



District of Columbia Air National Guard

AGR Announcement

25-176



APPLICATION MUST BE FORWARDED TO: IN ORDER TO RECEIVE CONSIDERATION <u>113WG.DCANG.APPLICATIONS@US.AF.MIL</u>	OPENING DATE: 12 September 2025	CLOSING DATE: 13 October 2025
	Position Title: Recruiting Marketing NCO Max Grade: MSgt (E7) Min Grade: TSgt (E6) AFSC: 3G071/3N071 Tour: Permanent	
	Appointment Status [X] Enlisted [] Officer	
	Position Location: DCANG Recruiting Joint Base Andrews, MD 20762	
AREA OF CONSIDERATION: GROUP III All members eligible for entry into DCANG.		
INSTRUCTIONS FOR APPLYING: This office will NOT accept mailed applications. You must send applications electronically. Failure to submit all required documents as outlined below will result in your application not being considered for employment. AGR REQUIRED DOCUMENTS: 1.) NGB 34-1 (<i>dated Nov 2013</i>) Application for AGR Position. https://www.ngbpmc.ng.mil/Forms/NGB-Form/ 2.) Copies of last three EPRs/EPBs or OPRs/OPBs. 3.) Resume (<i>any format</i>). 4.) 3 References on a separate sheet of paper with email address and additional point of contact number(s). 5.) Report of Individual Personnel (RIP) from vMPF only (<i>must be dated within 60 days</i>).. If clearance is expired, you must obtain security memo from the Wing security manager. 6.) Current Fitness Test from myFitness (<i>Per DAFI 36-2905 – current within 12 months, handwritten scorecards are not accepted</i>). 7.) Letter(s) of recommendation (<i>optional</i>). 8.) If missing documents, memo to board president required stating reason why documents are missing. *All documents must be consolidated into a single pdf file. DO NOT put in PDF Portfolio format. Save applications in the following format: <i>MVA number, Rank, Last name, First name, Middle Initial</i>. Ex: 20-300 – SSGT DOE, JOHN A Email subject will be in the same format.		
Conditions of Employment: Electronic Funds Transfer: Selectee is required to participate in electronic funds transfer/direct deposit. If applying for an MVA at a lower rank, a voluntary demotion memorandum stating action must be submitted.		
Evaluation Process: Applicants will be evaluated solely on information supplied in application documents outlined above. Interview responses will also be considered when applicable. Incomplete applications will not be considered. It is the responsibility of the applicant to contact the POC identified on this vacancy announcement prior to the vacancy closing date to verify all documents have been received. Failure to do so may result in in disqualification. Complete and accurate data is essential to ensure fair evaluation of candidates.		
Equal Employment Opportunity: All qualified applicants will receive consideration for this announcement without regard to race, color, gender, religion, national origin, or membership/non-membership in an employee organization. Reference: NGR AR 690-600 / NGR AF 40-1614. CNGBI 9601.01 and ANGI 36-7		



The District of Columbia Air National Guard



DC is an Equal Opportunity Affirmative Action Employer

This announcement must be posted on unit bulletin boards until the day following the closing date.

Announcement Number: 25-176

Position: Recruiting Marketing NCO

Position Description:

Incumbent must possess strong public speaking skills along with outstanding written and verbal communication. Must have excellent organizational and time management skills. Must be thoroughly knowledgeable in personnel policies, practices, and procedures, budgeting, and be proficient in time management and sales techniques. Must have proficiency in Microsoft office programs.

State Marketing Strategy Development:

- a. Develops, implements, and evaluates the state's marketing and advertising program in support of recruiting goals
- b. Develops the annual marketing plan, to include the spend plan for how the wing will allocate its funding in support of recruiting efforts to meet the wing's recruiting goals
- c. Coordinates with the wing(s) to develop the marketing plan
- d. Coordinates with A1YA regarding the state's marketing plan to ensure state level marketing is additive and not duplicative to national marketing efforts
- e. Coordinates with the local Public Affairs (PA) office to ensure consistent messaging and positioning of the Air National Guard brand

Effective state representation:

- a. Monitors the Air Force website to ensure accuracy of state information, to include (but not limited to) state specific benefits, federal and state mission information, and so on
- b. Works with A1YA to develop social media posts that highlight their wing(s) and their missions, Airmen, etc, for use on local and national social media channels

Local Event Planning and Execution:

- a. Responsible for community outreach, to include identifying opportunities for engagements via events and other community programs
- b. Develops a list of events annually, based on a return on investment (ROI) analysis
- c. Maintains a schedule of events and works with local recruiters to ensure support
- d. Monitors Specialty Promotional Item (SPI) inventory and coordinates with A1YA for additional SPI requirements
- e. Routes funding requests through AFRISS
- f. Monitors event leads and ensure distributed properly
- g. Ensures after action reports are completed and tracks ROI using proper system

National Event Coordination:

- a. Works with A1YA to ensure local recruiters are present at national partnership events as able
- b. Routes requests for National Assets through TFMMT
- c. Works with A1YA to prioritize National Asset requests annually

Marketing Training:

- a. Attends marketing training, including NGB provided training, relevant seminars, and industry training as needed to support the wing(s) marketing efforts

Strategic Collaboration and Asset Utilization:

- a. Partners with PA to align efforts and leverage assets
- b. Collaborates with ANG creative on creative requirements that support local marketing needs
- c. Leverages creative assets like Air Force Ads, DAM, Project 365, etc, to support state recruiting goals
- d. Uses advertising agency assets as needed for state specific creative requirements
- e. Collaborates with local PA on opportunities to increase ANG awareness within the state and community

Developments the State marketing strategy, ensuring the strategy addressing the needs of the local Wing. Performs all other duties as assigned. Must maintain outstanding appearance, military bearing and high standards of conduct to include no history of disciplinary actions

Minimum Qualification Requirements:

1. Must have a Secret security clearance.
2. Must hold AFSC listed.

Eligibility Requirements:

1. Applicants who have been separated for cause from active duty or a previous AGR tour are ineligible.
2. Prior to entry into the AGR Program, member must be medically cleared by the 113th Medical Group.
3. Must meet all eligibility requirements in accordance with ANGI 36-101.

AGR Employment Points of Contact:

AGR NCOIC: MSgt Victoria McNamara, Victoria.McNamara@us.af.mil, 202-685-8813 (DSN 325-8813)