

**NONAPPROPRIATED FUND (NAF) POSITION GUIDE**

1. POSITION NUMBER  70147	FLSA	X	NONEXEMPT	2. ORGANIZATION AND LOCATION <b>61 FSS/FSK - Marketing Los Angeles AFB, CA</b>
			EXEMPT	

3. POSITION TITLE <b>COMMERCIAL SPONSORSHIP COORDINATOR</b>	4. CLASSIFICATION <b>NF-1101-III</b>	5. CLASSIFIED BY <b>HQ AFSVA/SVXH</b>	6. DATE <b>Updated 29 Mar 12</b>
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**DUTIES AND RESPONSIBILITIES**

Conducts Commercial Sponsorship and Commercial Advertising. Compiles list of viable annual events and programs to seek commercial sponsorship. Develops solicitation packet and solicits sponsorship from local, regional, national and international sponsors. Negotiates mutually beneficial sponsorship terms and executes all supporting documents. Coordinates with the installation's Staff Judge Advocate to ensure terms of each sponsorship agreement follows all procedural guidance, regulations and policies. Ensures AF and 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. Stays current on all aspects of administration of the Commercial Sponsorship and Advertising program. Identifies advertising vehicles to market under marketing program. Develops pricing and rate structure for paid advertising in Services publications, point of sale venues and collateral materials. Negotiates terms of advertising agreement and executes all supporting documents. Tracks payment of advertising to ensure proper accountability and credit to Services Fund. Stays current on all aspects of administration of the marketing program. Performs other related duties as assigned.

**QUALIFICATIONS**

Must have experience that shows progressively responsible administrative, professional, technical or other work which has provided a general knowledge of marketing/commercial sponsorship principles and practices. In addition, applicant must have specialized experience gained in a commercial marketing or advertising agency. Specialized experience must demonstrate the applicant's ability to plan and implement new and unique programs without benefit of established criteria; compose written material and conduct verbal/oral presentations; solicit and negotiate sponsorship agreements; develop advertising copy. Must be able to satisfactorily complete a National Agency Check with Inquiries (NACI). Employee must have a valid driver's license if required to operate a Government Motor Vehicle (GMV).

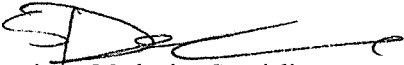
**PERFORMANCE STANDARDS**

Performance is measured on the basis of results achieved and the success of the Commercial Sponsorship Program. 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 commercial sponsorship program and 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**

Air Force Services Agency Commercial Sponsorship Course conducted in San Antonio, Texas, annual Total Force Awareness computer-based training, annual Ethics Training and any additional formal and informal (classroom, textbook, video, online, on-the-job training) applicable to this position as deemed appropriate 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   Supervisory Marketing Specialist	DATE  30 May 2018
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