



# AIR NATIONAL GUARD (ANG) MILITARY VACANCY ANNOUNCEMENT

THE HIRING DIRECTORATE, NGB/CF, ANGR/CC & NGB/HR RESERVE THE RIGHT TO REMOVE THIS ADVERTISEMENT AT ANYTIME.

**THANK YOU FOR YOUR INTEREST IN THIS MILITARY VACANCY ANNOUNCEMENT. PLEASE READ EACH SECTION CAREFULLY AND ENSURE YOU ARE IN FULL COMPLIANCE BEFORE THE CLOSEOUT DATE LISTED BELOW.**

**\*SELECTEE(S) SHOULD EXPECT TO BE GAINED ONTO STATUTORY TOUR WITHIN 120 DAYS OF ACCEPTANCE.**

**\*\*\*WE HIGHLY RECOMMEND YOU SUBMIT YOUR PACKAGE AS EARLY AS POSSIBLE. DO NOT WAIT UNTIL THE CLOSE OUT DATE TO SUBMIT\*\*\* APPLICATION PACKAGES WILL NOT BE ACCEPTED AFTER THE CLOSEOUT DATE LISTED BELOW.**

**DUE TO THE HIGH VOLUME OF APPLICATIONS, PACKAGES RECEIVED WITHIN FOUR DUTY-DAYS OF THE CLOSEOUT DATE WILL BE REVIEWED FOR QUALIFICATION/DISQUALIFICATION ONLY. WE WILL NOT BE ABLE TO ASSIST YOU WITH COMPLETING YOUR APPLICATION. INCOMPLETE APPLICATIONS SUBMITTED WITHIN FOUR DUTY-DAYS OF CLOSEOUT DATE WILL BE DISQUALIFIED. QUESTIONS PERTAINING TO APPLICATION REQUIREMENTS SHOULD BE REFERRED TO NGB/HR. ONLY NGB/HR WILL DETERMINE QUALIFICATION/DISQUALIFICATION.**

**\*\*You MUST submit ALL required documents IAW the Application Procedures/FAQs located on the website. These procedures/FAQs change and you MUST follow the MOST CURRENT PROCEDURES\*\***

**ANNOUNCEMENT NUMBER:** MVA 2020-263

**OPEN PERIOD:** 05 Oct 2020 thru 2359 EST, 05 Nov 2020

**HIRING DIRECTORATE:** NGB/A1

**POSITION TITLE:** Marketing and Advertising NCO - Total Force Integration

**AFSC REQUIREMENT:** **8R000, 8R200** (PAFSC, 2AFSC, 3AFSC, 4AFSC)

**RANK/GRADE REQUIREMENT:** TSgt/E6-MSgt/E7

**POSITION INFORMATION:** Full Time, Title 10, Statutory Tour

**TOUR LENGTH:** 2-4 Years

**AGENCY:** National Guard Bureau (NGB)

**DUTY LOCATION:** JBSA, TX

**WHO MAY APPLY:** **ANG ONLY**

## 1. Requirements

**\*\*Second Reminder-You MUST submit ALL required documents IAW the Application Procedures/FAQs located on the website. These procedures/FAQs change and you MUST follow the MOST CURRENT PROCEDURES. All applicants are strongly encouraged to thoroughly review all application procedures and FAQs prior to contacting NGB/HR and especially prior to submitting your application\*\***

Must hold rank/grade, AFSC requirement, and be current/passing within fitness standards as established by AFI 36-2905, by and through announcement closeout date. All information must be accurately indicated on the vMPF RIP at the time of application.

Must have a Secret security clearance

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## 2. Position Description

-Marketing and Advertising NCO supports the advertising requirements of the 54 separate states and territories with a goal to provide the TAG and unit commanders with quality personnel leads applicants and resources to fill ANG critical positions and all authorized Unit Manpower Document (UMD) positions. Provide the tools and programs to assist in the recruitment and retention of quality members and meeting unit readiness and force management objectives to include diversity goals. Assist NCOIC - Advertising TF Integration with planning, developing, implementing, monitoring and evaluating the national recruiting and retention advertising items for congressionally justified budget and funds. Coordinates with the NCOIC - Advertising TF Integration with regards to FY Strategic National Marketing Plan. Conduct research and prepare plans for the effective utilization of advertising funds Ensures guidance is provided to and followed by the contracted advertising agency.

-Assists NCOIC - Advertising TF Integration with development of Statement of Work and Independent Government Estimates necessary for execution of obligated funds with the national advertising agency. Assists NCOIC - Advertising TF Integration with monitoring and approving the daily execution of obligated contract funds. Ensures contracted advertising agency meets statement of work deliverable expectations and is executing the funds according to FAR's, AFI's and all applicable guidance. Develops local recruiting and retention advertising programs which promote awareness and targeted lead generation for Air National Guard units. Reviews and recommends for approval/disapproval local recruiting and retention advertising requests. Communicates with R&R field about the advertisements/mediums used for field units. Develops and approves state budget distribution and execution elements. Monitors and determines effective utilization of funds (Return On Investment). Provides Staff Assistance to States and units in support of local recruiting and retention advertising programs as required.

-Develops national recruiting and retention advertising programs which promote awareness and targeted lead generation for ANG. Reviews and recommends for approval/disapproval national recruiting and retention advertising agency recommendations. Communicates with R&R field about the advertisements/mediums used nationally to support field units. Develops and approves national advertising initiatives budget allocation and execution elements. Monitors and determines effective utilization of funds (Return On Investment).

-Provides recommendation for all local and national creative advertising elements to ANG Creative and contracted agency. Assists states with creative local advertising needs and approves final Local Advertising Program creative elements. Initiates development of recruiting and retention print materials to include brochures, posters, folders and any item deemed necessary for use by the field to communicate the ANG message and AFSC specific details. Works closely with ANG Creative and contracted agency in the pre and post production of materials. Monitors inventory of stocked print materials and recommends quantity needed to reprint. Formulates, manages and tracks budget with contracted advertising agency in support of annual printed material needs.

-Develops, implements and manages all lead processing activities to include avenues such as online live chat and call centers. Analyzes lead qualification process interfacing policy changes with A1YO and the field in an effort to provide high quality leads. Monitors lead processing activities providing policy guidance recommendations to A1YO for field accountability. Develops, implements and manages all Advertising and Marketing return on investment data mining and reporting. ANG liaison with AFRS Marketing to develop and implement concepts, policies, and standards for the operation of the Air National Guard Recruiting & Retention web sites and all social networking opportunities. Coordinates, integrates, and manages information contributed to the web sites, establishes template formats and logical structures for web pages and may guide and assist contributors with editorial and publishing related issues as needed. Supports all Total Force Marketing and Advertising initiatives for Air Force Recruiting Service. All other duties as assigned.

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### **3. Application Reminders**

Promotion Opportunity: If this Military Vacancy Announcement is a promotion opportunity and you are currently assigned to a Special Duty Identifier (SDI), you must meet the promotion requirements as outlined in AFI 36-2502.

Applicants who are in a higher grade than the grade for this advertisement must provide a statement of understanding with your application stating you are willing to be voluntarily demoted without prejudice if selected for this position, IAW AFI 36-2502. If selected for this vacancy, voluntary demotion action must take place prior to being assessed to the Statutory Tour Program.

Pen/ink changes to any source document, i.e. Report on Individual Personnel (RIP), evaluations, etc. could result in disapproval.

It is your responsibility to ensure your vMPF RIP is accurate/in order prior to application submittal. This includes but not limited to, verifying duty history, AFSC, service dates and ensuring overdue TDY codes are cleared.

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### **4. About Statutory Tours**

This is a fully funded Permanent Change of Station (PCS). Visit DFAS website for most current Basic Allowance Housing (BAH) & Basic Allowance Substance (BAS) rates for the duty location listed on this announcement.

All Members assigned to the Statutory Tour program will remain affiliated their state/territory while serving on Statutory Tour.

All field members to include AGR, Technicians, Drill Status Guardsmen, ANG members assigned to NGB as a State Candidate, and ANG members assigned to NGB utilizing a state resource, must obtain and submit State TAG approval with application. Members currently assigned to the Statutory Tour program (excludes State Candidates and members assigned to NGB utilizing a state resource) must obtain current director's approval.

Statutory Tour members may be eligible for the Post 9/11 GI Bill if they serve on active duty Title 10 and/or Title 32 502(f) AGR for 90 days or more, after 11 September 2001. Their eligibility percentage starts at 40% for 90 days to 5 months. It increases 10% every 6 months, maxing out at 100%.

Statutory Tour service time does not count toward reduced eligibility age for reserve retirement pay.

**Further information regarding the Statutory Tour Program can be found in ANGI 36-6.**

Application packages will be reviewed to ensure qualifications are met. Packages are reviewed within four duty-days of receipt. You may email [usaf.jbanafw.ngb-hr.mbx.hr-apply@mail.mil](mailto:usaf.jbanafw.ngb-hr.mbx.hr-apply@mail.mil) or call 240-612-8884 to check the status of your application. Please do not call/email for a status update within the four duty-day period.

**IMPORTANT NOTE:**

Based on the volume of applicants, packages received within four duty-days of the closeout date listed on the announcement will be reviewed for qualification/disqualification only. Any incomplete/missing requirements/documentation will result in disqualification. Submittal of any missing documents/requirements after the closeout will NOT be accepted. We highly encourage you to submit packages as early as possible. If you have any questions pertaining to your package refer to our FAQs and application procedures. If your question is still not answered, contact our office for clarification. Review your application and requirements thoroughly before submitting to preclude disqualification.

**TO APPLY FOR THIS VACANCY, SELECT THE LINK BELOW AND FOLLOW APPLICATION PROCEDURES**

<http://www.ang.af.mil/Careers/ANG-Title-10-Stat-Tour>