
Air National Guard (ANG) Military Vacancy Announcement (MVA)
(Must be a current ANG member only)

2011-287

RECRUITING & RETENTION MARKETING NCO

TSgt - MSgt

**(Must meet this rank requirement at closeout date)*

Closeout Date: 9 Dec 2011 Close of Business (COB)

To view the most current application procedures/requirements, refer to the ANG Careers webpage at <http://www.ang.af.mil/careers/mva/procedures.asp>

Headquarters ANG Title 10 4 year Statutory Tour at **NGB/A1 (Joint Base Andrews, MD)**. Must be Air Force Specialty Code (AFSC) **8R000**. Duties and Responsibilities: Assists Marketing Superintendent in the management of Air National Guard national marketing programs. Coordinates primarily with state Recruiting and Retention Superintendents for all event management activities or their designated representatives. Develops and maintains a scheduling of events to be attended annually based on staffing needs nationwide. Coordinates with the Marketing Superintendent in planning and submitting the fiscal year marketing budget to the Chief, Recruiting and Retention Advertising. Gathers analysis on requested annual program events, determines which events to attend based on manning levels, location, routing of assets and expected attendance needed to accommodate events. Assists Superintendent and remote recruiting staff in the planning and execution of the event calendar to determine the type of event, location, recruiter support and recruiting materials needed. Researches to determine convention exhibit booth space cost, exhibit services needed, such as delivery crating and electrical requirements. Coordinates with associated contractors to insure all display requirements are met in a timely manner. Coordinates with the National Guard Distribution Center to insure timely shipping of all program related recruiting and retention literature and materials. Coordinates with Recruiting and Retention Advertising and associated contractors to insure highest possible event visibility utilizing pre-show publicity, such as, magazine advertising placement, direct mail, media opportunities or corporate partnership. Coordinates with other military branches to determine joint participation at various events. Coordinates with Recruiting and Retention Operations Chief, In-Service Recruiting Chief, and Recruiting and Retention Superintendents on required staffing minimums. Monitors return on investment using NGB/RS lead tracking systems. Designated NGB/RS representative to attend various program events to ensure compliance with standards.

Mandatory criteria as indicated in the MVA must be documented on the members report on individual personnel (RIP). If it is not indicated on the RIP, it is incumbent upon the applicant to ensure that the appropriate source documentation is provided with the application.

Must meet the above stated grade/rank requirement by closeout date of advertisement.

Member must have a Secret Clearance or an open investigation to apply for statutory tour positions.

Enlisted applicants who are higher grade than the highest grade for the advertisement must provide a statement of understanding with the application stating he/she is willing to be voluntarily demoted if selected for this position, IAW ANGI 36-2503, Paragraph 3.8.

Officers applying for a statutory tour position must have a minimum of a Bachelors degree prior to applying.

Any MVA to an overseas location will require additional screening for the selectee and family prior to orders publication.

REGAF Officers IAW AFI 36-2005 Table 2.2 item 27 are not authorized to apply if they have over 18 years TAFMS.

Application for this MVA signifies agreement to the following statement, "I certify that, to the best of my knowledge and belief, all of the information on an attached to this application is true, correct, complete and made in good faith. I understand that false or fraudulent information on or attached to this application may be grounds for rejection or for release from statutory tour after I begin work, and may be punishable by fine or imprisonment. I understand that any information I give may be investigated."

Questions regarding this advertisement can be sent to hr.apply@ang.af.mil
