

**MILITARY DEPARTMENT OF ARKANSAS  
HUMAN RESOURCES OFFICE, BLDG 7300  
CAMP ROBINSON-HRO-BOX 17  
NORTH LITTLE ROCK, AR 72199-9600**

**AGR EMPLOYMENT OPPORTUNITY ANNOUNCEMENT NUMBER: 25-125A**

**OPENING DATE: 4 Aug 2025**

**CLOSING DATE: 18 Aug 2025**

**POSITION TITLE: Recruiting Marketing NCO**

**MILITARY GRADE REQUIREMENTS: Enlisted, minimum grade SSgt/ E-5 not to exceed the grade MSgt/E-7**

**LOCATION: Headquarters Arkansas Air National Guard Camp Joseph T. Robinson, NLR, AR (will be physically located on LRAFB)**

**NOMINATING OFFICIAL: SMSgt Jaclyn Cole**

Individual selected will be ordered to full time duty (state) in Active Guard/Reserve status under Title 32 USC 502(f). Benefits will be commensurate with grade/rank and years of service.

**AREA OF CONSIDERATION:** All onboard members of the 189<sup>th</sup> AW/188<sup>th</sup> WG that possess OR can obtain the applicable Air Force Specialty Code (AFSC). In Accordance With (IAW) Air National Guard Instruction (ANGI) 36-101.

**QUALIFICATION REQUIREMENTS:** 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, and be proficient in time management and sales techniques. Must be proficient in the Air Force Recruiting Information Support System (AFRISS). Must have functional knowledge of Microsoft office programs. Must possess or be able to obtain AFSC 3G0X1 as outlined in the DAFECD. Applicants must meet Physical Fitness Standards as stated in the Department of the Air Force Manual (DAFMAN) 36-2905. Selectee must meet the PHA requirements outlined in DAFMAN 48-123 and AFI 48-170 and be current in all Individual Medical Readiness (IMR) requirements in accordance with AFI 10-250. **Note: Individuals must meet minimum grade requirements.** Applicants who exceed the maximum grade of this position (see Military Grade Requirement above) may apply; however, they will be required to accept an administrative reduction in grade prior to being placed into this position. Must possess a Secret security clearance.

**PLACEMENT FACTORS:** Selectee will be subject to uncommon tours of duty, rotational shift assignments and overtime duty. May be required to fly in military or commercial aircraft for Temporary Duty (TDY) purposes. Reserve Component Physical Health Assessment must medically qualify selectee within 12 months of closing date of announcement. Selectee will participate in unit of assignment during Regularly Scheduled Drills (RSDs) and Annual Training periods including deployments, special projects and exercises. Upon assignment, must be a member of the HQ ANG, and assigned to a compatible military position in AFSC 3G0X1.

**SUMMARY OF DUTIES:** Responsible for developing, implementing, and evaluating the state's comprehensive marketing and advertising strategy in direct support of recruiting goals. This includes crafting the annual marketing plan and spend plan, in coordination with wing leadership, to align state-level initiatives with national efforts while avoiding duplication. The position requires ongoing collaboration with A1YA and local Public Affairs (PA) offices to ensure consistent branding and messaging for the Air National Guard. The role includes monitoring and maintaining the accuracy of state-specific content on Air Force websites and developing social media content that showcases local Airmen, missions, and achievements. The incumbent oversees community outreach by identifying and planning local events based on return-on-investment (ROI) analysis, coordinating recruiter participation, managing promotional items, processing funding through AFRISS, tracking event leads, and ensuring proper documentation through after-action reports. The role also supports national event coordination by ensuring recruiter presence, submitting National Asset requests, and

prioritizing annual needs with AIYA. Attendance at NGB and industry-relevant marketing training is required to stay current on best practices. The incumbent is expected to strategically collaborate with Public Affairs, ANG Creative, and advertising agencies to leverage existing creative assets and develop localized content that advances recruiting objectives. This position also plays a central role in aligning marketing efforts with the unique needs of the state's wings. The incumbent must maintain exemplary appearance, military bearing, and conduct, with no history of disciplinary action, and will perform additional duties as assigned.

## **HOW TO APPLY:**

### **DOCUMENTS MUST BE IN ONE PDF IN THE ORDER LISTED BELOW:**

- 1. NGB 34-1 Application for Active Guard/Reserve (AGR)** – Must ensure employment announcement number (EOA) and position title are filled in appropriately as defined on this announcement. This form must be signed and dated. Must explain any “yes” answer per instructions in Section V (except questions 9 & 17).
- 2. Current Individual Medical Readiness (IMR)** – All statuses must be current/ready. If “not ready” an AF Form 469 is mandatory. Regardless of the profile type, if your IMR under the “Profile” column shows a 469 link the AF Form 469 is required with your package, as it is applicable (see requirement 6). Official copy must have the applicant's system generated name/date and reflect a PHA within 12 months of announcement close date. It is required to submit your IMR in the following manner: log into your IMR, right click, print, Adobe PDF, select “more settings”, click “headers and footers”. The headers and footers date stamp must be within 30 days of announcement closeout. Screen prints will not be accepted.
- 3. Current Fitness Tracker Report with history** - Submit all pages. Must be the Fitness Tracker Report generated by myFITNESS; no other report will be accepted. Log into myFSS/ myFITNESS and select the Fitness Tracker Report and then the Printable View option. The report run date must be no more than 30 days old from the announcement closeout. The report run date is in the top right-hand corner of the fitness tracker. Official PDF copy from myFitness database must have applicant's system generated name/date on it. Must reflect current passing fitness results. Any exemptions on the last fitness test must include the applicable AF Form 469 in the package. Screen prints will not be accepted.
- 4. vMPF RIP** - Submit all pages. Log into vMPF, under Personal Data click Record Review/Update, click View/Print All Pages, right click, print, Adobe PDF, select “more settings”, click “headers and footers”. The headers and footers date stamp must be within 30 days of announcement closeout.
- 5. SF 181** – Race and National Origin Identification. Omission or unanswered questions require a justification memorandum.
- 6. AF Form 469** - if applicable to applicant (see requirements 2 and 3).

Print and scan packets or after digitally signing the 34-1, print to PDF and then merge all documents.

Once all documents are combined into one PDF, complete a cursory review of the ENTIRE application.

Note: A common error that results in most disqualifications is the NGB 34-1 signature is stripped when the PDFs are combined or is stripped in the email system if not saved per the statement above. Failure to do so will result in disqualification.

Limit file size to 3 MB, failure to do so may result in the attachment being stripped from the email or rejected. Downsize instructions – Open PDF, click file, save as other, reduced size PDF, click OK, click save, click yes

**FAILURE TO FOLLOW AND PROVIDE THE DOCUMENTS, IN THE REQUIRED MANNER, WILL RESULT IN A DISQUALIFICATION.**

**E-mail application to both addresses:**

[ng.ar.ararng.mbx.hro-agr-applications@army.mil](mailto:ng.ar.ararng.mbx.hro-agr-applications@army.mil)

AND

[justin.tierney.3@us.af.mil](mailto:justin.tierney.3@us.af.mil)

\*\*\*\*\* Be advised, applications are not reviewed until after the announcement closes. \*\*\*\*\*

Email subject line AND your application must be named: Rank Last name, First name and Announcement Number - Current Status. Failure to do so may result in your application not being received.

\*\*Example: TSgt Doe, John 55-555A – Active Duty, or AGR, or Technician, or DSG

**THE ARKANSAS NATIONAL GUARD IS AN EQUAL OPPORTUNITY EMPLOYER, AND AS SUCH ALL APPLICATIONS FOR THIS POSITION WILL RECEIVE CONSIDERATION WITHOUT DISCRIMINATION FOR ANY NON-MERIT FACTOR SUCH AS RACE, RELIGION, SEX, NATIONAL ORIGIN, POLITICS, MARITAL STATUS, AGE, OR MEMBERSHIP IN AN EMPLOYEE ORGANIZATION.**