

VERMONT ARMY NATIONAL GUARD ARMY AGR VACANCY

Announcement Number:	MVA-AR-24-06 *LATERAL
Position Title:	Recruiting and Retention NCO (Marketing NCO)
Date of Announcement:	09 November 2023
Closing Date:	19 November 2023
Duty Location & Unit:	Recruiting and Retention Battalion (W91UAA) 789 Vermont National Guard Road, Colchester, VT 05446 with duty at Camp Johnson, Colchester, VT 05446
Grade, MOS & Para/line, Pos:	SFC/E7 79T 005/01 03185963
Period of Tour:	Minimum of two years for voluntary reassignment. Tour is subject to VTARNG Policy (2022-16) Active Guard Reserve (AGR) Enlisted Stabilization.
Selecting Official:	LTC Robert E. Burke III; (802) 338-3449; robert.e.burke64.mil@army.mil
Human Resources Office Point of Contact:	SPC Alexis Nadeau; 802-338-3143; alexis.s.nadeau.mil@army.mil
Area of Consideration:	*Onboard AGR Soldiers of the VTARNG* Must currently hold the rank of SFC/E7 and MOS 79T
PCS Authorized:	Yes (As determined advantageous to the government IAW applicable regulations)

Eligibility Requirements:

- Applicants must have a current PHA and must not be MRC3 or MRC4 or on a temporary profile with the exception of those applicants who are on a pregnancy/postpartum profile.
- Applicants for this position must be Worldwide Deployable.
- In accordance with PPOM 20-023, Execution of Personnel Actions for the Army Combat Fitness Test, para 5h(2), individuals applying for AGR status will require a passing ACFT within 6 months prior to their packet submission.
- Selecting Official will ensure applicants are screened for height/weight prior to the interview board and those not in compliance with AR 600-9, Army Directive 2023-11 (Army Body Fat Assessment for the Army Body Composition Program), and ALARACT 046/2023 (Notification of New Army Body Fat Assessment for the Army Body Compensation Program) or Army Directive 2023-08 (Army Body Fat Assessment Exemption for Army Combat Fitness Test Score) will not be considered. Soldiers with a valid pregnancy profile are exempt from this requirement.
- The start date of this position will be determined by the needs of the organization.
- **Applicants who are flagged, or should be flagged, for any reason will not be considered for AGR tours.**

Duties and Responsibilities:

- The primary purpose of this position is to serve as a Recruiting and Retention Marketing NCO.
- Marketing NCOs provide direct advertising support to RRNCOs with the primary purpose of generating leads and accessions.
- Serves as Recruit Sustainment Program (RSP) Cadre Platoon Sergeant for monthly RSP IDT.
- Provide marketing training to RRNCO's in the field.
- Responsible for developing and implementing the advertising/marketing plan for the State along with providing advertising/marketing support to the RRB.
- Conduct state level market analysis as a basis for the development of marketing strategies utilizing nationally supplied and locally obtained census reports and demographic data.
- Review national marketing and advertising strategies to develop State and local plans and budgets in accordance with a national plan.
- Plan, develop, and coordinate the production of state and local brochures, posters, audio and/or visual materials including tailored national items.
- Serve as liaison between media outlets and the RRB.
- Place paid and unpaid advertising and public awareness materials in media that supports state's specific requirements.
- Coordinate and arrange for placement of outdoors and transit advertising.
- Develop and obtain promotional items for the RRB in support of state and national advertising campaign.

- Advise and train RRB personnel in the development of target advertisements and preparation of news releases publicizing new enlistments, unit events, promotions, and IET completions.
- Coordinate marketing plans and efforts with state and organizational public affairs and command information programs and personnel.
- Evaluate the effectiveness of state marketing efforts and materials by consulting with members of the RRB, develop proposals and recommendations for improvement and advise the RRB staff.
- Provide evaluation and feedback through the Marketing Advisory Council (MAC) for modification or improvement of nationally produced advertising and marketing programs.
- Develop recommendations and proposals for new initiatives to the ARNG Advertising Branch at NGB-ASM-A.
- Use systems to determine that all priority one leads are being properly worked by the state's RRB and avoid duplicate state channels of distributing leads to RRNCOs.
- **PERFORMS OTHER DUTIES AS ASSIGNED.**

Other Requirements:

- Applicants must currently hold the rank/grade of SFC/E7.
- Applicants must be able to meet suitability requirements (formerly known as POSTA). Applicants who are unable to meet these requirements will not be selected.
- Applicants must currently hold the 79T MOS.
- Must possess a valid state driver's license and must be able to operate military vehicles, equipment, and office machines within the unit of assignment.
- **Applicants who are flagged, or should be flagged, for any reason will not be considered for AGR tours.**

Instructions for Applying:

- Interested applicants will submit documents on the attached Title 32 AGR Lateral Application Checklist.
- Applications without all required supporting documents will not be considered.
- **Only emailed applications will be accepted. Email application as a single PDF File to ng.vt.vtarng.list.hro-army-agr@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, sex or sexual orientation or non-disqualifying handicap. The National Guard is committed to develop and implement a diversity program that is consistent with equal employment opportunity and with the "Human Goals" of the Department of Defense.

TITLE 32 AGR LATERAL APPLICATION CHECKLIST

****INCOMPLETE APPLICATION MAY NOT BE ACCEPTED****

NAME (Last, First): _____ **Rank:** _____ **SSN:** _____

Contact Phone #: _____ **Email:** _____

Mailing Address: _____

PACKET SEQUENCE AND DOCUMENT REQUIREMENTS: (Initial each line)

1. _____ Letter of Interest.
2. _____ All DD 214s for all periods of active service. DD 214 copies must include bottom portion that identifies Separation Code. Include any DD 215s and DD 220s as applicable.
3. _____ NGB Form 23B, Army National Guard Retirement Points History Statement (If a member of the National Guard, otherwise submit DD Form 1506).
4. _____ Individual Medical Readiness (IMR) Report from MEDPROS reflecting last Physical Health Assessment (PHA) within 15 months. Report must show worldwide deploy ability and has no duty limitations. Also submit all copies of current temporary and permanent profiles with IMR. (Note: Do NOT submit copy of PHA with application)
5. _____ Current Certified Enlisted Record Brief (ERB).
6. _____ Individual Training Record (ITR) from Digital Training Management System (DTMS) showing latest ACFT and height/weight data.
7. _____ Copy of last five NCOERS.
8. _____ Current AGR Soldiers applying need to include a memorandum from full time chain of command acknowledging your application.
9. _____ Memorandum of explanation for missing documentation (if applicable).
10. _____ Letters of recommendation. It is optional and highly recommended for applicants to submit any Letters of Recommendation for the position.