

NONAPPROPRIATED FUND (NAF) POSITION GUIDE

1. POSITION NUMBER 20107	FLSA	<input checked="" type="checkbox"/> NONEXEMPT <input type="checkbox"/> EXEMPT	2. ORGANIZATION AND LOCATION 61 FSS/FSK – Marketing Los Angeles AFB, CA
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3. POSITION TITLE COMMERCIAL SPONSORSHIP (PROGRAMLEAD)	4. CLASSIFICATION NF-1101-III	5. CLASSIFIED BY Elena G. Flores 61 FSS/FSMH	6. DATE 20120921
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DUTIES AND RESPONSIBILITIES

Serves as the Commercial Sponsorship Coordinator for the 61st Force Support Squadron and as Program Lead for the Marketing section under the direction of the Resource Manager. Conducts Commercial Sponsorship and Commercial Advertising. Develops communication strategies to determine the most effective and efficient method of reaching the target market. Makes recommendations to activity managers on the design of effective advertising vehicles and appropriate media mix. Prepares and presents briefings to base functions such as newcomer's orientation, Commander's Call, etc. Acts as Squadron Public Relations Officer for all events. Compiles list of viable annual events and programs to seek commercial sponsorship. Develops solicitation packet & solicits sponsorship from local, regional, national and international sponsors. Negotiates mutually beneficial sponsorship terms & executes all supporting documents. Ensures AF & sponsor compliance with sponsorship agreement. Attends events and serves as point of contact for sponsors at event. Compiles and provides sponsor with copies of subsequent publicity and develops appropriate thank you letter and after action report. Develops pricing and rate structure for paid advertising in squadron publications, point of sale venues and collateral materials such as digital and print media displays. Negotiates terms of advertising agreement and executes all supporting documents. Works with the marketing team to include the development and implementation of a comprehensive marketing strategy, and to provide technical assistance and guidance to activity managers. Determines marketing techniques and strategies to increase efficiency, enhance participation and increase financial income to squadron activities. Conducts qualitative & quantitative market research. Adapts or modifies research techniques for local purposes using standard industry practice, computer software and/or instruments specially developed for use within 61 FSS. Administers surveys, collects data, tabulates responses, and analyzes the results. Develops training programs for squadron employees in areas related to marketing such as marketing process, advertising strategies, customer relations, and media techniques. Plans marketing campaigns designed to enhance participation in squadron functions. Performs other related duties as assigned.

QUALIFICATIONS

Three (3) years of administrative, professional, technical, or other work which has provided an advanced knowledge of commercial sponsorship/marketing principles and practices. May be substituted w/ a 4-year degree from an accredited institution or equivalent professional qualification, specializing in marketing, graphic design, public relations, or business. Additionally, applicant must have one (1) year of specialized experience in commercial marketing, advertising agency, marketing department or equivalent. Ability to conduct oral presentations, solicit & negotiate sponsorship agreements. Must have skills in public speaking, command of grammar, editing, spelling, and proper format of various advertising releases. Must satisfactorily complete a National Agency Check with Inquiries (NACI).


PERFORMANCE STANDARDS

Work is performed independently, in a timely manner, and in accordance with established policies, procedures and regulations. Prepares accurate, clear and comprehensive reports. Regularly keeps supervisor informed of progress and advises supervisor of any significant developments that may impact plans. Provides/presents well-prepared information in a clear, concise and professional manner. Demonstrates knowledge of marketing and commercial sponsorship-related matters in answering questions and follows up on questions requiring additional research. Communicates effectively both orally and in writing. Periodically conducts self-evaluation to determine effectiveness of the marketing and commercial sponsorship programs and their compliance with legal and regulatory guidelines. Decision to convert position to permanent billet will be based heavily on incumbent's ability to generate commercial sponsorship revenue in both cash and in-kind support.

TRAINING

Commercial Sponsorship, Activity Manager, and Air Force Services Financial Management courses conducted at the Air Force Personnel Center Services Directorate in San Antonio, Texas. Annual Total Force Awareness computer-based training, annual ethics training and any additional classroom, textbook, video, online and on-the-job training as deemed necessary by 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  61 FSS/FSK Supervisory Marketing Director	DATE 27 MAR 17
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