

NONAPPROPRIATED FUND (NAF) POSITION GUIDE

1. POSITION NUMBER 20129	FLSA		NONEXEMPT	2. ORGANIZATION AND LOCATION 61 FSS/FSK - Marketing Los Angeles AFB, CA	
			EXEMPT		
3. POSITION TITLE SUPERVISORY MARKETING SPECIALIST			4. CLASSIFICATION NF-1101-IV	5. CLASSIFIED BY Elena G. Andrade 61 FSS/FSMH	6. DATE 20150724
<p>DUTIES AND RESPONSIBILITIES Serves as the Marketing Department Manager. Develops surveys and performs marketing analysis to identify needs and wants of a varied audience. Independently performs research requirements using the marketing Corporate Standards software as a guideline and planning tool. Analyzes and interprets information to assist activity managers on differing problems such as forecasting sales, selecting product designs, facility location, and determines what markets can be targeted and how. Develops and recommends marketing plans, policies, procedures, strategies, and programs using established management principles and pertinent regulations such as AFI 34-104. Conducts evaluation of programs and services implemented through market research to determine effectiveness, and provides feedback and recommends improvement to activity managers. Oversees timely publication of The Force magazine. Creates and recommends promotional programs to increase sales in revenue-generating activities. Solicits information from activity managers in order to publicize recurring activities, programs, special events, and promotions. Develops promotional themes to perpetuate established promotional goals and objectives based on customer and potential customer demographics. Creates brochures and flyers for activities and special events. Assists the commercial sponsorship program for with all unsolicited and solicited commercial sponsorship ventures. Assesses the size of the event to determine if sponsorship is financially viable. Ensures requests are appropriate and are within the directives/guidance of unsolicited and solicited sponsorship programs; proper contracting procedures are utilized and sponsorship packages are complete, accurate. Develops annual budget and resource requirements to meet program objectives. Submits annual budget to reflect realistic needs and operating costs of the marketing program and monitors monthly expenditures. Advises the 61 FSS Director on budget submissions for equipment, supplies for equipment, and programs that impact the marketing, publicity, and revenue generation of Marketing activities. Provides complete and accurate information on the programs and facilities available to authorized patrons. Performs supervisory personnel management responsibilities. Assigns work to subordinates based on priorities and deadlines. Assures that mission and accuracy requirements are met; selects employees; hears and resolves grievances and complains; initiates corrective and/or adverse action for performance or conduct; schedules and grants leave; identifies training needs. Applies Equal Employment Opportunity (EEO) principles and requirements to all personnel management actions. Appraises performance within established guidelines. Provides appropriate recognition and feedback for employee performance. Periodically reviews organization structures to ensure position guides are accurate. Ensures education in and compliance with security and safety directives. Works uncommon tour of duty which includes nights, weekends and Holidays. Performs other related duties as assigned.</p>					
<p>QUALIFICATIONS Knowledge of merchandising and marketing policies, procedures, methods, and publicity techniques to evaluate strengths or weaknesses, and to develop new or alter exiting programs to meet desired goals and promote patronage. Ability to recognize and define problem areas, apply marketing research techniques, and analyze information for presentation to management. Ability to communicate effectively, both orally and in writing using a high degree of tact and diplomacy. Knowledge of established market research methods and techniques to perform research analysis; develop surveys; evaluate and establish promotional strategies to identify customer needs; develop and/or improve programs; and perpetuate established promotional goals and objectives. Skill in computer use and applications to perform market research. Knowledge of, and ability to implement, sound personnel management policies, practices and procedures including EEO. Ability to supervise others and to lead. Must be able to satisfactorily complete a National Agency Check with Inquiries (NACI).</p>					
<p>PERFORMANCE STANDARDS Performance is based on regulatory compliance and results achieved. Efficiently performs market research and applies analytical methods and techniques to determine appropriate recommendations to activity managers which are achievable and within the unit resource capabilities. Closely and effectively coordinates with activity managers to incorporate their goals, objectives, and strategies into the marketing plan. Oversees commercial sponsorship initiatives in accordance with applicable directives. Provides timely, reasonable budget requirements and efficiently monitors expenditures to meet budgeted goals and program objectives. Conducts effective briefings using various techniques, presentation media, and styles based on the target audience and the type of briefing being given. Plans and assigns work to subordinates to effectively accomplish the objectives of the mission. Ensures that EEO concepts are applied, and that an appropriate work environment is maintained.</p>					
<p>TRAINING All formal and informal training as deemed necessary by management. May include OJT, TDY, video/telephone conferences, and correspondence courses.</p>					
<p>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.</p>					
SIGNATURE AND TITLE OF IMMEDIATE SUPERVISOR					DATE
Director, 61 FSS					