

Fleet & Family Readiness Programs

NON APPROPRIATED FUNDS ANNOUNCEMENT NUMBER #16-108 ***AMENDED AND EXTENDED**

LOCATION OF POSITION: Morale Welfare and Recreation (MWR) Department, Marketing Division, NAS Pensacola, Pensacola, FL

OPENING DATE: 06/10/16

CLOSING DATE: *07/18/16 (1st cut-off 07/06/16)

POSITION: Lead Visual Information Specialist/NF-1084-03

SALARY: \$14.00 - \$24.00/PH

EMPLOYMENT CATEGORY: Full Time (Scheduled to work 35-40 hours weekly. May be required to work weekends, holidays, and rotating shifts. Eligible for ALL group benefits.)

AREA OF CONSIDERATION: *Global

***RELOCATION EXPENSES:** Negotiable

DUTIES: Identifies, establishes and maintains communication needs and develops informational materials that inform appropriate agencies of the policies, services, and activities of the MWR Department. Will assist supervisor with commercial sponsorship/advertising proposals, solicitation of potential sponsors, sponsorship agreements and after-action reports in ensuring that all stay within Navy policy and instructions. Incumbent is responsible for designing, implementing and maintaining social interactive application sites, websites and smartphone app for MWR/CYP programs that push the MWR missions and markets NAS Pensacola MWR as a "customer driven" organization. Creates innovative marketing campaigns from inception to completion and is responsible for the production of graphic art services to MWR facilities. Incumbent plans and designs visual information material including but not limited to printed publications, photography, logos, flyers, posters, signs, banners, certificates and in some cases video promotional vehicles which will be used to promote the department and highlight or enhance program or events. Will evaluate the effectiveness of promotional documents/flyers and implements changes to positively improve the program quality, service and patronage. Will maintain communication with the MWR Department Managers and Program Managers for input for all publications pertaining to individual facility activities/events. Executes the timely development, layout, writing, proofing, printing and distribution of all MWR publications and advertisements while ensuring that the content is current, accurate, audience friendly and of high quality. Promotes the wide range of MWR activities for authorized patrons and guests through multiple media channels including but not limited to social media, digital displays, print advertisements, electronic newsletter, website and smartphone app. Is responsible for the implementation, design, content, scheduling and timely management of the electronic newsletter. Coordinates with the Marketing Director and program managers to plan, coordinate and conduct market research to include but may not be limited to utilizing demographic research, surveys, and/or focus groups. Researches and executes promotional ideas and items, marketing strategies and distribution plans. Presents MWR services and programs in pre-deployment briefs and Ombudsman meetings with the coordination for the overall design of an ongoing Indoctrination including conducting on-site briefing to military personnel reporting to the component and tenant commands supported by the NAS Pensacola composite recreation fund. Responsible for ensuring that all bulletin boards and digital displays within tenant commands and MWR facilities are properly updated with MWR program, event, and promotional advertisements. Manages current response system for web-generated email, phone calls and regular mail, ensuring that responses are timely and that they reflect well on the Department. Prepares packages for sponsorship requests, meets with potential sponsors to promote opportunities, and facilitates support for sponsors during programs. Serves on command committees to ascertain needs, solicits feedback and introduce ideas. Stays current with the latest graphic design programs, user interface and web technology trends and passes this information on to immediate supervisor. Ensures integrity of communications by keeping informed on legislation and DOD policies that affect Internet and website content. Completes other related duties as assigned within the scope of the position.

PHYSICAL DEMAND AND WORKING CONDITIONS: Must be physically able to stand, bend, stoop and walk in performance of work. Incumbent may be required to stand for extended periods of time. Moderate lifting of up to 45 pounds may be required without assistance. Job requires both indoor and outdoor work. Employee typically works indoors in an office setting that may have everyday risk or discomforts that require normal safety precautions. Observances of normal safety practices with office equipment, avoidance of trips and falls, and compliance with fire regulations are required. The area is adequately lighted, heated and ventilated.

QUALIFICATIONS: Five+ years of related experience in multimedia and web design or a four year Bachelors' degree in a related field that demonstrates knowledge and application of website design, graphic arts and other visual media and above average working knowledge of marketing principles, techniques and methods to develop, implement and maintain an effective marketing program. Skilled in various computer and software programs to include but not limited to Adobe Acrobat X Pro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign, Microsoft Outlook, Microsoft PowerPoint, Microsoft Publisher, Microsoft Word and Microsoft Excel. Must be proficient in designing, establishing, and maintaining all forms of social media and accompanying smartphone apps. In-depth knowledge of software that runs on the internet including but not limited to search engines, browsers, databases, plug-ins, and applets. Must have excellent written and oral communication skills, administrative support and strong organization skills and have the ability to speak clearly in front of large and diverse groups of people. Possess and maintains above average working knowledge of design software programs, social media technology and industry standard marketing and digital practices to most effectively meet the promotional objectives of the department. In-depth knowledge of graphic design programs, desktop publishing and web design software including but not limited to Adobe Acrobat Pro, Illustrator, Photoshop and InDesign. Must possess the passion for learning and staying current with the latest web/graphic software, user interface, web technology trends and can teach it to others. Ability to research, plan and design visual information material including but not limited to printed publications, photography, logos, flyers, posters, electronic newsletter, signs, banners and in some cases video promotional vehicles which will be used to promote the department and highlight or enhance program or events. Evaluates effectiveness, and implements changes to positively improve program quality, service and patronage. Can skillfully translate graphically designed media into digital marketing campaigns for social media outlets, electronic newsletter, website, smartphone app and digital displays within facilities. Ability to quickly grasp communication objectives, to summarize them and to develop an appropriate interactive media plan. Must possess above-average skill to communicate effectively, both orally and in writing to write grammatically correct news and feature stories, cut lines, press releases, and presentations in combination with photography as well as to professionally draft sponsorship solicitation letters, packages, proposals and presentations. Ability to prioritize and multi-task, ensuring all deadlines are met.

SEE REVERSE SIDE OR BELOW FOR FILING INSTRUCTIONS AND ADDITIONAL INFORMATION

NOTE: As a condition of employment, selectee(s) will be required to participate in the Direct Deposit/Electronic Funds Transfer within the first 30 days of employment. This is the DOD standard method of payment of personnel. Employees will be subject to administrative action for failure to enroll unless a waiver has been obtained.

We are an E-Verify participant.

The Department of the Navy is an Equal Opportunity Employer. All qualified applicants will be considered without regard to race, color, religion, sex, national origin, age, disability, marital status, political affiliation, sexual orientation or any other non-merit factor. Reasonable accommodations are provided to applicants with disabilities. If reasonable accommodation is needed for any part of the application and hiring process, contact the NAF Personnel Office that is collecting applications. The decision on granting reasonable accommodations will be on a case by case basis.

TO SUBMIT BY MAIL : MWR NAF Personnel Office,
150 Hase Rd. Bldg. 3249,
NAS Pensacola, FL 32508 **OR...**

FAX: (850) 452-3592 (DSN) 459-3592 **OR...** **EMAIL:** NASP_NAFPers@NAVY.MIL

(1) **Submit a properly completed, signed and dated MWR NAF application, which can be downloaded from our website: www.navymwrpensacola.com.** The position title and number of this vacancy announcement should be shown in the appropriate spaces at the top of the application.

(2) Present/former NAF employees submit a copy of your last two annual appraisals.

(3) College transcripts required if education is to be substituted for experience.

IT IS AGAINST FEDERAL REGULATIONS TO MAIL APPLICATION FOR FEDERAL EMPLOYMENT IN OFFICIAL GOVERNMENT POSTAGE-PAID ENVELOPES.

SPOUSE PREFERENCE: If requesting spouse preference you must attach a copy of the **Military Spouse Employment Preference Request form along with a copy of the spouse's PCS Orders.**

VETERAN PREFERENCE: If requesting veteran preference you must attach a copy of your **DD-214 release from active service with U.S. Armed Forces. Attach SF-15 and documentary proof if asking for Veteran's Disability, Widower/Widow, Spouse or Mother Preference.**

ACTIVE DUTY MILITARY: Military regulations require that you obtain a special request authorization form (**NAVPERS 1336/3**) prior to being accepted for outside employment. If employment is offered, you cannot begin work until this chit is supplied to the NAF Personnel Office.

TRANSITION HIRING PREFERENCE: If requesting preference for the involuntarily separated member of the U.S. Armed Forces and/or eligible dependents(s), attach DD-214 and Memo for Nonappropriated Fund vacancies, to assist in verifying eligibility

**FOR APPLICATION STATUS OR UPDATES, AND/OR QUESTIONS REGARDING THE RECRUITING PROCESS,
PLEASE CONTACT THE NAF PERSONNEL OFFICE AT: 850-452-4675**
