

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

<b>Announcement Number:</b>	<b>15-022</b>
<b>Date of announcement:</b>	<b>20 February 2015</b>
<b>Closing Date:</b>	<b>20 March 2015</b> (All applications must be received before 1600 on the closing date in Human Resources Office, not postmarked by closing date).
<b>Start Date No Later Than:</b>	<b>N/A</b>
<b>Position Description &amp; #:</b>	Recruiting and Retention S2, Marketing and Advertising Officer
<b>Duty Location:</b>	Carson City, NV (PCS subject to availability of funding)
<b>Unit/UIC/Para/ Line Number:</b>	Recruiting and Retention BN/W905AA/002/01
<b>Area of Consideration:</b>	<b>Statewide*; Current members of the Nevada Army National Guard</b>
<b>Grade:</b>	O1/2LT- MAX-O2/1LT
<b>Branch:</b>	<b>01A- Must transition to 36A within 24 Months (Subject to the availability of funding)</b>
<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 at (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>	LTC Lau at (775) 884-8430 / DSN 530-8430 <a href="mailto:randy.i.lau.mil@mail.mil">randy.i.lau.mil@mail.mil</a>
<b>NOTE: *Statewide means: Only current members of the Nevada Army National Guard AGRs, Technicians or Traditional Soldiers (M Day) may apply.</b>	

**15-022**

**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 signature (Available on NGB Forms) [http://www.ngbpd.c.ngb.army.mil/forms/ngbf34\\_1.htm](http://www.ngbpd.c.ngb.army.mil/forms/ngbf34_1.htm) .
2. Initial Physical:
  - Current MEDPROS printout within 30 days of application (Available on AKO) <https://apps.mods.army.mil/MEDPROS/MyMedicalReadiness/default.aspx> (select IMR record). Used for verification of PHA completion within 1 year from application date and verification of HIV testing within 2 years from application date. Selected applicant will have to fill out a DD FORM 2870, AUTHORIZATION FOR DISCLOSURE OF MEDICAL OR DENTAL INFORMATION before start date.
  - 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.
3. Initial Memorandum through unit Commander or authorized representative stating height/weight. Memorandum must be within 30 days of closing date and applicant must be compliance with Army Standards IAW AR 600-9.
4. Initial **Photograph: Current within One Year**
  - Official Military Photo in Army Service Uniform. Photo in Army Combat 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).
5. Initial Last five OERs. Submit a memo to the President of the Board, explaining reason(s) for any missing or not requiring of OERs (may apply to newly appointed commissioned officers).
6. Initial Validated copy of ORB
7. Initial Copy of DA Form 705 (APFT) for past three years.
  - **Must have successfully completed and passed most recent APFT within 12 months.** Ensure DA Form 705 states, “FOR RECORD GO”. Submit memo to President of the Board explaining why you do not have three years of APFT records (if applicable).
8. Initial Retirement Points History Statement (RPAS).
9. Initial Personnel Qualification Record (PQR).
10. Initial Current security clearance, memo from security manager- must have NACLIC Secret.

11. Initial Any supporting documentation to reflect experience, training for the advertised position to include letters of recommendation from Chain of Command or civilian degrees.
12. Initial All DD Form 214 (s), DD Form 215 (s) and NGB Form 22 (s) covering any active duty period **(copy must include bottom portion that identifies SPD Code). DD 214 SERVICE -4 will have SPD Code.**
13. Initial Copy of documentation showing military education completed for: MOS, NCOES and OES (Office Educations System) (i.e. 1059's).
14. Initial **Applicants email address:** \_\_\_\_\_  
You will be contacted by email or phone for interviews.

**Applications without all required supporting documents will be returned without consideration. 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 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:**

1. **Major duties:** Responsible for the development and implementation of the advertising/marketing plan for the State and advertising/marketing support to the Recruiting and Retention Commander (RRC). Provide direct advertising support to Recruiting and Retention NCOs with the primary purpose of generating leads and accessions. Direct management of a marketing and advertisement budget and supervise activities of the Marketing NCO:
  - a. Conduct State level market analysis as a basis for the development of marketing strategies utilizing nationally supplied and locally obtained census reports and demographic data.
  - b. Review national marketing and advertising strategies to develop State and local plans and budgets in accordance with a national plan.
  - c. Plan, develop, and coordinate the production of state and local brochures, posters, audio and/or visual materials including tailored national items.
  - d. Maintain liaison with media outlets and, when appropriate, the RRNCO and RRNCOICs responsible for each.
  - e. Place paid and unpaid advertising and public awareness materials in media that supports the State's specific requirements.
  - f. Coordinate and arrange for placement of outdoors and transit advertising.

- g. Develop and obtain promotional items for the RRC in support of the State and national advertising campaign.
- h. Advise and train RRC personnel in the development of target advertisements and preparation of news releases publicizing new enlistments, unit events, promotions, and IET completions.
- i. Coordinate marketing plans and efforts with State and organizational public affairs and command information programs and personnel.
- j. Evaluate the effectiveness of State marketing efforts and materials by consulting with members of the RRC, develop proposals and recommendations for improvement and advise the RRC.
- k. Develop and facilitate internal target marketing sync meetings on a weekly basis within the State with the purpose of assisting in matters listed in the previous sub-paragraphs.
- l. Provide evaluation and feedback through the target marketing sync meetings for modification or improvement of nationally produced advertising and marketing programs.
- m. Supervise Marketing NCO

**MOS QUALIFICATION REQUIREMENTS:**

**01A / Branch Immaterial- Must transition to 36A (FI) within 24 months of hire (Subject to the availability of funding)**

**ADDITIONAL REQUIREMENTS:**

Must be able to meet requirements listed in SHARP HQDA EXORD 221-12 as well as requirements to be placed in a Position Of Significant Trust and Authority (POSTA ALARACT 188-2014). Successful screening IAW with the above policies is a condition of employment.

**MINIMUM ELIGIBILITY CRITERIA:**

Individuals who have been involuntarily separated from the AGR program or Full Time National Guard Duty are not eligible to reenter the program. Must meet medical standards prescribed by AR 40-501 chapter 3. You will be required to complete a physical exam if you do not have a current one within the last two years. Must not be under a current suspension of favorable personnel actions. Applicants who voluntarily separate from the AGR program for one or more days are not eligible to reenter the program for one year from date of separation without an NGB approved waiver. Applicants must not be entitled to receive Federal military retired or retainer pay or Federal civil service annuities and not be eligible for immediate Federal civil service annuities. Members must remain in the position in which initially assigned for a minimum of 18 months. The initial tour length is three years. Failure to become branch qualified within the specified period is grounds for mandatory involuntary separation from the AGR program. Applicants must meet the physical demands rating and qualifications for award of MOS in accordance with AR 611-21 and NGR 600-200. Must meet Army Physical Fitness standards and height and weight standards as prescribed by AR 350-1 and AR 600-9. 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 AR 135-18, 1 Nov 2004, Table 2-1, Qualifications for entry in the AGR Program for eligibility 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.