

## MARKETING DIRECTOR

DEPARTMENT OF THE AIR FORCE

Air Mobility Command

22FSS/FSCN - Nonappropriated Funds (NAF)

### Summary

This is a NAF Career Program position assigned to McConnell AFB.

**A recruitment or relocation incentive is authorized for this position, subject to selectee eligibility under 5 CFR Part 575. Recruitment incentives require 'newly appointed' status; relocation incentives require a current federal employee to move to a different geographic area.**

This is a Regular Full Time (RFT) position with benefits (medical, dental, life insurance, retirement, 401(k), and annual/sick leave.

[Learn more about this agency](#)

### Overview

Accepting applications

🕒 Open 10/07/2026 to 10/20/2026

### Location

Few vacancies in the following location:

📍 **McConnell AFB, KS**

### Work site options

#### Telework eligible

Yes — as determined by the agency policy.

#### Remote job

No

**Relocation expenses reimbursed**

No

**Salary**

\$52,727 - \$62,727 per year

**Pay scale & grade**

NF 4

**Promotion potential**

None

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

Pay scale and grade determines the salary of the job.

**Work schedule**

Full-time

**Travel Required**

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

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**Appointment type**

Permanent

**Occupations and job series**

- [1101 General Business And Industry](#)

**Supervisory status**

Yes

**Federal service type**

This job is in the Competitive Service

**Represented by a union**

No

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**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.

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## Announcement number

26-FSK457492

## Control number

888016500

## This job is open to



### [The public](#)

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

Leads and guides the efforts of the marketing department. Oversees implementation of the marketing strategy which includes campaigns, events, digital marketing, and public relations. Creates marketing and communication strategies for the organization. Coordinates and directs marketing projects and major events from start to finish. Conducts research and analyzes trends in products and/or services offered to develop marketing strategies for new and existing products and services. Develop surveys, focus groups and performs marketing analysis to identify needs and wants of various market(s). Conducts competitor research to develop strategies that maximize profit and market share while meeting customer satisfaction. Carries out continuous analysis of competitive environment and consumer trends. Works closely with product management team to define marketing materials and programs. Develops and builds brand strategy and awareness. Launches and maintains commercial sponsorship with businesses by establishing and meeting their marketing objectives. Generates commercial sponsorship proposals. Manages social media presence and directs programs to improve social media reputation and recognition. Maintains contacts with outside organizations within the community for the purpose of exchanging information and working in programs of mutual interest. Provides public affairs and public relations services for the Force Support Squadron with other base agencies. Prepares, justifies, and submits annual budget resource requirements. Monitors expenditures and uses cost-benefit thinking to set priorities. Attends and briefs at meetings on behalf of FSS. Guides the day to day activities of the marketing team. Ensures marketing objectives are implemented by the marketing team. Assigns work to subordinates based on priorities and deadlines. Assures that mission and accuracy requirements are met; selects employees; hears and resolves grievances and complaints; initiates corrective and/or adverse action for performance or conduct; schedules and grants leave;

identifies training needs. Appraises performance with established guidelines. Provides appropriate recognition and feedback for employee performance. Periodically review organization structures to ensure position guides are accurate. Performs other related duties as assigned.

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

<https://apply.usastaffing.gov/ViewQuestionnaire/13084193>

## Requirements

### Conditions of employment

- This position requires the incumbent to complete a background investigation with favorable results.
- The incumbent may be required to work other than normal duty hours which may include evenings, weekends, and/or holidays. The incumbent may be required to travel away from duty station for official business.

### 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 20 Oct 2026.**

Business Based Action, Outside Applicant 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:**

Experience in applying marketing policies, procedures, methods, and publicity techniques; conducting market research to identify trends and customer needs; planning activities/events in support of promotional strategies and commercial sponsorship. Ability to communicate effectively (orally & written). Previous supervisory experience and/or knowledge of Services programs are highly desired. The incumbent may be required to travel away from duty station for official business.

**OR**

**Education Substitution:** Master's or equivalent graduate degree or 2 full years of progressively higher level education leading to such a degree or LL.B or J.D., if related. Field of study should be in Marketing or Business Management.

### 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.
- 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).
- 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.

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 10/20/2026 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.

### Agency contact information

 **McConnell NAF HR Office**

**Email**

[22FSS.NAF\\_HROORG@us.af.mil](mailto:22FSS.NAF_HROORG@us.af.mil)

**Address**

McConnell NAF HR

22 FSS/FSCN

53147 Kansas St., Ste 122

McConnell AFB, KS 67221-3606

US

## 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](#)



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