and inspire new ways of thinking and action. As planners we build communities and places that are welcoming, dynamic, and environmentally sound. As designers we draw from our deep respect for nature, history, and culture to craft designs that are relevant, stir thought, and tell a story.

Collaboration unites all we do and flows from the knowledge that making connections is the root of creation and change.

Section 2

Contract Overview

<p>Contractor</p> <p>The Collaborative, Inc. 122 South Street Boston, MA 02111 617-338-0018 (t) 617-338-4228 (f) GSAContracts@thecollaborative.com www.thecollaborative.com</p>	<p>Contract Period</p> <p>September 1, 2015–August 31, 2020</p> <p>Business Size</p> <p>Small business</p> <p>Certifications</p> <ul style="list-style-type: none"> • Small Disadvantaged Business (SDB) • Disadvantaged Business Enterprise (DBE) (MA) • Minority Business Enterprise (MBE) (MA)
<p>Services Offered by Special Item Number (SIN)</p> <p>541-1 Advertising Services</p> <p>541-2 Public Relations Services</p> <p>541-3 Web Based Marketing Services</p> <p>541-4A Market Research and Analysis</p> <p>541-4B Video Film Production</p> <p>541-4C Exhibit Design and Implementation Services</p> <p>541-4D Conference, Events, and Tradeshow Planning Services</p> <p>541-4F Commercial Art and Graphic Design Services</p> <p>874-1 Integrated Consulting Services</p> <p>874-7 Integrated Business Program Support Services</p> <p>899-1 Environmental Consulting Services</p> <p>899-7 Geographic Information System (GIS) Services</p>	<p>GSA Multiple Award Schedule (MAS) contracts, also referred to as GSA Schedule and Federal Supply Schedule contracts, are available for use by all federal agencies. Under the MSA Program, GSA enters into government-wide contracts with commercial firms to provide over 10 million commercial supplies and services.</p> <p>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 <i>GSA Advantage!</i>, a menu-driven database system available at www.GSAAdvantage.gov.</p> <p>For more information on ordering from Federal Supply Schedules click on the FSS Schedules button at www.fss.gsa.gov</p>

Section 3

Ordering Process

Follow these easy steps as described by the GSA. For more information visit www.fss.gsa.gov/schedules or the Collaborative's website: www.thecollaborative.com.

1. Prepare a request – This includes, at minimum:
 - a. A Statement of Work (SOW) describing the scope of work to be accomplished
 - b. If desired, the Collaborative offers assistance to you (free of charge) in development of your SOW requirements consistent with your available budget constraints.
 - c. A request for a firm-fixed price or a ceiling price
 - d. Explanation of contractor your selection criteria
2. Transmit the request to the Collaborative and two other GSA contractors via email or fax
 - a. Include the Collaborative's GSA SIN & corresponding contract number
 - b. Send your request to:

The Collaborative, Inc.
Attn: Matthew George
122 South Street
Boston, MA 02111
617-338-0018 (t)
617-338-4228 (f)
GSAContracts@thecollaborative.com
www.thecollaborative.com
3. Response to Request
 - a. The Collaborative will develop a proposal consisting of two parts: Technical and Price
 - b. The Collaborative will submit the proposal to you by the predetermined deadline via the method of your choice
4. Best-value Determination
 - a. Conduct a best value review based on your selection criteria
 - b. Consider whether a Blanket Purchase Agreement (BPA) is a useful method of procuring these services. (For more information, visit www.fss.gsa.gov.)
5. Selection
 - a. Select the best value contractor and issue a contract order
 - b. The Collaborative will undertake the work under your direct supervision and will invoice you directly.
6. Begin Work: The Collaborative begins work immediately

GSA contract specialists are also available to assist you, but are not required to be involved in your procurement process.

Section 4

Special Item Numbers (SINs) and Rates

Mission Oriented Business Integrated Services (MOBIS)

874-1 Integrated Consulting Services

Labor Category	Hourly Rate
Principal/Project Director	\$173.69
Subject Matter Expert 3	\$173.69
Subject Matter Expert 2	\$142.66
Subject Matter Expert 1	\$114.65
Director	\$115.75
Planner Analyst II	\$81.89
Planner/Analyst 1	\$78.24

874-7 Integrated Business Program Support Services

Labor Category	Hourly Rate
Principal	\$173.69
Subject Matter Expert 3	\$173.69
Subject Matter Expert 2	\$142.66
Subject Matter Expert 1	\$114.65
Planning Consultant	\$93.66
Planner Analyst II	\$81.89
Planner/Analyst 1	\$78.24

Environmental Services

899-1 Environmental Planning Services & Documentation

Labor Category	Hourly Rate
Principal/Project Director	\$173.69
Director	\$115.75
Planning Consultant	\$93.66
Planner/Analyst 1	\$78.24
GIS Analyst	\$66.90

899-7 Geographic Information System Services

Labor Category	Hourly Rate
Planning Consultant	\$93.66
Planner/Analyst 1	\$78.24
GIS Analyst	\$66.90

Advertising & Integrated Marketing Solutions

541-1 Advertising Services

Labor Category	Hourly Rate
Outdoor Marketing Specialist	\$190.09
Public Education Specialist III	\$190.09
Communications Director	\$190.09
Graphic Designer III	\$133.51
Market Analyst III	\$120.96
Exhibits Specialist II	\$108.04
Public Education Specialist II	\$99.72
Event Manager III	\$94.70
Graphic Designer II	\$89.13
Public Relations Specialist II	\$82.06
Writer II	\$77.00
Graphic Designer I	\$74.84
Office Support	\$60.66

541-2 Public Relations Services

Labor Category	Hourly Rate
Outreach Specialist	\$190.09
Public Relations Strategist	\$190.09
Public Relations Specialist III	\$143.99
Graphic Designer III	\$133.51
Communications Manager	\$128.52
Graphic Designer II	\$89.13
Public Relations Specialist II	\$82.06
Public Relations Writer II	\$77.00
Graphic Designer I	\$74.84
Office Support	\$60.66
Public Relations Specialist I	\$57.08

541-3 Web Based Marketing Services

Labor Category	Hourly Rate
Creative Director	\$190.09
Website Designer III	\$133.51
Writer III	\$102.73
Electronic Graphics Specialist	\$93.53
Website Designer II	\$89.13
Associate Webmaster	\$77.66
Writer II	\$77.00
Website Designer I	\$74.84
Office Support	\$60.66
Website Assistant	\$60.66
Writer I	\$57.08

541-4A Market Research and Analysis

Labor Category	Hourly Rate
Communications Director	\$190.09
Principal Market Analyst	\$190.09
Communications Manager	\$128.52
Market Analyst III	\$120.96
Writer III	\$102.73
Data Specialist	\$99.72
Market Analyst II	\$95.07
Writer II	\$77.00
Office Support	\$60.66

541-4B Video Film Production

Labor Category	Hourly Rate
Executive Producer	\$190.09
Art Director	\$133.51
Production Advisor	\$128.52
Videographer/Photographer III	\$104.55
Script Writer	\$95.07
Graphic Designer II	\$89.13
Writer II	\$77.00
Graphic Designer I	\$74.84
Office Support	\$60.66
Writer I	\$57.08

541-4C Exhibit Design and Implementation Services

Labor Category	Hourly Rate
Exhibits Specialist III	\$142.66
Graphic Designer III	\$133.51
Exhibits Specialist II	\$108.04
Graphic Designer II	\$89.13
Graphic Designer I	\$74.84
Office Support	\$60.66

541-4D Conference, Events, and Tradeshow Planning Services

Labor Category	Hourly Rate
Facilitation Specialist	\$190.09
Confer. Management Specialist III	\$142.66
Proceedings Specialist	\$95.07
Event Manager III	\$94.70
Event Marketer	\$85.57
Event Specialist II	\$75.55
Office Support	\$60.66

541-4F Commercial Art and Graphic Design Services

Labor Category	Hourly Rate
Commercial Artist	\$128.37
Technical Writer	\$90.72
Graphic Designer II	\$89.13
Writer II	\$77.00
Graphic Designer I	\$74.84
Office Support	\$60.66
Writer I	\$57.08

Notes

1. Government rates shown herein are net (discount deducted)
2. The labor rates do not include travel and per diem costs associated with the SIN awarded. Travel costs will be reimbursed in accordance with Federal travel regulations.
3. Prices do not include Other Direct Costs (ODCs), which will be billed under the ODC SIN at cost plus 10%.

Section 5

Customer Information

1b.	Pricing model	Prices shown herein are net, with all discounts deducted, and are valid for all areas.
1c.	Labor category descriptions	See descriptions in Section 6
2.	Maximum order	\$1,000,000. The Collaborative may honor orders exceeding the maximum in accordance with Clause 52.216-19.
3.	Minimum order	\$100
4.	Geographic coverage	Domestic: 50 states, Washington, D. C.; Puerto Rico; and U.S. territories
5.	Point of production	Boston, Massachusetts
6.	Discount	Prices shown herein are net
7.	Quantity discounts	N/A
8.	Prompt payment terms	N/A
9a.	Government credit cards	Accepted
10.	Foreign items (list items by country of origin)	N/A
11a.	Time of delivery	As mutually agreed upon
11b.	Expedited delivery	All items are available for expedited delivery; please specify needs at time of ordering.
11c.	Overnight and 2-day delivery	Overnight and 2-day delivery service is available. Please contact the Collaborative for rates for overnight and 2-day delivery.
11d.	Urgent requirements	Contact the Collaborative's GSA Contract Coordinator for faster delivery services
12.	F.O.B. point	Destination
13a.	Ordering address	The Collaborative, Inc. Attn: Matthew George 122 South Street Boston, MA 02111 617-338-0018 (t) 617-338-4228 (f) GSAContracts@thecollaborative.com www.thecollaborative.com
13b.	Ordering procedures	For supplies and services, the ordering procedures, information on Blanket Purchase Agreements (BPA's), and a sample BPA can be found at the GSA/FSS Schedule homepage (fss.gsa.gov/schedules).

14.	Payment address	Accounting Department The Collaborative, Inc. 122 South Street Boston, MA 02111 617-338-0018 (t)
15.	Warranty provision	Standard practice
16.	Export packing charges, if applicable	None
17.	Terms and conditions of Government purchase card acceptance (any thresholds above the micro-purchase level)	No additional thresholds
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 applicable)	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)	Whenever possible, the Collaborative will use products with environmental attributes – products that are less harmful to the environment. Therefore, we’ll use such items as biodegradable, recyclable and post-consumer materials in our designed products. We aim to comply with the EPA’s Recovered Materials Advisory Notice (RMAN), recommending recovered and post-consumer material content levels for specific products www.epa.gov/cpg .
24b.	Section 508 compliance The EIT standards can be found at: www.Section508.gov	The Collaborative designs websites that are Section 508 compliant. We also update a websites to be 508 compliant. Please indicate in your Scope of Work if this service is desired.
25.	Data Universal Number System (DUNS) number	78-009-1781

- 26. SAM registration
The Collaborative is registered with the System of Award Management (SAM)
- 27. Service Contract Act
The Service Contract Act (SCA) is applicable to this contract as it applies to the entire Professional Services Schedule and all services provided. While no specific labor categories have been identified as being subject to SCA due to exemptions for professional employees (FAR 22.1101, 22.1102 and 29 CFR 541.300), this contract still maintains the provisions and protections for SCA eligible labor categories. If and/or when the contractor adds SCA labor categories/employees to the contract through the modification process, the contractor must inform the Contracting Officer and establish a SCA matrix identifying the GSA labor category titles, the occupational code, SCA labor category titles and the applicable WD number. Failure to do so may result in cancellation of the contract.

Section 6

Labor Categories

Due to labor categories spanning multiple SIN service areas, the following categories are listed only once, under their general subject area. The areas covered are:

- Art Director
- Associate Webmaster
- Commercial Artist
- Communications Director
- Communications Manager
- Communications Program Manager
- Creative Director
- Data Specialist
- Director
- Electronic Graphics Specialist
- Event Manager III
- Event Marketer
- Event Specialist II
- Executive Producer
- Exhibits Specialist II
- Exhibits Specialist III
- Facilitation Specialist
- GIS Analyst
- Graphic Designer I
- Graphic Designer II
- Graphic Designer III
- Market Analyst II
- Market Analyst III
- Office Support
- Outdoor Marketing Specialist
- Outreach Specialist
- Planner/Analyst I
- Planner Analyst II
- Principal/Project Director
- Principal Market Analyst
- Proceedings Specialist
- Production Advisor
- Public Education Specialist II
- Public Education Specialist III
- Public Relations Specialist I
- Public Relations Specialist II
- Public Relations Specialist III
- Public Relations Strategist
- Public Relations Writer II
- Script Writer
- Subject Matter Expert I
- Subject Matter Expert II
- Subject Matter Expert III
- Technical Writer
- Videographer/Photographer III
- Website Assistant
- Website Designer I
- Website Designer II
- Website Designer III
- Writer I
- Writer II
- Writer III

<p>Art Director Responsibilities: Provides overall leadership for design development, production and staff supervision. Actively contributes to, and manages, the conceptual development, design, and production of a range of public communications materials and commercial graphics products, including brochures, reports, publications, collateral materials, web sites and exhibits. Education/General Experience: Bachelors degree or equivalent, 8 years experience in graphic design, technical art, and illustration and supervision.</p>
<p>Associate Webmaster Responsibilities: Assists website designers in the development, implementation, management, upgrade and troubleshooting of website requirements. Education/General Experience: Bachelors degree or equivalent, 2 years experience in electronic and multimedia tools for the internet.</p>
<p>Commercial Artist Responsibilities: Provides design rendering and art support for all graphic design projects. Manages the conceptual development, design, and production of a range of public communications materials and commercial graphics products. These produces include brochures, reports, publications, collateral materials, web sites and exhibits. Education/General Experience: Bachelors degree or equivalent, 8 years experience working with electronic and multimedia graphic design tools.</p>
<p>Communications Director Responsibilities: Decision maker for the company. Guides the company and client projects by providing both long and short term planning. Develops and directs integrated technical information services programs. Helps support program and project managers with their job functions. Education/General Experience: Masters degree or equivalent, 15 years experience.</p>
<p>Communications Manager Responsibilities: Has overall project management responsibility. Develops, supervises and guides staff to complete client projects on time and on budget. Sets and implements operating policies and procedures. Responsible for client communications, task conceptualization, assignment, planning, team coordination, quality assurance, job tracking and cost control. Education/General Experience: Bachelors degree or equivalent, 8 years experience.</p>
<p>Communications Program Manager Responsibilities: Has overall project management responsibility. Responsible for client communications, task conceptualization, assignment, planning, team coordination, quality assurance, job tracking and cost control. Develops, supervises and guides staff to complete client projects on time and on budget. Sets and implements operating policies and procedures. Education/General Experience: Bachelors degree or equivalent, 8 years experience.</p>
<p>Conference Management Specialist III Responsibilities: Develops, supervises and guides meetings team to complete conference projects. Assists with implementation of operating policies and procedures, client communications, task conceptualization, assignments, planning, team coordination, quality assurance, job tracking and cost control. Education/General Experience: Bachelors degree or equivalent, 8 years event planning experience.</p>
<p>Creative Director Responsibilities: Provides leadership and guidance for design concepts in electronic media and documentation development, including layout, design and production. Education/General Experience: Masters degree or equivalent, 15 years experience.</p>

<p>Data Specialist Responsibilities: Collects and organizes data, develops spreadsheets, prepares data summaries and supports data analysis through the application of database and information systems technology. Education/General Experience: Bachelors degree or equivalent, 5 years related experience.</p>
<p>Director Responsibilities: Planning, management, project development and design, research, conduct surveys/studies, data collection, analysis, forecasting, reporting, regulatory compliance analysis, and program/project evaluation. Education/General Experience: Bachelors degree or equivalent, 5 years experience.</p>
<p>Electronic Graphics Specialist Responsibilities: Provides technical illustration and graphic support to all design projects involving specialized electronic and internet-driven graphics. Education/General Experience: Bachelors degree or equivalent, 5 years experience and knowledge of electronic and multimedia graphic design tools.</p>
<p>Event Manager III Responsibilities: Plans, organizes, selects locations, negotiates contracts for conferences and meetings. Strong fiscal management and budget responsibilities. Attends conferences, ensuring trouble-free event. Proficient in conference task development and management, works with facility managers and on-site supervision and quality control. Education/General Experience: Bachelors degree or equivalent, 5 years related experience.</p>
<p>Event Marketer Responsibilities: Collects data on event participation levels, contracts event venues, develops comparative pricing data for events, summarizes market information for use in event planning. Education/General Experience: Bachelors degree or equivalent experience, 5 years related experience.</p>
<p>Event Specialist II Responsibilities: Assists the Event Manager with tasks including mailings, registration, arranging for payments to vendors. Provides on-site conference management and support. Education/General Experience: Bachelors degree or equivalent, 2 years related experience.</p>
<p>Executive Producer Responsibilities: Directs and Manages employees. Guides video production projects by providing both long term and short term planning. Develops and directs integrated technical information services programs. Education/General Experience: Masters degree or equivalent, 15 years experience.</p>
<p>Exhibits Specialist II Responsibilities: Background coordinating logistics details for off-site events. Experience in the design, construction and installation of indoor, outdoor, and traveling exhibits. Strong computer skills including proficiency in Microsoft Office suite. Education/General Experience: Bachelors degree or equivalent, 5 years experience.</p>
<p>Exhibits Specialist III Responsibilities: Coordinates logistics details for events. Develops, supervises and guides staff in designing, fabricating, and installing exhibits. Education/General Experience: Bachelors degree or equivalent, 8 years experience.</p>
<p>Facilitation Specialist Responsibilities: Researches meeting goals, develops meeting strategy, sets objectives, leads group in focusing on desired outcomes, summarizes progress, directs preparation of materials and final report on meeting outcome. Education/General Experience: Masters degree or equivalent, 15 years related experience.</p>

<p>GIS Analyst Responsibilities: Experience in applying knowledge of Geographic Information Systems spatial modeling techniques to support research, surveys, data collection, analysis, and reporting, especially in the areas of environmental planning, landscape design and resource management. Education/General Experience: Bachelors degree or equivalent, 2 years of GIS experience.</p>
<p>Graphic Designer I Responsibilities: Supports design development and production efforts. Proficient in all major graphic design computer applications. Education/General Experience: Bachelors degree or equivalent, 2 years experience in audio/visual techniques.</p>
<p>Graphic Designer II Responsibilities: Manages the design development and production for moderate projects, supporting larger efforts. Works cooperatively with the Sr. Graphic Designer, Art Director and project coordinators, writers and editors, technical and research professionals, conference coordinators, and production staff to develop visual materials, such as brochures, reports, collateral materials, and exhibits that convey complex information to both technical and lay audiences. Education/General Experience: Bachelors degree or equivalent, 5 years' experience in audio/visual techniques.</p>
<p>Graphic Designer III Responsibilities: Manages the design, development and production design assignments for major projects. Works cooperatively with the Art Director and project coordinators, writers and editors, technical and research professionals, conference coordinators, and production staff to develop visual materials, such as brochures, reports, collateral materials, and exhibits that convey complex information to both technical and lay audiences. Education/General Experience: Bachelors degree or equivalent, 8 years experience in documentation development, including report layout, design and production.</p>
<p>Market Analyst II Responsibilities: Assists in the planning, preparation and execution of quantitative and qualitative studies. Responsibilities include research, conducting surveys, data collection and analysis, and assisting with reports. Education/General Experience: Bachelors degree or equivalent, 5 years related experience.</p>
<p>Market Analyst III Responsibilities: Plans, prepares and executes quantitative and qualitative studies to estimate the strength of markets concerning issues regarding operations, management and planning, capital budgeting, economic development, costs of services, open space, environmental impact assessments, and transportation and facility siting. Responsible for research, survey implementation, data collection, analysis, and reporting. Education/General Experience: Masters degree or equivalent, 8 years related experience.</p>
<p>Office Support Responsibilities: Provide general office and operational support to all business functions, including answering telephones, filing, copying, errands, and data entry. Education/General Experience: Bachelors degree or equivalent, 1 year relevant experience.</p>
<p>Outdoor Marketing Specialist Responsibilities: Guides marketing services projects that promote public awareness and public education in outdoor venues, such as in transit vehicles, stations, and public thoroughfares. Oversees the design and production of exhibits pamphlets, brochures, leaflets, newsletters, posters, banners, displays, kiosks, and other media. Develops and directs integrated technical information services programs. Education/General Experience: Masters degree or equivalent, 15 years public education/affairs experience.</p>

<p>Outreach Specialist Responsibilities: Directs activities concerned with customized media and public relations services including the development of media messages and strategies. Oversees written and spoken message content, production of video and other media such as news releases, video scripts, photo captions, plan designs. Education/General Experience: Masters degree or equivalent in public affairs or marketing, 15 years related experience.</p>
<p>Planner/Analyst I Responsibilities: Supports public involvement, consensus building, marketing, and quantitative and qualitative research. Education/General Experience: Bachelors degree or equivalent, 2 years experience.</p>
<p>Planner/Analyst II Responsibilities: Responsibilities include management, research, surveys, data collection, analysis, and reporting. Education/General Experience: Bachelors degree or equivalent, 5 years experience.</p>
<p>Planning Consultant Responsibilities: Supports integrated environmental services programs such as resource planning, conceptual engineering, design, field monitoring and sampling, training, operations, and maintenance evaluation. Education/General Experience: Masters degree or equivalent, 5 years experience.</p>
<p>Principal Market Analyst Responsibilities: Provides strategic guidance in the planning, preparation and execution of quantitative and qualitative studies to estimate the strength of markets concerning issues of operations, management and planning. Develops and directs integrated technical information services programs. Education/General Experience: Masters degree or equivalent, 15 years related experience.</p>
<p>Principal/Project Director Responsibilities: Final decision maker of the company. Senior management capabilities. Guide the company and client projects by providing both long term and short term planning. Develop and direct integrated technical information services programs. Help support program and project managers who report to them with their job functions. Excellent verbal and written skills that provide leadership and inspire quality. Education/General Experience: Masters degree or equivalent, 8 years experience.</p>
<p>Proceedings Specialist Responsibilities: Attends events, takes meeting minutes, consults with attendees, reviews technical information with staff and prepares meeting proceedings for review by project manager. Education/General Experience: Bachelors degree or equivalent, 5 years related experience.</p>
<p>Production Advisor Responsibilities: Coordinates and supervises production crews. Education/General Experience: Bachelors degree or equivalent, 8 years experience in audio/visual production and direction.</p>
<p>Public Education Specialist II Responsibilities: Responsible for conceiving, writing and producing informational materials geared to raising public awareness on public policy issues. Education/General Experience: Bachelors degree or equivalent in public education/affairs, 5 years experience.</p>
<p>Public Education Specialist III Responsibilities: Directs research activities concerned with public educational programs and services. Oversees the conception, development and the production of informational materials geared to raising public awareness on public policy issues. Manages the testing and evaluation of the effectiveness of the materials, and guides the formulation of recommendations based on results. Education/General Experience: Masters degree or equivalent, 15 years experience.</p>

<p>Public Relations Specialist I Responsibilities: Coordinates news briefings and press conferences; prepares and provides press kit material; organizes interviews and photo/video shoots; develops and maintains local, national, and international media lists. Researches, writes, edits, and packages news releases, video scripts, photo captions, and other promotional material. Education/General Experience: Bachelors degree or equivalent, 1 year experience.</p>
<p>Public Relations Specialist II Responsibilities: Manages corporate communications print and broadcast advertising production, directs mail creation, television production, radio and television documentary writing and production, magazine feature writing, and media placement. Researches and write news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, oversees production of video and other media. Education/General Experience: Bachelors degree or equivalent in public relations or related field, 5 years experience.</p>
<p>Public Relations Specialist III Responsibilities: Provides integrated public relations and marketing services to clients, customizes PR strategies to meet the client’s business objectives, ensures timely turnaround of products while increasing media visibility for businesses and their products. Researches and writes news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes text, and oversees production of video and other media. Education/General Experience: Bachelors degree or equivalent, 8 years related experience in public relations and media strategy.</p>
<p>Public Relations Strategist Responsibilities: Coordinates the flow of information to media, by developing media strategies. Organizes meetings and schedules presentations. Manages the preparation and release of press releases and press kits. Education/General Experience: Masters degree or equivalent, 15 years experience in public relations.</p>
<p>Public Relations Writer II Responsibilities: Oversees writing and editorial aspects of news releases, video scripts, photo captions, fact sheets and other promotional material. Researches content, writes and edits text. Education/General Experience: Bachelors degree or equivalent in public relations or related field, 2 years related experience.</p>
<p>Script Writer Responsibilities: Manages script writing assignments with responsibility for quality control and coordination with client and major assignments. Education/General Experience: Bachelors degree or equivalent, 5 years writing and editing experience.</p>
<p>Subject Matter Expert I Responsibilities: Responsibilities include research, surveys, data collection, analysis, and reporting. Provides analytical support on projects involving policy development, alternatives, and project evaluation. Education/General Experience: Bachelors degree or equivalent, 5 years experience.</p>
<p>Subject Matter Expert II Responsibilities: Undertakes research, surveys, data collection, analysis, and reporting. Provides analytical leadership on comprehensive projects involving policy development, development of alternatives, and project evaluation. Education/General Experience: Masters degree or equivalent, 8 years experience.</p>

<p>Subject Matter Expert III Responsibilities: Offers industry-recognized subject matter expertise in professional field. Oversees team of other experts in conducting, research, data collection, analysis, forecasting, reporting, compliance analysis, and program/project evaluation. Education/General Experience: Masters degree or equivalent, 15 years experience.</p>
<p>Technical Writer Responsibilities: Responsible for supporting writing projects with technical knowledge and translation of technical material into lay language. Education/General Experience: Bachelors degree or equivalent, 5 years technical writing/editing experience.</p>
<p>Videographer/photographer III Responsibilities: Develops video concepts from scripting through shooting and post-production. Designs and implements media presentation environments, and supervises these functions. Education/General Experience: Bachelors degree or equivalent, 5 years experience in videography and with graphic and special effects software.</p>
<p>Website Assistant Responsibilities: Assists website designers in management, upgrade, trouble-shooting and procurement of software, hardware and network services. Education/General Experience: Bachelors degree or equivalent, 1 year related experience.</p>
<p>Website Designer I Responsibilities: Support all web design efforts Education/General Experience: Bachelors degree or equivalent, 2 years experience in website design</p>
<p>Website Designer II Responsibilities: Designs websites and provides support Website Designer III and manages projects of moderate size. Education/General Experience: Bachelors degree or equivalent, 5 years experience in website design</p>
<p>Website Designer III Responsibilities: Provides design development and implementation leadership for all web design projects, and in consultation with Creative Director, as needed. Education/General Experience: Bachelors degree or equivalent, 8 years experience with expertise in website design.</p>
<p>Writer I Responsibilities: Provides writing support and undertakes moderate assignments under close supervision. Education/General Experience: Bachelors degree or equivalent, 1 year writing and editing experience.</p>
<p>Writer II Responsibilities: Performs moderately complex writing assignments with responsibility for quality control, coordination with client and coordination with major assignments. Education/General Experience: Bachelors degree or equivalent, 2 years writing and editing experience.</p>
<p>Writer III Responsibilities: Supervises important writing assignments with responsibility for team leadership. Education/General Experience: Bachelors degree or equivalent, 8 years writing and editing experience.</p>