

**JOB OPPORTUNITY  
JOINT REGION MARIANAS  
NON-APPROPRIATED FUND (NAF) POSITION**

**ANNOUNCEMENT NO:** JRM-22-133

**POSITION TITLE:** Digital Marketing Specialist, NF-1001-03, Regular Full Time, 1 Vacancy

**SALARY:** \$50,000 - \$52,000 per annum + Cost of Living Allowance (COLA)

**LOCATION:** Regional Marketing Office, Warfighter and Family Readiness (J9), Joint Region Marianas (JRM)

**WHO MAY APPLY:** Open to all

**OPEN DATE:** 07 April 2022

**CLOSING DATE:** 21 April 2022

**SUMMARY:** The mission of Joint Region Marianas (JRM) Warfighter & Family Readiness (WFR) is to provide the highest quality programs and services to the military community through self-sustainment across all quality of life programs. Through our work at both Morale Welfare and Recreation (MWR), Naval Base Guam (NBG), 36th Force Support Squadron (36FSS), Andersen Air Force Base (AAFB), Guam, and Marine Corps Base Camp Blaz (MCB CB) Guam, we strive to be the global model of professional support services for our customers while they are stationed here under one unified command. Please visit our website for further details: <http://www.militarymwrquam.com/>.

Please note when a Permanent Change of Station (PCS) with the federal government is performed as part of a relocation, the IRS considers the majority of your entitlements to be taxable. The Relocation Income Tax Allowance (RITA) may offset the impact of some of these taxes. For more information you may visit the following website: <https://www.dfas.mil/CivilianEmployees/Civilian-Permanent-Change-of-Station-PCS/Tax-Information/>.

**RESPONSIBILITIES:** Major duties and responsibilities are summarized below.

Employee is responsible for the online and digital footprint of WFR programs throughout CJRM, Naval Base Guam (NBG), Andersen Air Force Base (AAFB) Guam, and Marine Corps Base Camp Blaz (MCBCB). This includes web, social media, and mobile sites content. The effects can be significant in terms of desired results, such as increases in revenue/sales, facility patronage, program usage, and visibility. Plans and executes all social media, web, and mobile aspects of WFR programs strategic marketing campaigns, to include but not limited to, web analytics, web content management systems, App development, content management systems, email marketing, and SEO/SEM (search engine optimization and search engine marketing). Measure and report performance of all digital marketing campaigns and assess against goals, return on investment (ROI), and key performance indicators (KPIs). Identify trends and insights, and optimize spend and performance based on the insights. Research new and creative growth strategies. Plan, execute, and measure experiments and conversion tests. Utilize strong analytical ability to evaluate end-to-end customer experience across multiple channels and customer touch points. Produce digital media content for the purpose of expanding and showcasing WFR's online footprint. These types of media include, but is not limited to videos, audio/podcasts, photos, infographics, as well as content specifically produced for posting on WFR Facebook Page, Twitter, YouTube channels, and WFR-themed online discussions, and other social media properties. Manage the creation and production of online audio files and podcasts. Participate regularly in online WFR communities; monitor information posted; respond appropriately and in a timely manner to correct misunderstandings about WFR and engage participants with WFR materials. Participation is characterized with diplomacy, tact, and professionalism; use of excellent judgment to respond in a way that provides professional information, without criticism or negativity about information that others post. Serve as the WFR "online media expert," remaining current with emerging trends, opportunities, and best practices. Regularly update colleagues and management on these trends and make recommendations for new activities. Track content creation/social media campaigns and opportunities. Review and compile social media statistics and reports to generate measurable outcomes of online activities. Under the direction of the Regional Marketing Director, works with other WFR staff to develop content ideas based on popular topic and or/frequently asked questions, including targeted at specific audiences. May serve as technical consultant to other WFR departments on projects requiring digital media expertise. Work is primarily sedentary in nature. It may involve some walking, standing, bending, or carrying light items.

A complete list of duties and responsibilities will be provided at the time of hire.

**TRAVEL REQUIRED:** Yes – Occasional travel of less than 20% may be required.

**SUPERVISORY STATUS:** No

**RELOCATION AUTHORIZED:** No

**CONDITIONS OF EMPLOYMENT:** \*SEE QUALIFICATIONS\*

**QUALIFICATIONS:** In order to qualify for this position, resumes must include information which demonstrates experience and knowledge, skills, and ability (KSAs) as they relate to this position. Applicants are encouraged to be clear and specific when describing their experience level and KSAs. If you are relying on your education to meet qualification requirements: Education must be accredited by an accrediting institution recognized by the U.S. Department of Education in order for it to be credited towards qualifications. Therefore, provide only the attendance and/or degrees from [schools accredited by accrediting institutions recognized by the U.S. Department of Education](#). Applicants qualifying based on education, time in grade, credentials, certification, training and/or module completion MUST provide proof of education, personnel action or SF50, credentials, statement of service, certification, training and/or module completion at the time of resume submission. Failure to provide all of the required information as stated in this vacancy announcement may result in an ineligible rating or may affect the overall rating.

Knowledge of digital marketing principles, procedures, methods, and techniques to develop new or revise existing digital campaigns to meet desired goals and promote patronage. Knowledge of webpage layout and design for a business, government agency, military unit, or other professional organization. Knowledge of marketing and promotional techniques for effective advertising and dissemination of program information. Knowledge of writing creating and publishing digital content to web and social media sites. Skill in project management related analytics associated with web and social media sites. Skill in the use of desktop publishing, content management systems, graphic design, digital photography, video software programs, and other software programs, in order to be able to prepare or coordinate the production of marketing products, including print and audiovisual products, social media tools and websites, and other promotional products such as advertisements and exhibits. Skill in the use of Microsoft Office Programs (e.g., Word, Excel, Power Point, Outlook). Knowledge of grammar and media style guide requirements. Skill in planning and implementing marketing strategies and campaigns to increase awareness and acceptance of WFR programs and services. Skill in troubleshooting potential issues with WFR digital platforms. Skill in establishing and maintaining effective and cooperative working relationships with representatives of community organizations and community leaders. Ability to develop customized presentations and address groups. Ability to communicate effectively both orally and in writing. Must possess a valid state driver's license. Must be able to work varied work schedules to include evenings, weekends, and holidays.

Subject to satisfactory completion of background investigation to include National Agency Check with Inquiries (NACI). Incumbent may be required to obtain and maintain a secret security clearance.

**EDUCATION:** \*SEE QUALIFICATIONS

**HOW TO APPLY:**

- A resume must be provided. It must include relevant work experience (start/end dates stated in month/year, # of hours worked per week, detailed description of duties, and salary), applicable education, and your contact information. For current or previous Federal employees, it should also include the Pay Plan, Series and Grade for each work experience entry. **Your resume is the main resource used to assess your knowledge, skills, and abilities as they relate to this position. You should be clear and specific when describing your work experience as it relates to this position.**

- For current or previous Federal employees, please attach a copy of your most recent SF-50 or agency notification of personnel action form that provides current position, grade level, and duty location.

- Please provide a copy of your College transcript(s) which support those qualifications for which you wish to have considered.

All resumes and documents required to prove eligibility **MUST** be submitted by the closing date on the announcement in order to be considered. **It is the applicant's responsibility to ensure accuracy and completion of requirements upon submission. Failure to provide such documentation may prevent applicants from receiving full consideration for the position.**

Submit resume and required documentation via email to [NAFJOBS@fe.navy.mil](mailto:NAFJOBS@fe.navy.mil). For additional information visit our website at <http://www.militarymwrquam.com/jobs>.

\*\*\*\*\***NOTE:** Due to the volume of resumes received, applicants **will not** be notified of any missing documentation, information, and/or notice of non-selection. **Emails and/or inquiries to [NAFJOBS@fe.navy.mil](mailto:NAFJOBS@fe.navy.mil) will not be responded to.** Applicants may contact our office at (671) 349-1154 / 2154 / 2210 / 3154 / 5154 to inquire on application status only.

**ALL APPLICANTS:** Applicants qualifying based on education, time in grade, credentials, certification, training and/or module completion MUST provide proof of education, personnel action or SF50, credentials, statement of service, certification, training and/or module completion at the time of resume submission.

\*Current or prior federal employees, please submit your most recent personnel action or SF50.

\*Military retirees, please submit your statement of service.

\*Documentation submitted for other/previous vacancies is not considered as part of this submission.

Some positions have special requirements. In these cases, selection is tentative pending satisfactory completion of these requirements.

**APPLICANTS CLAIMING HIRING PREFERENCE:** Please ensure you complete and submit ALL required documents to claim preference at the time of resume submission. All forms to claim preference can be downloaded via our website at <http://www.militarymwrquam.com/jobs>.

**WHAT ARE PREFERENCES?** Preferences are advantages in the candidate selection process. Individuals can claim the following preferences:

**1. Reemployment Priority List (RPL):** Qualifying separated employees shall have priority placement in the NAF activity from which they were separated as a result of a Business Based Action (BBA), when the position has substantially the same duties as the position from which they were separated and it is not a higher grade or employment category, provided the position is not being filled by an internal candidate. To claim this preference, you **MUST**:

- Submit a copy of your BBA Separation Notification indicating eligibility for RPL.

**2. Military Spouse Preference (MSP):** Qualifying spouses eligible for MSP are spouses of an active duty military member of the U.S. Armed Forces, including members of the National Guard or Reserves on active duty. The marriage must have occurred before the military member received official permanent change of station (PCS) orders to Guam. MSP is applicable only when applying for NAF positions at the NF-03 and below and equivalent craft and trade (CT) positions. To claim this preference, you **MUST**:

- Complete and Submit MILITARY SPOUSE PREFERENCE (MSP) CLAIM FORM. Form may be downloaded from: [Download MSP Form](#); **AND**

- Submit sponsor's PCS orders to Guam.

\*\*\*If you are not indicated as a spouse on the PCS orders, you **MUST** submit proof of marriage prior to PCS to Guam.

**3. Veteran's Preference/Gold Star Veteran's Preference:** Qualifying military veterans, and spouses/parents of deceased veterans shall be given employment preference over non-preference applicants if they are equally qualified. Preference applicable for positions open to external candidates. To claim Veteran's preference, you **MUST**:

- Complete and Submit VETERAN'S PREFERENCE WORKSHEET. Form may be downloaded from: [Download Vet Preference Form](#); **AND**

- Submit a copy of your DD-214 (member 4 copy)

To claim Gold Star Veteran's preference, you **MUST**:

- Complete and submit completed SF-15, APPLICATION FOR 10-POINT VETERAN PREFERENCE. Form may be downloaded from: [Download SF-15 Form](#); **AND**

- Submit a legible copy of DD-1300; **AND**

- Submit any other supporting documentation (official statements, document of service, court decree, etc.).

\*\*\*Qualifying applicants with preferences are considered in the order listed above. Then all other qualifying applicants are considered.

Failure to provide all of the required information as stated in this vacancy announcement may result in an ineligible rating or may affect the overall rating.

**BENEFITS:** A career with the U.S. Government provides employees with a comprehensive benefits package. As a federal employee, you and your family will have access to a range of benefits that are designed to make your federal career very rewarding.

- Benefits for federal employees
- Healthcare insurance
- Pay and leave

You can review our benefits at: <http://www.navymwr.org/resources/hr/>

Regular Full-Time (35 - 40 hours per week) All benefits offered including medical, dental, life insurance, spouse & child life insurance, long term disability, annual and sick leave, retirement, and 401(k) savings plan.

Regular Part-Time (20 - 34 hours per week) Medical, dental, life insurance, spouse & child life insurance, annual and sick leave, retirement, and 401(k) savings plan.

Flexible (0 - 40 hours per week) No benefits offered.

**OTHER REQUIREMENTS:** Some positions have special requirements. In these cases, selection is tentative pending satisfactory completion of these requirements.

All selections are contingent upon obtaining satisfactory background and employment reference checks.

Males must be registered for or exempt from Selective Service (<https://www.sss.gov/register/>).

Selectees are required to participate in direct deposit.

We are an E-Verify participant.

The Department of Navy is an Equal Employment Opportunity Employer. All qualified candidates will receive consideration without regard to race, color, religion, sex, national origin, age, disability, marital status, political affiliation, sexual orientation, or any other non-merit factor.

The Department of the Navy provides reasonable accommodation to applicants with disabilities. Applicants with disabilities who believe they require reasonable accommodation should email them to: [M-GU-JRM-NAFHRO-N9@fe.navy.mil](mailto:M-GU-JRM-NAFHRO-N9@fe.navy.mil) to ensure that the Department of the Navy can consider such requests. The decision to grant an accommodation will be made on a case-by-case basis.

**PRIVACY ACT STATEMENT FOR NAF APPLICANTS:** Authority to request this information is derived from 5 U.S.C. 301, Departmental Regulations. The purpose of this information is to determine the qualifications, suitability, and availability of applicants for employment with a NAF activity, and of current employees for reassignment, reinstatement, transfer, or promotion. The information will be used to assess qualifications, entitlement, and overall employment suitability. Completion of information on this form is voluntary. Failure to provide this information may prevent you from receiving full consideration for the position you seek.

**HOW YOU WILL BE EVALUATED:** Any experience, education, or other qualification presented on your application and/or resume is subject to evaluation and verification. Submissions are reviewed to determine if applicants meet the hiring eligibility and qualification requirements and to determine the level of KSAs related to the job requirements. Best qualified applicants are referred to the hiring manager in accordance with Military Spouse and Veteran Preference policies where applicable. If your application and/or resume lacks sufficient information, you will be rated accordingly or may be considered ineligible. The hiring manager may choose to conduct interviews, which may also be subject to evaluation and verification.

**WHAT TO EXPECT NEXT:** Applicants may be contacted for an interview within 4-8 weeks of the announcement closing date.

If you are selected for a position, you will be contacted by the JRM Regional NAF Human Resources Office with a tentative job offer. Final job offer upon completion of all pre-employment requirements.

We reserve the right to close this position without further announcement.

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