

Fleet & Family Readiness Programs

NON APPROPRIATED FUNDS ANNOUNCEMENT NUMBER #16-044

LOCATION OF POSITION: Morale Welfare Recreation (MWR) Department, Marketing Department, NAS Whiting Field, Milton, FL

OPENING DATE: 02/12/16

CLOSING DATE: 02/25/16

POSITION: Marketing and Communications Coordinator/NF-1001-03

SALARY: \$13.00 - \$18.00/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: Applications will be accepted from all sources.

DUTIES: MARKETING Designs and implements an all-encompassing marketing program for the MWR Department and supported N9 programs. Identifies, establishes and maintains the communication needs and develops informational materials that inform appropriate agencies of the policies, services, and activities of the MWR Department to include other N9 programs. Develops all staff work for production of MWR publicity and marketing publications. Solicits Department Heads, Division Managers and program coordinators for informational input for all publications. Ensures the timely development, layout, writing, editing, proofing, printing and distribution of all MWR publications and advertisements. Develops the production of marketing campaigns from inception to completion. This includes the study and determination of the local marketing base and resources to use within the base. Develops a marketing strategy based on Navy and local MWR regulations, leisure need results, in-house generated marketing results, along with branch managers' needs. Develops the production of graphic art services to MWR facilities, such as but not limited to, flyers, posters, signs, banners, print media, photography and video promotional vehicles which will be used to promote the department. Coordinates and markets the overall design of an ongoing Indoctrination system that includes on-site briefing to military personnel reporting to the component and tenant commands supported by the NAS Whiting Field composite recreation fund. Develops and oversees the MWR commercial sponsorship and advertising program for NAS Whiting Field. Manages and implements the MWR commercial sponsorship/advertising proposals, solicitation of potential sponsors, sponsorship agreements and after-action reports in coherence with Navy policy and instructions. Promotes the wide range of MWR and supported N9 programs activities for authorized patrons and guests. Recommends promotional ideas, marketing strategies and distribution plans. Serves on committees to ascertain needs, solicit feedback, and introduce ideas. Updates marketing materials at various MWR/Child and Youth Programs and other N9 locations. Meets with N9 Program Managers at various locations to access their program's marketing needs. **GRAPHIC/INTERACTIVE**

DESIGNER: Designs, implements and maintains web sites and other social interactive application sites for MWR/CYP and supported N9 programs that pushes the Fleet & Family Readiness program mission and markets NAS Whiting Field as a "customer-driven" organization. Collaborates with Department Managers to ensure that the content is current, accurate, audience friendly and of high quality. Creates art, graphics, photographs graphics and other multimedia files as necessary for integration on websites and other online/social interactive sites. Finds and tells the story around a given idea, event or program. Writes copy suited for web browsing yet conveys enough information to interest and inform the customer. Updates, revises, or removes internet content in a timely manner. Implements the MWR electronic publishing for dissemination of information using email, websites, social net-working sites and new technologies as available. Manages a response system for web-generated e-mail, phone calls, and regular mail, ensuring that responses are timely and that they reflect well on the Department. Maintains social net-working email listings to compose and send timely, informative messages to MWR's and supported N9 programs target audience. Stays current with latest graphic design programs, user interface and web technology trends. Ensures integrity of communications by keeping informed on legislation and Department of Defense (DOD) policies that affect internet and web site content. Performs other related duties as may be assigned by management.

QUALIFICATIONS: Knowledge of the goals, principles and techniques of the administration, management, marketing and financial processes of a large community, industrial or military community support program and events. Skilled in various computer and software programs including, Adobe Acrobat X Pro, Adobe Illustrator, Adobe Photoshop, Adobe InDesign and Microsoft Office products such as Outlook, PowerPoint, Publisher, Word and Excel. Skilled in using a variety of marketing media methods, such as graphic arts, web site design, illustrations, photographs, broadcast, social networking and other visual media. Skilled in the management of website development, print industry processes, and electronic

media. Must keep up with latest social media trends. Ability to interpret locally established and higher echelon instructions, directives, and correspondence with the ability to interpret and apply them to specific situations for the programs supported is required. Ability to appraise different program elements and evaluate similarities and differences and make appropriate recommendations. Ability to demonstrate excellent written and verbal communication skills and the expertise to originate correspondence, including writing and editing documents and publications. Ability to stay current with latest web/graphic software, user interface and web technology trends. Knowledge of NAF policies and procedures preferred.

PHYSICAL DEMANDS AND WORK ENVIRONMENT: 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. If weight is over 45 pounds, seek assistance from another employee. Job requires both indoor and outdoor work. Employee typically work indoors in a normal office setting.

OTHER REQUIREMENTS: Must obtain and maintain a positively adjudicated National Agency Check with Inquiries (NACI) background screening or higher clearance as required by the Installation Security Manager. Will be required to work irregular hours which include assignments at night, weekends, Sundays, and holidays. Occasional travel of less than 10% may be required. Must have or be able to obtain and maintain a valid state driver's license.

SEE REVERSE SIDE OR BELOW FOR ADDITIONAL INFORMATION AND FILING INSTRUCTIONS

NOTE: As a condition of employment, selectee(s) will be required to participate in the Direct Deposit/Electronic Funds Transfer within the first 60 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.navywmwrpensacola.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**
