

US NAF Full Time Position MARKETING SPECIALIST



\$19.00 - \$24.00 per hour (plus Post Allowance)

Official Position Title: Supervisory Installation Marketing Specialist,
NF-1001-03
Announcement #: NUS-22-017
Opening Date: 15 March 2022
Closing Date: Open Until Filled
1st Cut-off date: 1 April 2022

NAF Human Resources Office
Fleet and Family Readiness Dept
Sigonella NAS 1 BLDG. 157
Phone: 095-56-0522 DSN 624-0522

Notes:

1. This is a regular full time position.
2. Work is primarily sedentary in nature and is normally performed in an office setting during regular working hours, however it may be subject to an irregular schedule including nights, weekends and holidays in support of the programs and activities serviced.
3. Work may require occasional travel and driving vehicles, therefore candidates must possess and be able to maintain a current and valid U.S. driver's license (**Attach copy to application**).
4. Must be able to complete CNIC Commercial Sponsorship and Advertising training modules within one month of hire.
5. Candidates must be in possession of Official U.S. Passport (Containing VISA and annotation showing the bearer's residence abroad as a military/civilian dependent), Sponsor's Permanent Change of Station (PCS) Orders, including page 2, or Command-sponsorship authorization and sojourner's permit/application letter.
6. Selected candidate is required to satisfactorily complete a pre-employment background investigation as a condition of employment.

How to Apply: Applicants must submit: (1) Résumé; (2) Overseas Residency Questionnaire; (3) Family Member/Military Spouse Supplement; and (4) OF 306, Declaration for Federal Employment.

Veterans must submit copy of DD-214 (and SF-15 if claiming 10-point preference).

Male candidates born after December 31, 1959, and at least 18 years of age, are required to certify that they have registered with the Selective Service System (**Attach proof of registration**).

Please make sure your résumé contains all the required information listed on the reverse page of this announcement or under the section "Instructions for U.S. Applicants".

Area of Consideration:

U.S. citizens in the commuting area who are authorized command-sponsored dependents of civilian or military personnel.

Description of Duties:

Serves as the installation Fleet and Family Readiness (FFR) Program Marketing expert. Develops, executes, and evaluates marketing plans and strategies to enhance and promote FFR programs. Uses established real-world marketing practices and analysis, data research and tabulation to initiate and complete plans. Uses marketing tools to publicize and encourage use of programs and facilities. Coordinates production and distribution of publicity materials. Coordinates written and verbal communications for a wide variety of media such as posters, fliers, websites, social media platforms, electronic marquees, newsletters and newspapers. Interfaces with installation Public Affairs Office to ensure FFR programs are publicized to the military community. Provides guidance to program managers in planning and coordinating special events. Reviews after-action reports and provides marketing feedback for best practices and lessons learned. Provides visibility for FFR programs and disseminate information by making presentations to individuals and groups regarding facilities, services, programs and special events. Performs the full range of supervisory duties: provides training,

directs and assigns work to subordinates; conducts performance reviews; approves/disapproves leave; recommends awards and takes disciplinary actions. Develops commercial sponsorship strategy for the installation. Matches target population and events with potential sponsors. Prices sponsorship and advertising packages. Solicits sponsors and advertisers. Develops after-action reports. Serves as the on-site commercial sponsor liaison during special events. Prepares purchase orders and statements of work for departmental and event-related purchases. Maintains computer files for all completed work, including photographs. Performs other duties as assigned.

Minimum Qualification Requirements:

One (1) year of specialized experience equivalent to at least GS-05/NF-03

OR

One (1) full year of graduate level education (or superior academic achievement) in an accredited college or university which demonstrates the knowledge, skills and abilities necessary to do the work.

Specialized experience: experience that has equipped the applicant with the particular knowledge, skills, and abilities to perform successfully the duties of this position and that is typically in or related to the work of this position.

Qualified candidates will also be rated and ranked by the following Knowledge, Skills and Abilities (KSA's) to determine order of referral:

1. Knowledge of all phases of marketing and communications, including knowledge of principles, methods, practices, trends and techniques.
2. Knowledge of and ability to use proper grammar, spelling and standard writing styles.
3. Knowledge of commercial sponsorship policies, procedures, and methods.
4. Skill in using computers and mobile devices with various software programs.
5. Ability to conceptualize and recommend advertising methods.
6. Ability to gather and effectively organize information.
7. Ability to effectively communicate both orally and in writing, and to speak to a large group of people.
8. Ability to analyze business needs and develop marketing plans and recommendations.
9. Ability to perform the full range of supervisory duties.

To receive appropriate credit for experience, education and/or training, please attach copies of personnel actions, official transcripts, certificates, or other acceptable evidence to your application.

The Department of the Navy is an equal employment opportunity employer. All qualified candidates will receive consideration without regard to race, color, religion, sex, national origin, age, disability, marital status, political affiliation, sexual orientation or any other non-merit factor.

Non-Appropriated Fund (NAF) Human Resources (HR) Office
U.S. Naval Air Station Sigonella (NAS I) Bldg. 157
Phone numbers: Com. 095-56-0522 DSN 624-0522

INSTRUCTIONS FOR U.S. APPLICANTS

- Copies of vacancy announcements and forms are available at the NAF HR Office, or they can be downloaded from
https://www.cnic.navy.mil/regions/cnreura/cent/installations/nas_sigonella/about/jobs/mwr_jobs.html
It is your responsibility to submit a complete application package. Incomplete or incorrect information may affect the status of your application.
- If you wish to use education as a substitution for experience submit a copy of your transcripts.
- Résumé and supporting documents must be received by close of business on the closing date of the announcement. Applications and supporting documents will not be returned.
- Veterans' preference (Attach DD-214).
- Two relatives may not be permitted to work in the same section.
- Preference will be given to military spouses in filling NAF positions at the NF-03 pay band and below. Military spouse preference may be exercised no more than one time per permanent relocation of the sponsor and it is terminated upon accepting or declining a regular full-time or a regular part-time position.
- Applicants with dual citizenship (Italian/U.S.) are ineligible for employment.
- All qualified candidates who are not selected for a position may be considered for future vacancies of the same title, series and grade that may occur within 90 days of the closing date of the first vacancy announcement.

INFORMATION REQUIRED ON RÉSUMÉ

- Announcement number, title and grade of the job for which you are applying.
- Full name, mailing address (with 9-digit zip code), local phone numbers and e-mail address
- Country of citizenship
- High school name and address and date of diploma or GED
- Colleges and universities name and address. Type the date of any degree received (if no degree, show total credits earned and indicate whether semester or quarter hours)
- Scheduled rotation date

GIVE THE FOLLOWING INFORMATION FOR YOUR PAID/UNPAID WORK EXPERIENCE:

- Job title (include series/grade if Federal)
- Detailed description of duties
- Employer's name and address
- Starting/ending dates and hours per week

You can submit your application package to the NAF HR Office or to the email address:
mwrjobs_sigonella@eu.navy.mil. It is the applicant's responsibility to verify that documents are received.

For inquiries on the status of your job application, please call the NAF HR Office on Tuesdays or Thursdays from 1300 to 1530.

Revised Jan 2021