

## VERMONT ARMY NATIONAL GUARD AGR VACANCY

<b>Announcement Number:</b>	MVA-AR-25-33 *LATERAL*
<b>Position Title:</b>	Marketing NCO / 79T4O
<b>Date of Announcement:</b>	04 April 2025
<b>Closing Date:</b>	14 April 2025
<b>Duty Location &amp; Unit:</b>	Vermont Recruiting and Retention NCO 789 Vermont National Guard Road, Colchester, VT 05446.
<b>Grade, MOS &amp; Para/line, Pos:</b>	SFC/E7 79T4O 005/01 03185963
<b>Period of Tour:</b>	Minimum of two years for voluntary reassignment. Tour is subject to VTARNG Stabilization Policy Memorandum 2024-01.
<b>Selecting Official:</b>	LTC Sarah Palhete, sarah.m.palhete.mil@army.mil, (802)338-3449
<b>Human Resources Office Point of Contact:</b>	SGT Alexis Nadeau, <a href="mailto:alexis.s.nadeau.mil@army.mil">alexis.s.nadeau.mil@army.mil</a> , (802)338-3029
<b>Area of Consideration:</b>	*Onboard AGR Soldiers of the VTARNG* Must currently hold the rank of SFC/E7 and hold the 79T4O MOS
<b>PCS Authorized:</b>	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 22-023, 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.
- **All applicants must be screened for height/weight three months prior to the submission of their packet 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 053/2024 (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 with duty in Colchester, VT.
- 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 be MOS Qualified as a 79T40.
- Applicants must hold the rank of SFC/E-7.
- Must possess a valid state driver's license and must be able to operate military vehicles, and equipment within the unit of assignment.
- Have basic knowledge of computer skills and Microsoft Office applications.
- **Applicants who are flagged, or should be flagged, for any reason will not be considered for AGR tours.**

**Note:** Applicants applying for this position require State and Federal Level Suitability Screening (formerly known as POSTA). After State Level Checks have been returned with favorable results, applicants can be transferred into the position. Officers will be counseled and will remain in a temporary status until Federal Level Screening results have been returned favorably. The selected Officer must remain in good standing. If NGB level results return with unfavorable results or results not divulged by the Officer, they will not remain in the selected position. HRO will be notified and COAs will be determined.

**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](mailto: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.\*Height and weight must be done three months prior to submitting an application\*
7. \_\_\_\_\_ Copy of last five years of 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.