

Job Announcement Number

NE-12484474-AR-24-124

Overview

Job Title PUBLIC AFFAIRS SPECIALIST	Department Department of the Army
Agency Army National Guard Units	Hiring Organization N/A
Open & Closing Dates 07/17/2024 to 09/27/2024	Application Count N/A
Salary \$72,553.00 to \$94,317.00 Per Year; Annoucnement is Open till Filled; first review will be 31 July 2024, with a review every 7 days thereafter.	Pay Scale & Grade GS-11
Locations Lincoln, Nebraska	Remote Job No
Telework Eligible Yes - as determined by the agency policy.	Travel Required Occasional travel - You may be expected to travel for this position.
Relocation Expenses Reimbursed No	Appointment Type Permanent
Work Schedule Full-time	Service Excepted
Promotion Potential None	Job Family (Series) 1035 - Public Affairs
Supervisory Status No	Security Clearance Secret
Drug Test No	Position Sensitivity And Risk Noncritical-Sensitive (NCS)/Moderate Risk
Trust Determination Process Credentialing, Suitability/Fitness	

Summary

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This National Guard position is for a PUBLIC AFFAIRS SPECIALIST, Position Description Number D1168000 and is part of Joint Force Headquarters Command Group, Nebraska Army National Guard.

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>

This Job Is Open To

Hiring Paths

Internal to an agency - appears on USAJOBS, National Guard & Reserves

Hiring Paths Clarification Text

Nebraska National Guard Area 1 and 2 applicants

Videos

Marketing Video Link 1

N/A

Marketing Video Link 2

N/A

Duties

Duties

As a PUBLIC AFFAIRS SPECIALIST, GS-1035-11, duties include:

- (1) Assists the Public Affairs Officer in the formulation of long-range plans and policies to enhance public understanding, support and acceptance of Public Affairs programs and/or activities statewide.
- (2) Researches and develops informational materials and complete communication campaigns for release to audiences through electronic and newspaper media. Prepared materials explain or describe the mission of the NG, NG accomplishments, policies, programs or actions taken to ensure the NG's compliance with state and federal regulatory requirements. Written materials include news releases, display advertisements, fact sheets, feature stories, background statements, special reports, etc. Coordinates the analysis of response data on communication campaign effectiveness with programs managers.
- (3) Responds to media requests for information of both a routine and controversial nature. Prepares or assembles information kits, edits informational materials drafted by subordinate public affairs specialists or unit UPAR's, releases photographs and/or feature stories to the news media, coordinates media interviews with NG subject matter experts and arranges photographic and electronic media coverage of newsworthy NG events.
- (4) Maintains close working relationships with officials of various civic, media and community groups and Department of Defense personnel, as well as state and national government officials outside the NG.
- (5) Provides training to UPAR's on PA program policies, practices and processes. Coordinates and evaluates the effectiveness of training and training materials and develops recommendations for program enhancement. Reviews all press releases, feature stories, background statements, special reports, etc., developed by UPARs, prior to their release to the media.
- (6) Creates new or adapts or modifies accepted communication campaign formats to reach a target audience with a specific message. The selection of a communication campaign format is based on an analysis of targeted audience demographics and message content. After an informational campaign has been implemented, solicited and unsolicited response data is gathered to assess campaign effectiveness in reaching the target audience. If the campaign's results do not meet expectations, the incumbent identifies issues of concern, develops alternatives and after discussing these with the appropriate administrative personal, implements the most appropriate option.
- (7) Performs other duties as assigned.

Requirements

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 and 2 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: E8; Minimum: E6; 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.

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; 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. Experience in compiling reports, letters, memoranda, etc., and required person-to-person contacts to convey information.

SPECIALIZED EXPERIENCE:

GS-11 - at least 1 year at the previous lower grade or equivalent experience and education, or training involving a thorough knowledge of writing and communication principles, methods and techniques that relate to public affairs of the military. Experience developing new information materials including news releases, fact sheets, brochures, booklets, broadcast spots, etc., that increase communication with the agency's audiences. Experience making on-the-spot presentations to audiences with opposing points of view or erroneous understanding of agency positions. Experience responding timely and appropriately to requests for information concerning agency programs and services.

Education

Education:

No substitution of education for this position

Additional Information

Qualified applicants will be required to submit a writing sample to the Hiring Board. As part of the interview process the applicant will complete a proctored writing assignment on a military provided computer, using Microsoft Word 30 minutes prior to their face-to-face interview. The writing sample will be assessed by the hiring board using an approved rubric. The writing assignment assessment will be factored in to the overall score of the face-to-face interview.

Qualified applicants will be required to submit a minimum of two past published writing samples for review by the hiring board. Submissions can be direct links if available or submit hard copy documents.

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>).

Benefits Link

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

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):

Communication Counsel, Communications and Media, Oral Communication, and Public Affairs Policies and Procedures

To preview the assessment questionnaire, please use the following link: <https://apply.usastaffing.gov/ViewQuestionnaire/12484474>

Required Documents

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

How To Apply

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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

Agency Information

NE JFHQ Army
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

Release URL

Release URL

<https://www.usajobs.gov/GetJob/ViewDetails/800477800>