

- Executes Corporate Sponsorship for all events at MWR activities. Entails discussing what is needed by activity, contacting corporate sponsors, and arranging financial trade offs to promote vendors and in turn promote the well-being of the Fort Monmouth Community and enhance MWR revenue. Includes meeting with sponsors, performing follow-up work and arranging for final contract agreements when corporate agreements are reached. Provides market related guidance to MWR management at the installation and individual managers of MWR. Establishes and maintains liaison with DA, AMC, and other installations to determine their marketing needs and marketing program development. Supervises the critique of promotional material developed by field activities. Initiates, writes, and edits proposed changes to MWR manuals and directives pertaining to MWR marketing.

25%

- Develops and prepares personnel newsletter, CDC newsletter, MWR newsletter, calendars etc. Writes rewrites, condenses and edits as needed. Maintains liaison with other military services' marketing staff members, civilian recreational areas, food service, retail marketing, and related research-oriented professional organizations.

20%

- Oversees one NAF marketing specialist and one AF marketing assistant. Plans work to be accomplished by subordinates, setting priorities, and scheduling of completion. Assigns work to subordinates based on priorities and selecting considerations of the difficulty of assignments and capability of employee. Provides input to supervisor on appraisal. Identifies needs and makes provision for training and development of subordinates.

10%

Performs other duties as assigned.

Factor 1, Knowledge Required by the Position, Level 1-7, 1250 pts.

- Knowledge and skill in performing complete installation wide marketing surveys, studies, and strategies for all installation AF and NAF MWR areas. Requires thorough knowledge of all MWR program goals and MWR operations. Applies knowledge in research methods, demographics, sampling, trend analysis, survey design, data analysis and program planning. Knowledge is used to thoroughly assess all program area needs of MWR activities and then to develop appropriate marketing strategies to fit individual needs of program.

Factor 2, Supervisory Controls, Level 2-4, Supervisory Controls, 450 pts.

- Assignments are given in terms of overall goals and objectives. Incumbent works independently within parameters of approved MWR project goals. Incumbent is responsible for independently conducting installation needs assessments and carrying out complete marketing studies. Completed assignments are reviewed by supervisor for compatibility with MWR marketing goals and objectives. Other MWR activities often review effect of incumbent's work on activity operations.

Factor 3, Guidelines, Level 3-3, 275 pts.

- Guidelines consist of standard guides and regulations. Incumbent chooses appropriate regulations and guides in adopting guides to meet local needs. Most regulatory guides are used for reviewing commercial solicitation in areas of alcohol and tobacco.

Factor 4, Complexity, Level 4-4, 225 pts.

- Work involves analyzing a variety of information relating to the conduct of marketing surveys. Involves use of statistical analytical techniques in order to perform needs assessments and surveys installation wide. Examples include use of trend analysis, survey samples, survey instruments.

- Coordinates all Corporate Sponsorship for MWR activities. Includes negotiating financial trade offs with industry to allow corporate participation and promotion in order to benefit well-being of Fort Monmouth Community and enhancement of MWR revenues.

Factor 5. Scope & Effect. Level 5-3. 150 pts.

- The purpose of the work is to plan and develop an installation wide marketing program for all MWR retail, food, hospitality services, recreation, athletic activities, and other activities. The affect of the work impacts and influences decision-making concerning the internal operations of MWR activity managers. These decisions lead to better promotional advertising, wider community participation, and improved customer-oriented services which effect the entire Fort Monmouth Community.

Factor 6 & 7. Personal Contacts and Purpose of Contacts, Level 2b 75 pts.

- Contacts are with MWR activity managers, customers who utilize MWR activities and representatives of private industry. Contacts are for the purpose of determining needs assessments for activity managers and to provide them with suggested means of improving their organization through appropriate marketing strategies. Contacts with industry are for coordinating corporate sponsorship MWR activities and events. Includes negotiating financial trade offs in order to benefit both corporate sponsors and MWR.

Factor 8, Physical Demands. Level 8-1, 5 pts.

- The work is primary sedentary although there may be certain times in which long periods of standing or some physical effort is required while providing assistance with special events.

Factor 9, Work Environment. Level 9-1. 5 pts.

- Work is performed in an office setting.

Total Points 2,435
Grade GS-11