

VERMONT AIR NATIONAL GUARD AGR VACANCY ANNOUNCEMENT

Announcement Number(s):	MVA AF 25-28
Position Title:	Recruiting Marketing NCO
Date of Announcement:	08 June 2025
Closing Date:	23 June 2025
Duty Location & Unit:	Joint Force Headquarters, Vermont Air National Guard, Colchester, VT 05446
Rank, Grade, AFSC:	MSgt/E7; 3G071
Period of Tour:	One Time Occasional Tour (OTOT) NTE 30 September 2026
Selecting Official:	SMSgt Mark Bohac; 802-338-0689; mark.bohac@us.af.mil
Human Resources Office Point of Contact and Address:	Ms. Louise Acker; louise.s.acker.civ@army.mil ; SMSgt Sara Lemay; sara.j.lemay.mil@army.mil ; Ms. Maggie Brownell, margaret.d.brownell.civ@army.mil 789 Vermont National Guard Rd Green Mountain Armory Colchester, Vermont 05446-3099
Area of Consideration:	All Member within the Vermont Air National Guard Only.
PCS Authorized:	YES

Minimum Requirements:

- The individual selected will be ordered to Active Guard/Reserve (AGR) duty under the provisions of Title 32 USC 328 & 502 (f). As a condition of employment, individual selected agrees to participate with their unit of assignment during all unit training assemblies and periods of Consolidated Annual Training.
- Officer Applicants must be able to complete 20 years of Active Duty prior to mandatory separation date (MSD).
- All conditions of ANGI 36-101 will be complied with.
- UMD position must be vacant prior to assignment to the advertised position.
- IAW ANGI 36-101 para 5.10. AGR applicants should be able to attain 20 years TAFMS in the AGR program. Individuals selected for an AGR tours that cannot attain 20 years TAFMS prior to reaching mandatory separation date, must complete the Statement of Understanding and have the TAG waiver approved.
- IAW ANGI 36-101 para 5.7, an individual must not have been previously separated for cause from active duty or previous Reserve Component AGR tour.
- The process of applying and being nominated does not constitute final selection for nor guarantee this position.
- Applicants are strongly advised not to make arrangements to move or change jobs until notified of final selection by designated representative.
- Applicants must have a current passing PT Test to be eligible to apply.
- A current favorable adjudicated personnel security clearance is required prior to being appointed into the AGR program.
- Applicants must be cleared medically prior to being appointed into the AGR program.

Other Pertinent Data:

- Applicants will be assigned to the following UMD position number 01161378, Rank/Military Grade: MSgt/E7; AFSC 3G071.
- This is an OTOT NTE 30 September 2026 with a possibility of extension based on resource availability.
- Applicants SSgt/E5 and above are eligible to apply.
- Must be qualified in a valid Air Force Specialty Code (AFSC) and possess the appropriate skill level commensurate with grade/rank.
- Completion of the Basic Recruiting Course is mandatory if not already AFSC qualified or held the 8RX00 (recruiting) AFSC previously.
- If applicant does not currently possess the 3G0X1 AFSC they will be required to attain the 3G031 AFSC within 12 months of appointment. The following statement will be included in the remarks section of the AF Form 2096 *Classification/On-The-Job Training Action*: —"I acknowledge that I will attend the first available course that would

qualify me in the new AFSC. I will complete the course successfully and progress in training to a skill-level compatible with my UMD assignment. Failure to do so will result in the termination of my AGR tour.” **The AF Form 2096 or an approved waiver, MCR must be accomplished before the orders are published. IAW ANGI36-101, Chapter 5.**

- Minimum profile of P2, U2, L2, H3, E2 and S1, is required and must be eligible for worldwide duty IAW AFI 36-101(Please attach to application under **Other Documents for qualification if not already AFSC qualified**).
- Applicant must be able to lift 40 lbs.
- No record of disciplinary action (Letter of Reprimand [LOR] or Article 15) for committing acts of malpractice or misconduct as defined in AFI 36-2909, Professional and Unprofessional Relationships, or documented failures (LOR or Article 15) to exercise sound leadership principles with respect to morale or welfare of subordinates.
- **Please refer to the current AFECDD** for any other qualifications, duties and responsibilities.
- Must possess a valid state driver’s license to operate government motor vehicles (GMV).
- Incumbent may be subject to uncommon tours, rotational shift assignments and overtime duty.
- Mandatory knowledge, education and experience requirements of DAFI 36-2110 must be met.

Duties and Responsibilities:

- This position is located at Vermont Joint Force Headquarters. The primary purpose of this position is reports directly to the Recruiting Production Superintendent. Works with local military and civilian contacts to develop and promote marketing activities within the state. Develops local marketing plans and contracts and works directly with NGB/A1YA - Total Force Marketing Branch.
- State Marketing Strategy Development
 - Develops, implements, and evaluates the state's marketing and advertising program in support of recruiting goals
 - Develops the annual marketing plan, to include the spend plan for how the wing will allocate its funding in support of recruiting efforts to meet the wing's recruiting goals
 - Coordinates with the wing to develop the marketing plan
 - Coordinates with A1YA regarding the state's marketing plan to ensure state level marketing is additive and not duplicative to national marketing efforts
 - Coordinates with the local Public Affairs (PA) office to ensure consistent messaging and positioning of the Air National Guard brand
- Effective state representation
 - Monitors the Air Force website to ensure accuracy of state information, to include (but not limited to) state specific benefits, federal and state mission information, and so on
 - Works with A1YA to develop social media posts that highlight their wing(s) and their missions, Airmen, etc, for use on local and national social media channels
- Local Event Planning and Execution
 - Responsible for community outreach, to include identifying opportunities for engagements via events and other community programs
 - Develops a list of events annually, based on a return on investment (ROI) analysis
 - Maintains a schedule of events and works with local recruiters to ensure support
 - Monitors Specialty Promotional Item (SPI) inventory and coordinates with A1YA for additional SPI requirements
 - Routes funding requests through AFRISS
 - Monitors event leads and ensure distributed properly
 - Ensures after action reports are completed and tracks ROI using proper system
- National Event Coordination
 - Works with A1YA to ensure local recruiters are present at national partnership events as able
 - Routes requests for National Assets through TFMMT
 - Works with A1YA to prioritize National Asset requests annually
- Marketing Training
 - Attends marketing training, including NGB provided training, relevant seminars, and industry training as needed to support the wing(s) marketing efforts
- Strategic Collaboration and Asset Utilization

- Partners with PA to align efforts and leverage assets
- Collaborates with ANG creative on creative requirements that support local marketing needs
- Leverages creative assets like Air Force Ads, DAM, Project 365, etc, to support state recruiting goals
- Uses advertising agency assets as needed for state specific creative requirements
- Collaborates with local PA on opportunities to increase ANG awareness within the state and community
- Developments the State marketing strategy, ensuring the strategy addressing the needs of the local Wings
- Must maintain outstanding appearance, military bearing and high standards of conduct to include no history of disciplinary actions
- **PERFORMS OTHER DUTIES AS ASSIGNED.**
- **Incumbent must possess the following:**
 - **Strong public speaking skills along with outstanding written and verbal communication.**
 - **Excellent organizational and time management skills.**
 - **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.**
- **Competencies: Accounting; Teamwork; Flexibility; Creativity and Innovation**

Instructions for Applying:

Interested applicants will submit required documents with the attached AGR Application Checklist via TEAMS (VTNG HRO (Customer)) - **Air AGR Manager Home Page link ([Home Page](#)).**

- Applications without all required supporting documents as stated on the checklist will not be considered.
- Applications submitted after 2359L of the closing date will not be accepted/considered.
- Hard copy applications hand-carried or sent via US Postal Service, Federal Express, UPS are not authorized and **will not** be accepted.
- **If having difficulty with submitting application via TEAMS please contact ng.vt.vtarng.list.hro-classification312@army.mil**

Submit Applications as one single PDF (with attached checklist) through Microsoft Teams, ([Home Page](#)) if you do not have access please request access to ng.vt.vtarng.list.hro-classification312@army.mil

Equal Employment Opportunity: The policy of the National Guard is to treat all applicants equally without regard to race, color, gender, religion, national origin, age, or non-disqualifying handicap. The National Guard is committed to develop and implement a program that is consistent with equal employment opportunity and with the “Human Goals” of the Department of Defense.

TITLE 32 AGR APPLICATION CHECKLIST
******INCOMPLETE APPLICATION PACKAGES WILL NOT BE CONSIDERED**
AND WILL BE RETURNED WITHOUT ACTION**

NAME (last, first): _____ Rank: _____
Contact Phone #: _____ Email: _____

Current Status: DSG / FTNG-ADOS / AD / Perm AGR / Perm TECH / LWOP TECH
(SELECT ONE)

PACKET SEQUENCE AND DOCUMENT (1,2,3,4,5,6,8 are required; 7 is not): (Initial each line)
(Redact all SSN)

1. _____ NGB Form 34-1 dated Nov 2013 (20131111) (MUST be complete with signature digital or wet)
2. _____ Personal Resume
3. _____ Fitness Tracker Report w/ a passing score in a current status from myFSS
4. _____ Record Review/Update (vMPF)
5. _____ Point Credit Summary Inquiry (PCARS) (Be sure to click on view all & print) (ensure report states accrued through R&R date on last page of point summary, otherwise application will not be accepted)
6. _____ If **NOT** already AFSC qualified for the MVA that is being advertised, 'Other Pertinent Data' supporting documentation is attached
7. _____ Letter of Recommendation(s) (If Applicable) (Not required)
8. _____ **Other supporting documentation that is required for eligibility** (i.e Voluntary Demotion Memo if applying for a vacancy that's lower than your current rank/grade, test scores/certifications/courses not listed on the record review, PULHES, (medical standards/requirements need to be requested from medical group in advance), etc.) (If Applicable)

***FORMS REQUIRING SIGNATURE MUST BE SIGNED OR PACKAGE WILL BE FOUND INCOMPLETE (NGB 34-1).**

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- Applications without all required supporting documents will not be considered.
- Applications submitted after 2359L of the closing date will not be accepted/considered.
- Hard copy applications hand-carried or sent via US Postal Service, Federal Express, UPS are not authorized and **will not** be accepted.
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