

**NONAPPROPRIATED FUND (NAF) POSITION GUIDE**

1. POSITION NUMBER  N11015	FLSA		NONEXEMPT	2. ORGANIZATION AND LOCATION 14 FSS/FSK Marketing Office Columbus AFB MS
		<b>X</b>	EXEMPT	

3. POSITION TITLE  Supervisory Marketing Specialist	4. CLASSIFICATION  NF-1101-III	5. CLASSIFIED BY  Alan D. Cardenas	6. DATE  13-APR-2016
---	--------------------------------------	--	----------------------------

**DUTIES AND RESPONSIBILITIES**  
 The primary purpose of this position is to manage the marketing office for the 14th Force Support Squadron business and recreational activities to include the development and implementation of marketing research, marketing strategies, publicity, commercial sponsorship, corporate advertising and the supervision of marketing personnel. Develops marketing plans policies, programs and strategies to enhance operations to FSS programs. Develops and implements marketing plans and promotional campaigns for FSS activities. Serves as the marketing subject matter expert. Interprets regulations, develops local compliance procedures and addresses related problem situations. Develops and monitors the squadron marketing goals and objectives as well as standards for measuring the progress of marketing effectiveness through the use of customer feedback, management feedback, and analysis of data and visual impressions within the context of budgetary limits. Serves as the commercial sponsorship program focal point for all unsolicited and solicited commercial sponsorship ventures. Promotes corporate sponsorship opportunities through the local business community. Monitors and coordinates all phases of sponsored events and programs. Evaluates companies offering controversial products and services for appropriateness and potential adverse public reaction. Collaborates on commercial sponsorships, promotions and advertising campaigns with local program managers. Pursues new initiatives in accordance with MWR needs. Uses survey techniques such as open forum interviews, comment cards, and telephone surveys. Determines the overall value of the results and reports to the appropriate manager with recommendations from analysis. Effectively identifies successful, weak, and unsuccessful business/marketing efforts and determines as appropriate which programs should be dropped or revised to improve effectiveness. Closely and effectively coordinates with activity managers to incorporate their goals, objectives, and strategies into the squadron's marketing plan. Works with activity managers to develop individual marketing plans. Creates and recommends promotional programs to increase sales in revenue-generating activities. Determines the promotion mix for each activity, such as advertising, personal selling, incentives, and publicity. (Continued on next page)

**QUALIFICATIONS**  
 Must have progressively responsible work experience which has demonstrated the ability to manage a marketing activity; experience may have been gained in an operating, administrative, or managerial position which included various phases of marketing operations. Ability to supervise employees. Ability to communicate effectively both orally and in writing using high degree of communication and writing skills. Ability to create and revamp programs and publicity. Substitution for General Experience. A 4-year degree from an accredited college with a major in Marketing, Business Marketing or Public Relations may be substituted for general experience. This is a position of trust. Must be able to satisfactorily complete a National Agency Check with Inquiries (NACI). Must be able to provide a valid driver's license and maintain a valid driver's license through employment. *This is a drug testing designated position. Incumbent is subject to random drug testing.*

**PERFORMANCE STANDARDS**  
 Performance is reviewed in terms of volume and accuracy of work performed, customer satisfaction, ability to correctly, successfully and effectively perform the nature and scope of the marketing operation. Effectiveness in discharging the supervisory duties inherent to the position. Ensures proper work assignments, reviews work in progress and evaluates employee performance. Ensures EEO concepts are applied, and an appropriate work environment is maintained. Ensures good safety and health practices. Maintains an effective internal control system to preclude or minimize the potential for fraud, waste, and abuse. Must be courteous and exercise tact and diplomacy when working with internal and external customers and present a professional image when representing Columbus AFB and the squadron. Must adhere to all AF regulatory requirements. Accurately applies creativity, media and visual techniques to present and conduct programs and events to authorized users. Effectively prepares promotional materials, media connections, audio and visual presentations that are interesting, information and professional. Correctly and timely processes commercial sponsorship initiatives in accordance with applicable directives and guidance. Meets deadlines in a timely manner. Operates a motor vehicle in a safe manner ensuring driving requirements such as using seat belts are met in all cases.

**TRAINING**  
 Any and all training deemed appropriate to the supervisor.

I certify that this is an accurate statement of this position and that the position is necessary to carry out nonappropriated fund functions for which I am responsible. This certification is made with the knowledge that this information is to be used for regulatory purposes relating to appointment and payment of nonappropriated funds and that false or misleading statements may constitute violations of such regulations.

SIGNATURE AND TITLE OF IMMEDIATE SUPERVISOR  STEVEN K HUEBNER, GS-13, Deputy, 14 FSS	DATE
--	------

Supervisory Marketing Specialist  
DUTIES AND RESPONSIBILITIES CONTINUED

Provides advertising media and implements promotional program, for services activities. Creates awareness and support of commercial advertising program with Squadron Commander, Deputy, Flight Chiefs, and Managers. Promotes, monitors, and coordinates sponsored events and programs. Tracks the number of sponsorship events, vendor involvement, dollar amounts expended, etc. Develops annual budget and resource requirements to meet program objectives. Ensures internal control requirements on met on equipment and resources. May drive a government motor vehicle in the performance duties such as delivering work products, visiting activities, making deposit. Reviews work of subordinates. Assures the mission and accordance requirements are met. Responsible for NAF Purchase Card charges and following proper processing procedures. Prepares daily activity reports and deposits in accordance with established accounting procedures and directives. Initiates procurement of program supplies and equipment ensuring adequate stock is available. Develops recurring budgets, which includes capital requirements, and conducts monthly/quarterly/annual financial analysis of program operations. Selects employees for vacant positions, hears and resolves grievances and complaints, implements training plans, develops work schedules, manages the SETS timekeeping system, and applies EO principles and requirements to all personnel management and decisions. Appraises performance within established guidelines and timeframes, performs other related duties as assigned.