

NONAPPROPRIATED FUND (NAF) POSITION GUIDE

1. POSITION NUMBER 20103	FLSA	X	NONEXEMPT	2. ORGANIZATION AND LOCATION 61 FSS/FSK - Marketing Los Angeles AFB, CA	
			EXEMPT		
3. POSITION TITLE VISUAL INFORMATION SPECIALIST			4. CLASSIFICATION NF-1084-03	5. CLASSIFIED BY Elena G. Andrade 61 FSS/FSMH	6. DATE Updated 21 May 2015

DUTIES AND RESPONSIBILITIES

Processes all program notices received from flight chiefs and activity managers by deciding the most appropriate type of promotional coverage, and providing information to publicity outlets for incorporation into daily, weekly, monthly or quarterly publications. Validates program information, verifying dates, time, and places for scheduled activities are correct. May provide photographic support. Edits material submitted with responsibility for spelling, punctuation, grammar, and format. May conceptualize graphic campaigns and logos. Sets up, operates, and prints all required informational material using equipment located within the Marketing Department. Develops and designs logos for customers and produces original artwork and free hand lettering as needed. Assists in the distribution of materials to base activities and base housing areas. Uses a variety of art media in the design and production of graphics products in support of the 61 Force Support Squadron. Designs and develops publicity, marketing, and resale material such as pamphlets, booklets, fliers, posters, brochures, table tents, calendars, other printed materials and other related materials. Uses desk-top publishing software to prepare a variety of news releases, brochures, advertisements and publications highlighting the activities of the Force Support Squadron. Provides word copy and lays out a variety of general and technical materials such as photographs, diagrams, typography, posters, graphs, illustrations, electronic images and stickers. Designs and maintains the Force Support public website and other social media accounts, by upgrading content and improvements to take advantage of the latest technology including social media avenues. Ensures both the public web and internal web site designs meet installation security standards. Must keep abreast of changes to Air Force instructions, manuals, and guidance covering web pages and maintenance as well as ensuring all licenses, regulation and clearance for the web page are kept up to date. Responsible for design and layout of commander's access channel products and mass e-mail distribution. Uses and maintains engraving equipment. Performs other related duties as assigned. Occasionally required to work outside normal business hours and/or travel to different function activities.

QUALIFICATIONS

Must have responsible experience that provides a basic knowledge of Marketing. Experience must demonstrate knowledge required to operate equipment such as large format printer, laminator, high volume digital printer, digital still photography equipment; and the ability to perform under strict deadlines and maintain organized files. Incumbent must have working knowledge of the current Adobe Creative in print and web design which includes experience in coding HTML, XHTML and CSS. Experience in web programming to include PHP, ASP, JSP and content management systems (Wordpress, Dupral, etc) preferred. Skills in command of grammar, literacy techniques, editing, spelling, and proper formatting for advertising products required. Must have a valid driver's license. Must be able to lift 40 lbs. Must be able to satisfactorily complete a National Agency Check with Inquiries (NACI).

PERFORMANCE STANDARDS

Performance is measured on the basis of results achieved. Success of customer support via the Force Support Squadron Webster. Work is performed in a timely manner and in accordance with established policies, procedures, and regulations. Must exercise diplomacy and be courteous when conducting official business.

TRAINING

All formal and informal training as deemed necessary by management. May include OJT, TDY, video/telephone conferences, and correspondence courses.

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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