# CNRSW New logo 1

# NAVY REGION SOUTHWEST FLEET & FAMILY READINESS

# 

**NON-APPROPRIATED (NAF)**

# VACANCY ANNOUNCEMENT

**Vacancy Announcement Number:** 15-95

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

**Location:** Marketing, Naval Base San Diego, CA

**Status:** Regular Full Time

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

**Opening Date:** 8 July 2015

**Closing Date:** Open Until Filled; **First Cut Off:** 15 July 2015

**Area of Consideration:** All Sources - - Relocation Expenses Not Authorized

**BRIEF DESCRIPTION OF DUTIES:** The incumbent is primarily responsible for executing a comprehensive marketing program including written and verbal communications; market research; customer feedback tracking; promotional materials planning and ordering as required to promote facilities, programs and events; data entry; accounting and procurement paperwork; creating and implementing mailings; maintaining mailing lists; and a variety of other tasks designed to support the smooth flow of information and work in the Regional Marketing Office. Incumbent provides marketing support to facility and program managers and coordinates the services of the Regional Marketing Office. This position assists in the coordination of requests for publicity and distribution of information for Navy installations within Navy Region Southwest. **Perform other duties as assigned.**

**QUALIFICATIONS REQUIRED:**

* Three years experience in marketing, public affairs, communications, journalism, or a related field which demonstrates ability to perform the above duties with a minimum of supervision
* Four year college degree desirable with an emphasis in communications or equivalent work experience in a related field/discipline.
* 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.
* 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 regional 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 application or resume to the NAF Human Resources Office, Building 3210, Anchors Catering and Conference Center, Naval Base, San Diego, 2375 Recreation Way, San Diego, California 92136-5518 or fax to (619) 556-9537. Resumes and applications may also be submitted via email to mwr.hr.dept@mwrsw.com. Submitted applications and resumes will be kept for 90 days. For more information, visit our website at <http://navylifesw.com/sandiego/about/jobs/> Applicants who do not meet the above requirements may not be interviewed. **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. Applicants are required to successfully complete and pass a required background check and screening.

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 a reliable and productive Federal workforce.