

## Job Announcement Number

NE-12140479-AR-23-135

# Overview

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### Job Title

PUBLIC AFFAIRS SPECIALIST

### Agency

Army National Guard Units

### Open & Closing Dates

10/04/2023 to 01/12/2024

### Salary

\$46,696.00 to \$60,703.00 Per Year; Announcememnt is open till filled, first review is 13 oct 2023, with a review every 7 days thereafter

### Locations

Lincoln, Nebraska

### Telework Eligible

Yes - as determined by the agency policy.

### Relocation Expenses Reimbursed

No

### Work Schedule

Full-time

### Promotion Potential

None

### Supervisory Status

No

### Drug Test

No

### Trust Determination Process

None

### Department

Department of the Army

### Hiring Organization

N/A

### Application Count

N/A

### Pay Scale & Grade

GS-7-9

### Remote Job

No

### Travel Required

Not required

### Appointment Type

Temporary

### Service

Excepted

### Job Family (Series)

1035 - Public Affairs

### Security Clearance

Not Required

### Position Sensitivity And Risk

None

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## Summary

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This National Guard position is for a PUBLIC AFFAIRS SPECIALIST, Position Description Number D240000B/D2400000and is part of Recruiting and Retention Command, Nebraska Army National Guard.

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## Learn More About This Agency

### Marketing Message

The National Guard is the oldest component of the Armed Forces of the United States. Since the earliest American colonial days, citizens have joined together for collective defense. We have a proud tradition of coming to the aid of our friends and neighbors in times of serious emergencies. Join our National Guard team and serve your nation, your states and your community!

### Marketing Link

<http://ne.ng.mil/Pages/Home.aspx>

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## This Job Is Open To

### Hiring Paths

Federal employees - Excepted service, Internal to an agency - appears on USAJOBS, National Guard & Reserves

### Hiring Paths Clarification Text

Nebraska National Guard Area 1, 2, 3 and 4 applicants

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## Videos

## Marketing Video Link 1

N/A

## Marketing Video Link 2

N/A

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# Duties

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## Duties

As a PUBLIC AFFAIRS SPECIALIST, GS-1035-7/9, duties include:

1. Applies modern, industry techniques to create engaging social media content to tell the Army's story and communicate Army recruiting priorities on the recruiting battalion's official social media platforms. Plans and creates multimedia content using graphic design, photo manipulation and video editing software and techniques. Must be able to operate the battalion's host of social media platforms. Will ensure all social media pages within the battalion's footprint maintain consistent messaging and provide accurate, policy-compliant, engaging and timely information. Knowledge of operating Hootsuite is recommended. Must be knowledgeable of DOD and Army policies regarding social media. Assists with managing the battalion's Social Media Content Calendar. Works regularly with USAREC's web content manager and social media marketing representative to ensure content integration and synchronization between the command's website and social media platforms. Attends working groups, operational planning teams and in progress reviews with battalion and brigade staff in support of the command's communication strategies with a focus on social media as well as usarec.army.mil support and content development. Understands how to access social media platform metrics and assist the Advertising and Public Affairs Chief with compiling reports.
2. Provides or coordinates for social media coverage of major communication events and efforts using the battalion's official social media platforms, including but not limited to, Future Soldier events, educator tours, awards for recruiters, and other key recruiting functions. Provides updates to brigade and USAREC headquarters regarding upcoming social media activity to coordinate amplifying coverage at higher levels.
3. Researches new and innovative tools, programs, systems, software, services and social media industry trends to maintain the battalion's currency and relevance with social media efforts and strategies. Assists Advertising and Public Affairs Chief with preparing social media training and educational materials to provide guidance and training to company and center-level personnel supporting social media efforts. Researches, writes, develops and presents decision/information papers and briefings.

Performs other duties as assigned.

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# Requirements

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## Conditions Of Employment

- Military membership in the Nebraska National Guard Membership is required.
- Males born after 31 December 1959 must be registered for Selective Service.
- Obtain/maintain the level of security clearance/background check required
- May be required to successfully complete a probationary period.
- Direct Deposit is mandatory
- Individuals with military incentive bonuses may be subject to recoupment.

## Qualifications

**NATIONAL GUARD MEMBERSHIP IS REQUIRED:** This is a Title 32 excepted service position that requires membership in a compatible military assignment in the National Guard. Selectee will be required to wear the military uniform. Acceptance of an excepted service position constitutes concurrence with these requirements as a condition of employment. Applicants who are not currently a member of the National Guard must be eligible for immediate membership and employment in the National Guard in the military grade listed in this announcement.

**FOR QUESTIONS REGARDING ELIGIBILITY TO JOIN THE NEBRASKA ARMY NATIONAL GUARD PLEASE CONTACT THE LOCAL RECRUITING OFFICE AT 402-309-7458.**

**OPEN AREAS OF CONSIDERATION: AREA 1, 2, 3 and 4 ONLY**

## **DEFINITION OF AREA(S) OF CONSIDERATION:**

- AREA 1: Current permanent and indefinite technicians of the Nebraska Army or Air National Guard; and current Title 5 employees of the Nebraska Military Department who are military members of the Nebraska National Guard.
- AREA 2: All Drill Status/M-Day members and temporary technicians of the Nebraska Air or Army National Guard.
- AREA 3: Current military service members who are willing and eligible to become members of the Nebraska Air or Army National Guard.
- AREA 4: All qualified candidates eligible and willing to become a member of the Nebraska National Air or Army National Guard prior to the effective date of hire.

## **MILITARY REQUIREMENTS:**

**Compatible military grade and assignment required prior to the effective date of placement.** This is an excepted service position that requires membership in a compatible military assignment in the Nebraska Army National Guard. Applicants who are not currently a member of

the National Guard must be eligible for immediate membership. If you are not sure you are eligible for military membership, please contact a National Guard recruiter prior to applying for this position.

**Military Grades: Maximum: O2/E9; Minimum: O1/E4;** Military Grade inversion within the full time work forces is not permitted. The military grade of the full time supervisor must equal or exceed the military grade of the personnel supervised.

**Compatible Military Assignments: Branch- 46A**

Individual does not have to be currently assigned to one of these career fields to be considered for this position; however compatibility requirements must be met prior to appointment to the position. Selectee has 24 months to become qualified in a compatible military assignment.

**Security Clearance/Background Check requirements:**

In order to comply with US DOD requirements and ensure the safety and security of the missions, programs, property and personnel of the Nebraska Military Department, employees must obtain the appropriate background investigation and maintain the level of security clearance assigned to their respective work.

Failure to obtain, within one year of appointment, and maintain the designated type of security clearance/background check required for the respective work may result in a job offer being rescinded, separations of employment, or other actions as may be deemed in the best interest of the agency.

Prior to appointment individuals must meet the security clearance requirements for the position or submit the required documents of the Nebraska National Guard, Personnel Security Manager for processing the appropriate investigation. Required forms: SF86, PSIP Initiation Form, Fingerprints, OF306 and Application/Resume.

**Nebraska National Guard Personnel Security Manager - [kalee.m.boden.mil@army.mil](mailto:kalee.m.boden.mil@army.mil); 402-309-8319.**

**GENERAL EXPERIENCE:** Experience, education, or training in administrative, professional, investigative and/or technical work. Experience evaluating information and/or utilizing analytical skills to disseminate effective communication. Experience using computers and automation systems.

**SPECIALIZED EXPERIENCE:**

**GS 09:** Must have at least 24 months experience, education, or training involving knowledge of writing, communication principles, methods and techniques that relate to the public affairs of an agency. Experience in applying and adapting knowledge of strictly controlled situations of an agency. Experience writing articles on routine events of non-controversial subjects. Experience responding timely and appropriately to requests for information concerning agency programs and services. Experience participating in meetings with specialized groups to listen to and understand feedback on agency programs that are of particular interest to public.

**Education**

N/A

**Additional Information**

If you are a male applicant who was born after 12/31/1959 and are required to register under the Military Selective Service Act, the Defense Authorization Act of 1986 requires that you be registered or you are not eligible for appointment in this agency (<https://www.sss.gov/RegVer/wfRegistration.aspx>).

If you are unable to apply online or need to fax a document you do not have in electronic form, view the following link for information regarding an [Alternate Application](#).

**Benefits Link**

<https://www.abc.army.mil/>

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## How You Will Be Evaluated

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Once the announcement has closed, your resume and supporting documentation will be used to determine if you meet the qualifications listed on this announcement. Your answers to the assessment questionnaire will be verified against information provided in your resume and other supporting documentation. Be sure that your resume clearly supports your responses to all the questions addressing experience and education relevant to this position.

In describing your experience, please be clear and specific, we will not make assumptions regarding your experience. If, after reviewing your resume and supporting documentation, a determination is made that you have inflated your qualifications or experiences, your rating will be adjusted or you may be excluded from consideration for this position.

Your qualifications will be evaluated against general and specialized experience under the "Qualifications" section and against the following competencies (knowledge, skills, abilities and other characteristics):

To preview the assessment questionnaire, please use the following link: <https://apply.usastaffing.gov/ViewQuestionnaire/12140479>

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## Required Documents

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### Required Documents

To apply for this position, you must submit a complete Application Package which includes:

1. Your **resume** showing work schedule, hours worked per week, dates (format should include Month and Year) of employment and duties performed.

Use this link for [Resume Tips](#).

2. **Other supporting documents (optional)**

- Cover Letter
- DD-214
- Other
- Other Veterans Document
- SF-50
- Transcript

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## How To Apply

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### How To Apply

To apply for this position, you must complete the online application and submit the documentation specified in the Required Documents section below.

A complete application package must be submitted by 11:59 PM (Eastern) on the closing date of the announcement to receive consideration.

To begin, click **Apply** to access the online application. You will need to be logged into your USAJOBS account to apply. If you do not have a USAJOBS account, you will need to create one before beginning the application.

Follow the prompts to **select your resume and/or other supporting documents** to be included with your application package. You will have the opportunity to upload additional documents to include in your application before it is submitted. Your uploaded documents may take several hours to clear the virus scan process.

After acknowledging you have reviewed your application package, complete the Include Personal Information section as you deem appropriate and **click to continue with the application process**.

You will be taken to the online application which you must complete in order to apply for the position. Complete the online application, verify the required documentation is included with your application package, and submit the application.

To verify the status of your application, log into your USAJOBS account (<https://my.usajobs.gov/Account/Login>), all of your applications will appear on the Welcome screen. The Application Status will appear along with the date your application was last updated. For information on what each Application Status means, visit: <https://www.usajobs.gov/Help/how-to/application/status/>.

## Agency Contact Information

### Questions About This job

Jon Sronce  
Phone: 402-309-8173  
Email: [jon.c.sronce.civ@army.mil](mailto:jon.c.sronce.civ@army.mil)

### Agency Information

NE SRRM  
2433 NW 24th Street  
Lincoln, NE 68524

## Next Steps

Once your online application is submitted you will receive a confirmation notification by email. Your application will be evaluated by the Human Resources Office to determine your eligibility for the position. After the evaluation is complete, you will receive another notification regarding the status of your application.

Qualified candidates will be referred to the selecting official in the following order:

1. Fully qualified Area 1 applicants

2. Fully qualified Area 2 applicants.
3. Fully qualified Area 3 applicants.
4. Fully qualified Area 4 applicants.
5. Trainees

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## Release URL

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### Release URL

<https://www.usajobs.gov/GetJob/ViewDetails/753008100>