# CNRSW New logo 1

# NAVY REGION SOUTHWEST FLEET & FAMILY READINESS

# 

**NON-APPROPRIATED (NAF)**

# VACANCY ANNOUNCEMENT

**Vacancy Announcement Number:** 15-149

**Job Title, PPlan, Series, & Grade:** Marketing Technician, NF-1101-03

**Location:** Marketing, Naval Air Facility El Centro, CA

**Status:** Regular Full Time

**Salary:** $20.00-$26.00 Per Hour

**Opening Date:** 13 October 2015

**Closing Date:** Open Until Filled; **First Cut Off:** 20 October 2015

**Area of Consideration:** Current NRSW N9 employees only - - Relocation Expenses Negotiable

**BRIEF DESCRIPTION OF DUTIES:** This position is located in Fleet & Family Readiness Department (N9) within Naval Air Facility El Centro and reports to the N9 Installation Program Director (IPD). The primary objectives of this position are to administer and guide the comprehensive marketing program for the N9 program. The incumbent provides marketing support to local program managers and coordinates the services of the Marketing Office. The position is primarily responsible for executing a comprehensive marketing program including written and verbal communications; marketing plan development, market research; customer feedback tracking; planning and management of production of print materials, electronic and social media, and promotions of programs and events. This position is also responsible for the planning, organizing, contracting, administering and monitoring of the MWR commercial sponsorship program, and assists with coordination of special events, which include but are not limited to, the annual Air Show, Food Festival, Holiday programs, athletic events, grand openings, concerts, runs and other events. **Perform other duties as assigned.**

**QUALIFICATIONS REQUIRED:**

* Four year college degree desirable with an emphasis in communications or equivalent work experience in a related field/discipline. A four year degree in Recreation, or English, may be substituted.
* Ability to effectively communicate via written and verbal communications.
* Must be able to produce press releases, feature articles, work with military and civilian media and understand the principles of public relations.
* Relevant experience in support of special events including programming, graphics requests, marketing support, and commercial sponsorship. Interfaces with program managers to create a successful event.
* Incumbent must understand grammar, variety of media and military protocol.
* Incumbent must be able to develop and implement regional and local marketing plans to meet the needs of the Fleet & Family Readiness Programs customer base.
* Strong knowledge of customer service and communicating with a diverse and complex customer base.
* Incumbent should be skilled in evaluating marketing potential, conducting research and implementing promotional plans.
* Knowledge of advertising and public relations principles, concepts and techniques of marketing, sales, writing, layout and photography.
* Ability to professionally represent the base marketing office with media, sponsors, customers and program managers and directors.
* Proficient in Microsoft Office software including Word, Outlook, Excel, and PowerPoint.
* Must successfully complete background investigation. Background Investigations are conducted using fingerprint identification and completion of background inquiry forms.

**HOW TO APPLY:** Submit a NAF employment application form to Welcome Center, Building 401 NAF El Centro, Ca. Submitted applications will be retained for 90 days. Applicants who do not meet the above requirements may not be interviewed. Due to volume of applications received, applicants may not be notified of non-selection. **Participation in direct deposit upon employment is required**

Dept. of the Navy NAF is **an equal employment opportunity employer**. All qualified candidates will receive consideration without regard to race, color, sex, national origin, age, disability, marital status, political affiliation, sexual orientation or any other non-merit factors. Reasonable accommodations are provided to applicants with disabilities. If reasonable accommodation is needed for any part of the application and hiring process, please contact the Human Resource Office. The decision on granting reasonable accommodations will be on a case-by-case basis.

Navy Region Southwest is a drug-free workplace. The use of illegal drugs by NAF employees, whether on or off duty, cannot and will not be tolerated. Federal employees have a right to a safe and secure workplace. Sailors and their family members have a right to reliable and productive Federal workforce.