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STATE OF NEVADA OFFICE OF THE MILITARY

Recruiting and Retention Battalion

2460 Fairview Drive

Carson City, Nevada 89701

TELEPHONE: (775) 887-7337

**TEMPORARY RECRUITING AND RETENTION BATTALION POSITION # ADOS 14-01**

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**OPEN TO:** All current members of the Nevada Army National Guard

**UNIT:** NVARNG Recruiting and Retention Battalion

**POSITION:** Social Media Specialist

**MIN/MAX GRADE E-1 thru E-4**

**LOCATION:** Reno, Nevada

**MOS/AFSC:** OPEN

**OPEN DATE:** 27 November 2013

**CLOSE DATE:** 10 December 2013

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1. The Nevada Army National Guard Recruiting and Retention Battalion is seeking an individual to serve as the Social Media Specialist located in Carson City, Nevada. Funding of Orders is expected through January 15, 2014. **Additional orders are contingent upon availability of further funding.** Applicants should present a favorable military image and will be required to uphold the highest standards of conduct and military personal appearance while on ADOS orders. Outside employment, associations and off-duty conduct/activities must be consistent with federal directives on ethics and with state and federal conflict of interest policies.
2. **SUMMARY OF DUTIES:** This position is located in the Recruiting and Retention Battalion Marketing Section. Its purpose is to assist in the development of its Social Media Program. This position will be primarily responsible for delivering content via the NVARNG R&R social networks (Twitter, Facebook, etc) to drive brand awareness and increase engagement with key audiences. The Social Media Specialist will also be responsible for seeking new and unique opportunities to achieve the organization's goals of increasing the NVARNG presence across the community. Additionally, the Social Media Specialist will develop measurement tools and reporting to articulate a clear value of our efforts.
  - a. Independently work with internal stakeholders to identify, schedule, and post content to deliver brand and engagement impact through social media channels while ensuring proper messaging is being executed online. This includes: consistent and relevant Facebook posts, Twitter posts, linking to new National Guard videos, photos, stories, press releases, events, writing copy for all wall posts, and creating content during events to gain interactions while prospects are most engaged with the National Guard. The Social Media Specialist monitors audience response to all posts to make adjustments as needed to increase engagement.
  - b. Maintains security and access to all social media channels. Works with business partners to communicate and clarify business needs. Assists in maintaining the quality control of all social media sites and tools. Researches and maintains vendor relationships for existing and emerging social media solutions. Provide technical problem solving and consultation on Facebook, Twitter and YouTube to meet the needs of the NVARNG R&R consistently and effectively.
  - c. Develop social media engagement metrics that can provide a clear sense of value for social communications and initiatives and drive towards defining return of investment. Coordinate with Marketing for tracking links to posts. Prepare monthly social media status reports for internal use.
  - d. Stay up to date on the latest trends and accepted practices in social media; helping the NVARNG maintain a strong and growing social presence. Network with social media influencers in high schools and colleges around the country and key markets.
3. Desired backgrounds include 6 months of civilian and/or military experience in one or more of the following career specialties: Communications, Digital Marketing, Public Relations, Sales, and Social Media.
  - a. Strong Analytical aptitude
  - b. Ability to manage multiple projects
  - c. Excellent written and verbal communications skills
  - d. Highly organized with the ability to meet multiple concurrent deadlines
  - e. Computer skills mandatory is PowerPoint, Photoshop and web search/browsing
4. IAW NGR 500-2, selectee will be required to attend all IDT/IAD and ATs with their assigned unit. Additional requirements may include criminal records check, and /or security screening, urinalysis upon entering active duty and periodic testing thereafter, current physical fitness, current HIV test, current NAC/ENTNAC, and current physical. Females are subject to pregnancy testing.

## Retention Assistant

5. Selected individual will be placed on temporary Title 32 orders. ORDERS ARE CONTINGENT ON FUNDING AND ARE NOT GURANTEED FOR ANY LENGTH OF TIME. The length of tour is contingent on program limitations and may extend up to four years.
6. The Nevada National Guard is an Equal Opportunity Employer and all qualified applicants will receive consideration for this announcement without regard to race, color, religion, national origin, or gender.

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### APPLICATION INSTRUCTIONS

Submit **ALL** documentation listed below to the address shown in the heading above, **ATTN: 1LT RYAN MAY OROLFO**. Applications received after the closing date indicated will be returned without action. Applications forwarded in binders will be processed; however, binders will not be returned due to the cost of postage. If you have any questions, the POC for this announcement is 1LT Orolfo @ 775-771-1325 or ryan.m.rolfo.mil@mail.mil.

1. Resume outlining civilian/military experience and education.
2. Copy of **updated** RPAM (Retirement Points Accounting Management) AND PQR (Personnel Qualification Record)
3. Copy of MEDPROS printout (Army) or PIMR (Air) to verify current physical, dental and HIV test.
4. Current (within 6 months), passing APFT and DA 5500 (if applicable) (Army)
5. Commander's letter of recommendation verifying AFSC/MOS status, in good status with your unit, and that you meet service physical fitness and height/weight standards.
6. Official Military Photo in Class A or Army Service Uniform (Army)
7. Security Clearance Verification

#### Minimum Job Skill Requirements:

- Computer Literate (Windows, Power Point, Spread Sheets, Word Processors, Databases, etc.)
- Capable of completing/supervising simultaneous projects
- Organized

#### Minimum Administrative Requirements:

- Proficient in the English Language (Read, Write, and Speak)
- Current member of the Nevada Army National Guard
- Receive negative results on Drug Test
- Females must have a negative result on pregnancy test
- Not have any suspension of favorable action pending
- Meet Height and Weight standards. Failure to maintain weight control standards after selection will result in immediate termination of Counterdrug duty.
- Meet Army Physical Fitness Test standards for required age group. Failure to maintain standards after selection will result in immediate termination of Counterdrug duty.
- Possess valid driver's license
- Possess a SECRET clearance

RYAN MAY OROLFO  
1LT, NVARNG  
RR S2