

Marketing Assistant

DEPARTMENT OF THE AIR FORCE
Air Mobility Command
22 FSS/FSCN - Nonappropriated Funds (NAF)

Summary

About the position: This position is Non-appropriated Fund (NAF) and will be assigned to the Marketing Department with the 22d Force Support Squadron located on McConnell AFB, KS.

[Learn more about this agency](#)

Overview

Accepting applications

Posted this week · **Apply by 06/07/26**

Due by 11:59 p.m. ET on June 7, 2026

Location

 **McConnell AFB, KS**

Work site options

Telework eligible

No

Remote job

No

Relocation expenses reimbursed

No

Salary

\$19.41 - \$21 per hour

Pay scale & grade

NF 3

[? Learn more about pay scale and grade](#)

Pay scale and grade determines the salary of the job.

Work schedule

Part-time

Travel Required

Occasional travel - You may be expected to travel for this position.

Appointment type

Permanent

Occupations and job series

- [1101 General Business And Industry](#)

Supervisory status

No

Federal service type

This job is in the Competitive Service

Represented by a union

No

Drug test

No

Security clearance

Not Required

Position sensitivity and risk

[Non-sensitive \(NS\)/Low Risk](#)

[?](#) Jobs require a [background check](#) and some require a [security clearance](#). The type depends on the job.

Background check type

- [Suitability/Fitness](#)

Financial disclosure required

No

[?](#) Some jobs require [financial disclosure](#) to identify conflicts of interests.

Announcement number

26-7QFSK334130

Control number

870437700

This job is open to



U.S. Citizens, Nationals or those who owe allegiance to the U.S.

Clarification from the agency

Please see the "Who May Apply" section under the Qualifications section.

Duties

Introductory Statement: The primary function of the position is to assist the Marketing Director in the development of marketing and digital advertising programs for the 22d Force Support Squadron.

Duties and Responsibilities: Under the direction of the Marketing Director, maintains and serves as primary administrator to all FSS online and digital marketing content. Maintains online channels and digital platforms, with an eye for qualitative and quantitative evaluation of our audience, reach and impact. Prepares marketing materials of all types to be used across various online platforms. Prepares and presents briefings to base functions such as newcomers' orientation, Commander's call, and other experiential marketing campaigns. Maintains current knowledge on emerging technologies/industry trends, makes recommendations and applies to operations and activities. Conducts maintenance of the Refuel McConnell website, to include, but not limited to, periodic and daily updates, public calendar maintenance, blog posting, and coordinates graphics to match visual design intent. Works with the marketing team to develop and implement marketing programs for the squadron and other activities. Assists Commercial Sponsorship Coordinator in developing value-added marketing elements for sponsors and advertisers, as well as any associated marketing materials and other duties as related to supporting that role. Maintains base television screens and ensure proper operation of all associated equipment. Assists the Marketing Director in developing communication strategies to determine the most effective and efficient method of reaching the target market. Assists in planning marketing campaigns designed to enhance participation in squadron activities considering the characteristics of the target audience and the media mix necessary to reach them. Tracks user analytics and aggregate data for each online platform. Works with other regular support functions (Public Affairs) as needed to ensure accurate and timely information dissemination. Provides support as needed for all special events. Assists with processing Marketing Requests. Administers surveys, collects data, tabulates responses, and assists the Marketing Director in analyzing results. Assists in developing training programs for FSS employees in areas related to marketing such as the marketing process, advertising strategies, customer relations, social media management & tools, and media techniques. Attends major FSS events and provides photographic support as required. Performs other related duties as assigned by the first level supervisor.

If interested in applying for this position you may preview the online application:

<https://apply.usastaffing.gov/ViewQuestionnaire/12969990>

Requirements

Conditions of employment

- This position requires the incumbent to complete a background investigation with favorable results.

Qualifications

Who May Apply: Open to everyone. Applicants will be categorized by preference(s) and/or priority consideration eligibilities. An applicant's eligibility will be determined based on eligibility claimed in the questionnaire and proof of eligibility MUST be provided with application by the closing date, 06/07/2026

Business Based Action, Military Spouse Preference, Outside Applicant Veteran, Spouse/Widow/Parent of Veteran, and Transition Hiring Preference

In order to qualify, you must meet the experience requirements described below. Experience refers to paid and unpaid experience, including volunteer work done through National Service programs (e.g., Peace Corps, AmeriCorps) and other organizations (e.g., professional; philanthropic; religious; spiritual; community; student; social). You will receive credit for all qualifying experience, including volunteer experience. Your resume must clearly describe your relevant experience; if the position allows for qualifying based on education, your transcripts will be required as part of your application.

Qualifying Experience: Possess functional knowledge and/or personal experience with website Content Management Software. Aptitude in web design, content and maintenance preferred. Presents a portfolio of social media design and experience. Must have intermediate to advanced working knowledge of Adobe Creative Suite. Must have at least intermediate working knowledge of PC software packages to include PowerPoint, Word, Adobe Acrobat and Excel. Experience using Mac products is desired. Experience creating video content for social media is desirable, from concept to execution to publishing. Must have experience or education which provides a general knowledge of marketing/advertising principles and practices. Must demonstrate good customer service, strong communication skills, and ability to work with little supervision. Excellent copywriting skills.

Condition(s) of Employment: Successful completion and favorable adjudication of applicable background investigation (Tier 1 Level) is required.

PERFORMANCE STANDARDS

Performance is measured on the basis of overall results achieved. Incumbent follows established procedures and meets all deadlines of assigned projects. Accurately prepares, provides, and presents information in a clear, statistically accurate, and professional manner. Provides information that is technically correct and sufficient for decision making. Manages positive outreach communication to external audiences and potential customer engagement. Must professionally and actively represent the 22d Force Support Squadron at events on behalf of the Marketing Director. Demonstrates an ability to work cooperatively with others. Must be able to work independently and in a proactive manner. Keeps

Marketing Director informed on progress and advises on necessary changes or of any significant developments that may impact marketing and/or business plans. Must be courteous and exercise professionalism, diplomacy, and tact. Must comply with established dress codes, be punctual, and keep absences to a minimum. Must strictly adhere to fire, safety, security, sanitation and cash handling procedures and policies.

TRAINING

All formal and informal training applicable to this position as deemed necessary by the supervisor, or required by Air Force Services Center of Strategic Marketing to include professional and industry certifications.

Education

Some federal jobs allow you to substitute your education for the required experience in order to qualify. This position does allow for education substitution.

FOREIGN EDUCATION: Education completed in foreign colleges or universities may be used to meet the requirements. You must show proof the education credentials have been deemed to be at least equivalent to that gained in conventional U.S. education program. It is your responsibility to provide such evidence when applying.

Additional information

- Individual must fully meet qualification/eligibility/background requirements for this position.
- U.S. Citizens and Non-U.S. Nationals who have resided in the U.S. Territory for three (3) or more consecutive years immediately preceding the start of Federal affiliation or a signed memorandum indicating the installation's decision on the 3-year residency requirement..
- Male applicants born after December 31, 1959 must be registered for Selective Service.
- Direct deposit is required.
- Satisfactorily complete an employment verification (E-Verify) check.
- A probationary period may be required.
- Pre-employment requirements must be satisfactorily met prior to Entrance on Duty (EOD).
- Payment of Permanent Change of Station (PCS) costs is not authorized, based on a determination that a PCS move is not in the Government's interest.
- Multiple positions may be filled from this job opportunity announcement. And additional selections may also be made from this job opportunity announcement.
- Selection(s) are subject to restrictions resulting from hiring preferences and priority consideration eligible.
- This is a Nonappropriated Fund (NAF) position carrying out Morale, Welfare and Recreation (MWR) activities for the Air Force and Space Force.
- Applicants must be able to provide a REAL ID or present a combination of source identity documents authorized to facilitate access to the installation. Please contact the servicing HR Office with any questions.

Candidates should be committed to improving the efficiency of the Federal government, passionate about the ideals of our American republic, and committed to upholding the rule of law and the United States Constitution.

Benefits

[Review our benefits](#)

How you will be evaluated

You will be evaluated for this job based on how well you meet the qualifications above.

Your resume and supporting document will be evaluated against the qualifications of the position.

Once the announcement has closed, a review of your application package (resume, supporting documents, and responses to the questionnaire) will be used to determine whether you meet the qualification requirements listed on this announcement. If you are minimally qualified, your resume and supporting documentation will be compared against your responses to the assessment questionnaire to determine your level of experience. If, after reviewing your resume and/or supporting documentation, a determination has been made that you have inflated your responses to meet the position's qualifications and/or experience, you may lose consideration for this position. Please follow all instructions carefully when applying, errors or omissions may affect your eligibility.

You should list any relevant performance appraisals and incentive awards in your resume as that information may be taken into consideration during the selection process. If selected, you may be required to provide supporting documentation.

To better expedite the hiring process, we recommend including full contact information (name, address, phone number, email, etc.) for professional and personal references on your resume.

Required Documents

Required documents may vary based on the eligibility you are claiming (i.e., applying as a Military Spouse Preference -MSP, applying as a veteran, applying as a current federal employees, applying as a displaced employee, etc.). The below document(s) are required and **MUST** be submitted with your application by the closing date of this job announcement:

- Resume

Your resume may be submitted in any format and must support identified the general or specialized experience described in this announcement. If your resume includes a photograph or other inappropriate

material or content, it will not be used to make eligibility and qualification determinations and you may not be considered for this vacancy.

Other accepted documents to support a qualification and/or claimed preference/priority eligibility may include:

- Cover Letter
- DD-214/ Statement of Service
- Diploma/ GED
- Disability Letter (VA)
- License
- Other (1)
- Other (2)
- PCS Orders
- Professional Certification
- Proof of Marriage Status
- Resume
- Separation Notice (RIF)
- SF-50/ Notification of Personnel Action
- Transcript

As described above, your **complete** application includes your resume, your responses to the online questionnaire, and supporting documents which prove your claimed eligibility. If you fail to provide these documents, you will be marked as having an incomplete application package and you will not be considered any further.

NOTE: Documents submitted as part of the application package to include supplemental documents may be shared beyond the Human Resources Office. Some supplemental documents such as military orders and marriage certificates may contain personal information for someone other than you. You may sanitize these documents to remove another person's personal information before you submit your application. You may be asked to provide an un-sanitized version of the documents if you are selected to confirm your eligibility.

How to Apply

To be considered for this vacancy you must apply and complete the online questionnaire and submit the documentation specified in the **Required Documents** section above.

The complete application package must be submitted by 11:59 PM (EST) on 06/07/2026 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. You must re-select your resume and/or other documents from your USAJobs account and designate the document type when submitting your application. Failure to complete this portion will result in an incomplete application package and you will not be further considered for this vacancy.

It is your responsibility to ensure your application package (resume, supporting documents, and responses to the questionnaire) is complete, accurate, and submitted by the closing date.

Additional information on how to complete the online application process and submit your online application may be found on the <https://help.usastaffing.gov/Apply/index.php?title=Applicant>

To verify or check the status of your application, log into your [USAJobs account](#). Once logged in, the Welcome screen lists your applications, your application status and the date it was last updated. For information on what each Application Status means, visit: <https://www.usajobs.gov/Help/how-to/application/status>

Agency contact information

McConnell NAF HR Office

Email

22FSS.NAF_HROORG@us.af.mil

Address

McConnell NAF HR

22 FSS/FSCN

53147 Kansas St., Ste 122

McConnell AFB, KS 67221-3606

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Next steps

If you provided an email address, you will receive an email message acknowledging receipt of your application. Times may vary during the hiring process, as your application status updates/changes you will be notified with a notification letter via email.

Fair and transparent

The Federal hiring process is set up to be fair and transparent. Please read the following guidance.

[Criminal history inquiries](#)

[Equal Employment Opportunity \(EEO\) Policy](#)

[Financial suitability](#)

[New employee probationary period](#)

[Privacy Act](#)

[Reasonable accommodation policy](#)

[Selective Service](#)

[Signature and false statements](#)

[Social security number request](#)



USAJOBS is a [United States Office of Personnel Management](#) website.