

# Statewide Announcement is made of the following Active Guard Reserve (AGR) Position in the Nevada Air National Guard

<b>Announcement Number:</b>	<b>15-006 (This is being advertised concurrently with Technician Announcement Number: HRO ANG 14-2061)</b>
<b>Date of announcement:</b>	<b>4 December 2014</b>
<b>Closing Date:</b>	<b>23 December 2014</b> (All applications must be received before 1600 on the closing date in the Human Resources Office, not postmarked by closing date.)
<b>Start Date No Later Than:</b>	N/A
<b>Position Description &amp; #:</b>	Public Affairs Officer
<b>Duty Location:</b>	Reno, NV
<b>Unit:</b>	152 Airlift Wing
<b>Area of Consideration:</b>	<b>Statewide*; *Current on board AGR's of the Nevada Air National Guard</b>
<b>Grade:</b>	Officer, O-3/Captain- Max O-4/Major
<b>AFSC:</b>	35PX1, Preferred but not required. Must be eligible to become 35PX1qualified. Failure to complete 35PX1course will result in termination of AGR tour. (see AFSC requirements below)
<b>Salary:</b>	Full military pay and allowances depending on rank and longevity
<b>Initial Tour Length:</b>	3 years
<b>Human Resources Point of Contact:</b>	1SG Anderson (775) 887-7391/DSN 530-7391 <a href="mailto:troy.h.anderson.mil@mail.mil">troy.h.anderson.mil@mail.mil</a>
<b>Unit Point of Contact:</b>	Col Garduno (775) 788-4747 /DSN 788-4747 <a href="mailto:caesar.r.garduno.mil@mail.mil">caesar.r.garduno.mil@mail.mil</a>
<b>NOTE:*Statewide means: Only current members of the Nevada Air National Guard AGR's may apply.</b>	

**15-006**

**HOW TO APPLY:**

**INTERESTED APPLICANTS MUST FORWARD THIS CHECKLIST WITH THE FOLLOWING DOCUMENTATION IN ORDER, NO BINDERS OR STAPLES PLEASE!**

1. Initial NGB Form 34-1, dated 20131111, must be complete with original signature (Available on NGB Forms) [http://www.ngbpdc.ngb.army.mil/forms/ngbf34\\_1.htm](http://www.ngbpdc.ngb.army.mil/forms/ngbf34_1.htm)
2. Initial Physical:
  - **AF Form 422**, Physical Profile Serial Report, (Current within 12 Months)
  - **AF Form 1042**, (Only required if announcement requires applicant to be on Flight status)
  - Medical documents which indicates a Permanent Profile higher than a "1" in any of the PULHES fields of the physical (if applicable). Medical documents for any Temporary Profiles. Selected applicant will have to fill out a DD FORM 2870, AUTHORIZATION FOR DISCLOSURE OF MEDICAL OR DENTAL INFORMATION before start date.
3. Initial All DD Form 214 (s), NGB Form 22 (s), and DD Form 215(s) covering any active duty period. **DD 214 copy must include bottom portion that identifies Separation Code. DD 214 Member 4 will have Separation Code.**
4. Initial Current AF Form 526 Retirement Point Credit Record (Guard/Reserve members only).
5. Initial Current RIP Sheet within the last 30 days (RIP must show your ASVAB scores and awarded AFSCs).
6. Initial Air Force Fitness Management System (AFFMS) printout showing a score of at least 75%.
7. Initial Current security clearance memo - must have NACLIC Secret or be eligible to obtain Secret.
8. Initial Resume and any supporting documentation to reflect experience, training for the advertised position to include civilian degrees, and letters of recommendation.
9. Initial Last five OPRs (if applicable). Submit a memo to the President of the Board, explaining reason(s) for any missing or not requiring of OPRs.
10. Initial Photograph:
  - Official Military Photo in Dress uniform without headgear preferred (Home Photo is acceptable). Photo in Airman Battle Uniform accepted if Service member does not have dress uniform. If not available submit memo to President of the Board explaining why you do not have a dress uniform photo (if applicable).
11. Initial Copy of Air Force Certificates of Training, to include highest PME completed, documenting

military education appropriate to branch/AFSC which qualified.

12. Initial Applicants email address: \_\_\_\_\_  
(Applicants will be contacted by email or phone for interviews)

**Applications without all required supporting documents will not be considered and will not be returned. Applications received after 1600 on the closing date will not be considered and will not be returned.**

US Government postage and envelopes may not be used for submitting applications. Qualified applicants will be contacted for interviews. The Board President or Human Resource Office will contact all applicants to notify them of recommendation or non-recommendation either by phone or by memorandum. If there are three or less applicants a formal board may not be held.

Submit applications to:  
Nevada Military Department  
ATTN: HRO AGR Branch NGNV-HR-AG  
2460 Fairview Drive, Carson City Nevada 89701-5502

**All applications must be received in the HRO office before 1600 on the closing date of this announcement, not postmarked by closing date. If applying for multiple job announcements you must fill out a complete packet for each announcement.**

**PRIMARY DUTIES AND RESPONSIBILITIES:**

**Major duties:**

Serves as the JFHQ-State Public Affairs Officer, directly reporting to the Adjutant General (TAG). Responsible for planning, budgeting, designing, and executing public affairs communications strategies to inform and educate the public, both general and specialized, about the Army and Air National Guard programs, activities, and services and the vital role they play as components of the U.S. armed forces as well as being an invaluable asset for homeland defense and homeland security. The state National Guard's various organizations range upward in size from several hundreds to thousands of Soldiers and Airmen comprised of state and federal employees. Each state includes a large number of National Guard armories, along with flight facilities, maintenance facilities, air installations, training sites and ranges. Geographical area encompasses the state along with any areas the MPADs are assigned which include regional, CONUS (national) and OCONUS (international); each with varied audiences. In any case, with the potential impacts of public affairs actions, the PAO's responsibilities and duties are as encompassing as the Guard as a whole. The JFHQ-State PAO must provide the full range of effective public information, command/internal information, and community relations services to support the National Guard's large and complex organization statewide. The JFHQ-State PAO plans, directs, and executes command/internal information, media and community relations campaigns to convey sensitive and complex information concerning the National Guard's state and federal programs, responsibilities, and activities. The PAO exhibits a mastery of communication principals and techniques along with continuously developing and applying new approaches to the most difficult and complex issues by developing or evaluating information programs that enhance understanding among publics opposed to or indifferent to National Guard mission or programs. The PAO analyzes public reaction to NG programs and policies then adjusts accordingly by developing recommendations *that may impact or significantly modify NG major programs or policies. The JFHQ-State PAO must include* diverse points of view in communications plan that establish and maintain

mutual understanding with various publics in local communities, in the state, the region, and which may impact the NG nationally. The scope, effect and implications of the JFHQ-State PAO's duties are wide; affecting the NG locally, state-wide, nationally and internationally. Throughout the communications process the JFHQ-State PAO analyzes and re-analyzes the clarity and effectiveness of public affairs initiatives and adjusts them as needed.

The JFHQ-State PAO is guided by general policies that cannot encompass the huge variety of specifics that apply to public affairs. Frequently, there are no precedents applicable to unusual or sensitive public issues or problems encountered by the PAO and the PAO exercises considerable professional judgment in interpreting and adapting existing guidelines and precedents and using them as a basis for developing new approaches that coordinate and integrate various aspects of the mission to help create a unified public affairs strategy or plan. The public affairs specialist serves as an NG authority in the development and interpretation of guidelines in the public affairs arena. The PAO is responsible for interpreting applicable general policy and statutory mandates (state, NG, DA, DAF and DOD) and applying these to unusual or sensitive public affairs issues or problems found at the agency level.

(2) Serves as the official spokesperson for the Adjutant General on controversial and complex issues before the representatives of the print and broadcast media and national organizations (i.e., Department of Homeland Security (DHS), Federal Emergency Management Agency (FEMA), Department of Army (DA), Department of Air Force DAF), etc – and national organizations, such as Sierra Club, Nature Conservancy, NGAUS, etc.), the general public and special interest groups. PAO regularly conducts Deterrence Media Operations, fully and truthfully informing the public of NG programs, positions and actions that demonstrate that the Guard is continuously ready to respond rapidly to the GWOT at home and abroad. The reach of individual state's DMO is international while the implication and scope of DMO is national; The PAO frequently represents and speaks on the behalf of the Adjutant General and the National Guard as a whole, with a profound effect on the reputation and image of the NG. As a member of the TAGs special staff, the PAO is provided direction through broadly defined public affairs program regulations or guidance common to all career fields. The JFHQ-State PAO is responsible for independently planning, designing and carrying out major program functions, informing the TAG of progress as needed. The PAO is considered technically authoritative and his/her decisions are normally accepted without significant change. Particularly sensitive or controversial issues may be reviewed at headquarters level, but is generally accepted as "need to know". New projects and programs are evaluated in terms of resources, goals, or priorities. All of which may impact one local installation, the NG state-wide or the Guard as a whole.

(3) Accurately and promptly responds, in written and oral form, to information requests from the public and queries from the news media. These queries may include erroneous, speculative and/or negative comments or items of a sensitive nature; and those which may be subject to misunderstanding if not properly explained, or which may draw adverse public opinion or attention. The JFHQ-State PAO plans, develops, and conducts press conferences and public meetings with full participation of National Guard subject matter experts to promote and enhance understanding and acceptance of the National Guard's mission and facilitate the communication of complex information on new programs or special areas of emphasis. Typically, the PAO conducts in-depth research, synthesizes the information and presents it to the media or public in an organized, cogent manner. The variety of information encompasses the full range of issues and subjects involving the Guard. From sexual assault to savings bonds, from ballistic missiles to "green" bullets, the PAO must be adept at conveying information quickly and accurately in a clear, easily understood manner. Public misunderstanding or indifference to NG programs and policies is common. The PAO develops alternative communication strategies that enable the NG to establish and maintain mutual understanding with the various publics. The PAO's work affects both the success of major NG programs and the social and economic well-being of substantial numbers of people in the groups affected – military, civilians, and military families. Effective, professional working relationships are established and maintained with the representatives of the print and broadcast media and national

organizations (i.e., DHS, FEMA, DA, DAF, etc – and national organizations, such as Sierra Club, Nature Conservancy).

(4) The JFHQ-State PAO interacts and coordinates with multiple state and federal homeland defense and homeland security agencies, to include the state's emergency response departments and various federal agencies (i.e., Department of Energy (DOE), FEMA, Federal Bureau of Investigation (FBI), Transportation Safety Administration (TSA), and DHS). The PAO's contacts are also with nationally or internationally known groups or individuals from these other agencies and often the contact is not routinely or easily established. Typically, each contact is conducted for different reasons and under different circumstances. Additionally, these contacts are meetings with nationally known members of the news media, national leaders of civic or trade organizations having an interest in or affected by agency policies or programs, State governors, mayors of large cities or high-level county or regional governmental officials. The JFHQ-State PAO is responsible for explaining or defending significant or controversial NG actions or decisions, and to mediate between groups or individuals with differing points of view on NG program or policy issues. Plainly, while interacting with any group or individual outside the Guard, the PAO viewed as the authoritative representative of the National Guard, as a whole.

(5) Provides expertise, assistance and consultation to the TAG and state National Guard field offices in initiating and maintaining effective working relationships with the general public, specialized groups, the news media and community and governmental entities using National Guard capabilities and services in support of state or federal homeland defense missions. The JFHQ-State PAO represents the Adjutant General at meetings with senior level officials of state, NGB, DOD, DA, DAF, State Department, international government agencies and media outlets. Ensures a close and continuous coordination between public affairs activities and state and federal congressional delegations. Prepares the public communications (media relations/community relations/command information) portion of standing operating procedures for mobilization, crisis and contingency plans, and orders. The JFHQ-State PAO directs the execution of an effective public information program to ensure the timely and accurate release of information and response to news media queries regarding deployments or other homeland defense and homeland security initiatives. Ensures complex information concerning the National Guard's state and federal homeland defense/homeland security programs and activities are presented in clear and understandable language. Advises the Adjutant General and the National Guard Bureau of public and media perceptions and attitudes regarding the National Guard. The PAO is continuously establishing and maintaining effective working relationships with various individuals or groups that may be indifferent to, or have opposing points of view to NG programs and policies. The PAO must analyze these audiences and use the results from the analysis of conflicting reactions to prepare recommendations and plans to increase communication effectiveness. The PAO exhibits professional creativity and communication expertise.

(6) While the J-6 is responsible for infrastructure (servers, hardware, software, etc), the JFHQ-State PAO is responsible for the content of any and all publicly accessible NG websites emanating in the state, or units usually assigned in the state. The PAO provides security review and approves any graphics, photos, and text before it can be posted to any NG website (DoD Directive 5230.9 Section 4.2). Prepares articles for publication in internal and external publications reporting on National Guard missions, programs, progress and achievements, especially in the Global War on Terrorism, Transformation, Deployments and Recruiting/Retention. Directs special events, ceremonies, tours and other activities intended to develop interest in National Guard programs and to generate positive interaction with the community and the media.

(7) Provides professional, seasoned analysis and advice to the Adjutant General, the TAG's staff and senior state National Guard leadership. Evaluates public affairs programs at the JFHQ-State level and in the field and recommends modifications when appropriate. Analyzes and evaluates the efficiency and

effectiveness of the JFHQ-State's overall public communications (media relations/community relations/internal information) programs at field and HQ level, making changes and adjustments as required to improve performance and effectiveness in meeting objectives. The PAO assesses public opinion or attitudes along with anticipating public reactions to announcements or programs. These analyses, evaluations, modifications and advice are based on NGB, DOD and service-specific guidance and the PAO must use astute judgment. Interacts and coordinates regularly with the TAG, the Governor, state legislators, state and federal agencies, the NG and members of Congress. As illustrated, the PAO's contacts are extremely wide; ranging from elementary school children to university research professors and at every level of society and government. The impact of the PAOs words and contacts can be extremely positive for the Guard, or inadvertently devastate whole programs and projects.

(8) Supervises and/or oversees a subordinate work force of state and federal military and civilian personnel in the JFHQ-State Public Affairs Office and/or the field or unit PAOs. Plans, schedules and assigns work; develops performance plans and evaluates work performance; identifies training needs; and counsels staff as appropriate. Responsible for quality and quantity of work produced; provides advice and guidance to subordinates on the application of new or changed policy and/or procedures; determines and recommends revision in staffing levels to meet changes in assigned functions and workloads. Develops and executes budget for additional support requirements on an as-needed basis. Oversees PAOs assigned to units or installations and to PAOs in MPADs, Assigns tasks or projects; provides advice and guidance; analyzes work and makes recommendations; ensures field PAOs.

#### **AFSC QUALIFICATION REQUIREMENTS:**

**35PX1 Preferred but not required. Must be eligible to become 35PX1 qualified. Failure to complete 35PX1 course will result in termination of AGR tour.**

#### **ADDITIONAL REQUIREMENTS:**

##### **Specialty Qualifications:**

Knowledge is mandatory of: organization, mission, and operations of the Air Force; the methods and techniques of disseminating information internally and publicly, including use of newspaper, magazine, radio, television, and photographic media; basic communication theory; communication law; print and broadcast journalism; and basic survey and public opinion research.

Education. For entry into this specialty, undergraduate academic specialization is desirable in mass or public communication, communicative arts, journalism, public relations, advertising, or one of the behavioral sciences (sociology or social psychology).

Training. For award of AFSC 35P3, completion of the Defense Information School Public Affairs Officer Course is mandatory.

Experience. For award of AFSC 35P3, a minimum of 12 months of experience in public affairs assignments is mandatory. Experience must include preparation or directing preparation of news releases; daily working relationships with civilian news media representatives; frequent contact with local government and community leaders; participation in staff planning, programs, or communication and dialogue with Air Force members and civilian employees; public speaking; or military briefings.

Other. For award and retention of AFSC 35P3, ability to present ideas and facts in written and oral form, clearly and convincingly, is mandatory.

**MINIMUM ELIGIBILITY CRITERIA:**

To be accessed in the AGR program, an individual must not have been previously separated for cause from active duty or a previous Reserve Component AGR tour. Members selected for AGR tours must meet the physical qualifications outlined in AFI 48-123. Must not be under a current suspension of favorable personnel actions. Enlisted applicants who are over grade may apply, but must indicate in writing a willingness to be administratively reduced in grade when assigned to the position. Officer applicants cannot be reduced in grade to accept an AGR position. Officer applicants may not enter the AGR program in an overgrade status. The initial tour length is three years. Failure to become AFSC qualified within the specified period is grounds for mandatory involuntary separation from the AGR program. Must have sufficient time remaining (ETS) (MRD) to permit completion of tour of duty. Subsequent tour(s) will be based on authorized force structure in effect. PCS funds have been authorized if in the best interest of the government. See ANGI 36-101 for AGR accession requirements.

**THE NEVADA NATIONAL GUARD IS AN EQUAL OPPORTUNITY EMPLOYER**

Eligible applicants will be considered without regard to race, sex, religion, national origin, or political affiliation. Due to restrictions in assignment to certain units some positions may have gender restrictions.