



C1.6.1. Program Manager: Responsible for planning, developing, implementing and evaluating overall program policies and directing subordinate managers/staff. Directs and manages the operation of several programs/projects. Administration/ management/ monitoring responsibilities include, but may not be limited to: establishment of goals, objectives, performance requirements, standards, and accountability; administration of program costs and budget; management and operation of programs; project execution; and contract compliance and deliverable schedules for projects including media, marketing, graphics, website design, video production and other communication activities, outreach, market research, and analysis.

Minimum Education/Experience: M.A. or equivalent professional degree in an associated field, and a minimum of (10) years of related experience or an equivalent combination of experience and training that provides the required knowledge, skills, and abilities.

C1.6.2. Deputy Program Manager: Serves as the project manager for large, complex task order (or a group of task orders). Able to assist the Program Manager in working with the Government's CO, the contract-level Contracting Officer's Representative (COR), the task order-level COR(s), government management personnel and customer agency representatives. Under the guidance of the Program Manager, responsible for the overall management of the specific task order(s) and ensuring that the technical solutions and schedules in the task order are implemented in a timely manner.

Minimum Education/Experience: B.A./B.S. degree in business or other related discipline. A minimum of (12) years of experience of which at least (7) years must be specialized in project development from inception to deployment and demonstrated capability in managing multi-task contracts and/or subcontracts of various types and complexity.

C1.6.3. Project Manager: Provides management of project activities, personnel and administrative functions related to specific tasks and ensures that technical solutions and schedules are implemented in a timely manner. Directs and manages staff assignments and monitors product quality and ensures project milestones meet deliverable schedules, and reports on project status to the program manager.

Minimum Education/Experience: B.A. /B.S. in communications, journalism, or other related training.

C1.6.4. Meeting Planner: Supervises on-site logistical support activities including room set-up, audiovisual requirements, manages logistical activities associated with planning and implementing meetings, conferences, trade show exhibits, and other events. Maintains close contact with the client project officer throughout event planning and implementation. Negotiates site contracts for meetings. Develops status and end-of-event reports for clients. Develops and maintains participant databases using meeting planning software. Verifies and reconciles host hotel and other vendor invoices.

Minimum Education/Experience: B.A. /B.S. or high school diploma with strong administrative skills and (3) years of relevant experience.

C1.6.5. Jr. Meeting Planner: Provides guidance to team members assigns exhibitor space, overseas booth set up, orders booth furniture and required audiovisual and equipment, collects participant and exhibitor registration fees when applicable.



Public Information and Communication Services

PICS II Labor Category Descriptions

Minimum Education/Experience: B.A. /B.S. or high school diploma with strong administrative skills and (1) years of relevant experience.

C1.6.6. Web Designer: Directs and manages the design, development, and management of client web sites.

Minimum Education/Experience: Must have a diploma or equivalent certification as well as advanced experience in web design, website development, web production management, web-based scripting language, and design standards and file types. Must have working knowledge of Section 508 standards as well as experience with design related graphics and relevant applications such as Adobe.

C1.6.7. Web Developer: Builds web pages using a variety of graphics software applications and web-based scripting language(s), manages and performs website editorial activities, analyzes complex technical problems, develops and renders solutions, develops site content, aids in all web projects involving desktop publishing and website design and development.

Minimum Education/Experience: Certification in web applications. Must have experience in website development. Must have experience in web page design, web-based scripting language(s), and web graphics files and standards.

C1.6.8. IT Specialist: Provides administrative support for activities pertaining to software applications utilizing commercial database management systems. Includes: user administration, data gathering, data retrieval, and manipulations. Reviews computer systems in terms of machine capabilities and man-machine interface. Prepares reports and studies concerning hardware. Prepares functional requirements and specifications.

Minimum Education/Experience: Must have relevant experience and training that provides the required knowledge, skills, and abilities.

C1.6.9. Scientific Writer: This interdisciplinary position involves analyzing scientific data and translating the information into writing that can easily be understood by readers. Responsible for composing a variety of documents about physical, medical, chemical, or biological sciences. Write for a variety of media, including periodicals, books, websites and newspapers. Readers of these publications can be experts or laypeople. Science writers are responsible for conveying information to a wide audience successfully.

Minimum Education/Experience: B.A./B.S. in a scientific field and (3) years of relevant experience.

C1.6.10. Sr. Writer: Formulates and writes copies for projects including fact sheets, project summaries, monthly progress reports, informational packets, press releases, publications and web content. Provides technical writing, editing and proofreading support for materials such as reports, news releases, fact sheets web content, and scripts. Collaborates with subject matter experts, researchers, and graphic artist to produce documents.

Minimum Education/Experience: B.A. in Journalism, Communication, English, or related field and (5) years of experience.

C1.6.11. Jr. Writer: Provides technical writing support for project deliverables. Conducts research, identifies subject matter experts, and conducts interviews. Gathers data and collates and organizes facts for inclusion in written products. Develops drafts and submits them for



Public Information and Communication Services

PICS II Labor Category Descriptions

review. Proofreads copy written by project team members and client. Plans web and print products.

Minimum Education/Experience: B.A. in Journalism, Communications, English, or related field and (3) years of technical/editing experience.

C1.6.12. Editor: Provides technical writing, editing, and proofreading support for materials such as reports, news releases, fact sheets, web content, and scripts.

Minimum Education/Experience: B.A. in Journalism, Communications, English, or related field and (5) years of technical/editing experience.

C1.6.13. Subject Matter Expert (SME): SMEs are persons widely considered to be experts in a subject, topic or field and may have a diploma, certification, or equivalent experience in their areas of expertise. Performs a variety of work to evaluate and apply new methodologies for problem-resolution while ensuring that systems are in compliance with organizational requirements. Analyzes agency needs to determine functional requirements, performs functional allocation to identify required tasks and their interrelationships. Develops recommendations for organizational process changes to include new solutions and new technologies.

Minimum Education/Experience: Advanced degree or equivalent training and certification in a relevant field or related discipline and (5) years of relevant, senior-level experience.

C1.6.14. Executive Administrative Asst.: Performs a variety of administrative functions for executives and project team members. Familiar with a variety of field concepts, practices, and procedures. Generates reports, handles multiple projects, and prepares and monitors invoices and expense reports. May direct and lead the work of others. A wide degree of creativity and latitude is expected.

Minimum Education/Experience: B.A./B.S. in a related discipline and (5) years' of related experience or an equivalent combination of education and training that provides the required knowledge, skills, and abilities.

C1.6.15. Clerk: Under supervision performs coding and filing of documents, familiarity with basic office procedures, operates office equipment, e.g., multi-line/voice systems, office machines, and minimal computer programs. Clerical duties often vary in type and sequence depending on task. Customer service skills should be emphasized. Duties include generic clerical skills such as greeting and directing visitors, fielding phone calls, scheduling meetings, responding to callers, taking minutes, composing memos, transcribing, developing presentations, generating reports, and monitoring invoices and expense reports.

Minimum Education/Experience: High School diploma and (2) years of strong administrative support or related field experience.

C1.6.16. Production Assistant: Provides document production support by operating computer equipment to compile, type, revise, combine, edit, revise, print, label, organize, and store documents.

Minimum Education/Experience: B.A./B.S. degree or High School diploma and (3) years of strong administrative support or related field experience.



Public Information and Communication Services

PICS II Labor Category Descriptions

C1.6.17. Graphic Artist/Designer: Develops and designs layouts across all mediums (print and electronic) that have a clear focus, theme, and message for intended audiences.

Minimum Education/Experience: B.A./B.F.A. in design (e.g., graphics, marketing, or other discipline) with a minimum of (5) years of experience in graphics or advertising

C1.6.18. Translators and Interpreters: Provides language translation and interpretation services at the level of a native speaker or as certified to be able to interpret and translate at the level of a native speaker.

Minimum Education/Experience: B.A./B.S. degree in an associated discipline or (2) years of relevant experience and accredited by the American Translators Association or other similar and pertinent accrediting and certification institution (e.g., health interpreters' organizations).

C1.6.19. Warehouse Manager: Provides asset management system to monitor and track customer's office furniture and equipment inventory. Provides a physical inventory of furniture and furnishings, bar-coding services, including: developing bar code standards, bar-coding individual office items, and develops a bar code data base. Flow chart current processes and develops recommendations to improve processes. Manages the process for the proper disposition of Federal Government property in accordance with applicable rules and regulations, as required. Organizational skills and customer service shall be emphasized.

Minimum Education/Experience: B.A./B.S. or High School diploma with strong administrative skills and (4) years of relevant experience.

C1.6.20. Warehouse/Skilled Labor (Gen): Performs general labor tasks including loading, unloading, lifting, and moving materials, Experience operating heavy machinery in warehouse, i.e. forklifts.

Minimum Education/Experience: H.S. diploma or its equivalent with (3) years of experience in the field or related area.

C1.6.21. Unskilled Labor (Gen): Performs general labor tasks.

Minimum Education/Experience: H.S. diploma or its equivalent with (1) year of experience in the field or related area.

C1.6.22. Couriers: Provides services related to pick up and delivery of boxes, packages, and mail.

Minimum Education/Experience: H.S. diploma or its equivalent with (2) years of experience in the field or related area.

C1.6.23. System Engineer: Provides highly technical expertise in the use of complex applications. Evaluates and recommends available products to support validated user requirements. Defines file organization, indexing methods, and security procedures for specific user applications. Provides direct support to consultants and other senior personnel.

Minimum Education/Experience: Must have relevant experience and training that provides the required knowledge, skills, and abilities.

C1.6.24. Senior Analyst: Leads design of project solutions and manages project. Provides primary point of contact with client and is the senior technical advisor. Provides strategic



Public Information and Communication Services

PICS II Labor Category Descriptions

guidance in areas of formulating requirements, analyzing project proposals, recommending optimum approaches and developing system design. Formulates specifications for developers to use in producing product deliverables.

Minimum Education/Experience: B.A./B.S. and a minimum of (7) years of experience with (4) years of supervisory responsibility.

C1.6.25. Strategic Planner: Provides direction and guidance for program, task or event operations. Works closely with customer to develop and implement plan. Works with logistics coordinators and team members to develop and execute work plans.

Minimum Education/Experience: B.A./B.S. and/or (8) years of experience developing agenda for professional conferences and meetings. Experience in developing and implementing marketing plans and building exhibits.

C1.6.26. Professional Trainer: Trains personnel by conducting formal classroom courses, workshops and seminars. Prepares instructor materials. Develops and revises courses and prepares appropriate training catalogs. Prepares student materials (training aids, presentations, course outlines, workbooks, handouts, completion certificates, and course critique forms).

Minimum Education/Experience: B.A./B.S. or specialty accreditation or equivalent certification and (3) years of seniorlevel experience in the field or related area.

C1.6.27. Call Center Staff: Serve as lead points-of-contact at contracted help desk and carries out help desk activities and responsibilities, including preparation, execution, and record-keeping related to timely response of phone, written, and in-person inquiries. Conduct information dissemination activities. Also serve as points-of-contact for troubleshooting computer equipment.

Minimum Education/Experience: Must have relevant experience and training that provides the required knowledge, skills, and abilities.

C1.6.28. Call Center Manager: Provides daily supervision and direction of help desk (inquiry response) responsibilities and activities. Oversees help desk and directs contractor-programs related to agency information dissemination. Provides first-point-of-contact troubleshooting computer equipment. Maintains documentation of help desk activities. Prepares reports and participates in planning meetings.

Minimum Education/Experience: Must have relevant experience and training that provides the required knowledge, skills, and abilities.

C1.6.29. Exhibit Designer: Responsible for lead design, oversight, production, delivery, and installation of exhibits and their accompanying materials. Design responsibilities include but are not limited to conceptualizing, designing, revising, and producing exhibits and their accompanying materials; updating and repairing existing materials; and overseeing transport, installation, and storage of property to and from designated site(s). Provides and/or makes recommendations for design, installation, and maintenance of exhibits and exhibit property for future use. Makes all necessary arrangements for exhibits in venues (tradeshows, Government sites, non-Federal, exhibit venues, et al.).



Public Information and Communication Services

PICS II Labor Category Descriptions

Minimum Education/Experience: B.A./B.S. in a relevant discipline and minimum of (2) years of related experience or equivalent combination of education and training that provides the required knowledge, skills, and abilities.

C1.6.30. Exhibit Production Staff: Under supervision of the exhibit designer, prepares facilities for receipt and installation of materials associated with exhibit set-up, Interacts with facility personnel in coordinating booth assignments, and serves as a liaison for transport, lighting, set-up, security, and storage of exhibit materials.

Minimum Education/Experience: B.A./B.S. in an associated discipline and minimum of (6) months of related experience or equivalent combination of education and training that provides the required knowledge, skills, and abilities.