

POSITION: Marketing Specialist/Coordinator

DEPARTMENT: Family Programs / J9 Resiliency Directorate

POSITION SUMMARY: The Marketing Coordinator (Contractor) plans, develops, and implements marketing, advertising, and community outreach strategies in support of the Colorado National Guard (CONG) Family Program and J9 Resiliency Directorate. This position applies a comprehensive understanding of marketing, communications, and graphic design principles to increase program visibility, strengthen community partnerships, and support recruiting and retention goals.

The incumbent provides marketing strategy development, market research, social media and website management, graphic design, videography, photography, pod casts, event coordination, and data analysis in support of the Family Program Office, Child and Youth Services, Yellow Ribbon Program, the Contracting Officer's Representative (COR), and supported CONG units. The position supports monthly reporting, community outreach events, and ongoing advertising and promotional efforts across the state.

JOB CATEGORY: Full Time, Non-exempt

HIRING RANGE: \$29.00-\$41.00/hour

WORK HOURS: 0630-1700 hours, or 6:30am – 5:00pm, Tuesday - Friday, evenings/weekends are required for events, and the work week will be flexed when required.

PLACE OF PERFORMANCE: Family Programs Office, Colorado National Guard; primary duty location at Centennial, Colorado, with travel to supported units and events statewide.

REPORTS TO: Family Program Director / Government Contracting Officer's Representative (COR)

ESSENTIAL DUTIES AND RESPONSIBILITIES

Marketing Strategy & Planning

- Develop, plan, and implement marketing strategies using multiple platforms to elevate the Directorate's needs.
- Provide Family Programs with input on marketing strategies for the CONG; analyze market segments to place resources in the best possible locations and increase visibility of social networking pages.
- Conduct market research to identify vendors who can be used to aggressively brand the CONG Family Program and J9 Resiliency Directorate.
- Provide reports and data analysis to Family Programs regarding the performance and effectiveness of advertising programs and marketing initiatives, serving as informational input for the Government's budget execution planning (does not participate in fund allocation or execution decisions).
- Provide liaison services between Family Program, Child and Youth Services, and the Yellow Ribbon Program; provide drone footage with Child and Youth Services when applicable to elevate program success.

- Provide quarterly reports, presentations, briefings, and ideas that capitalize on new and emerging growth and recruiting opportunities for the CONG.
- Support and facilitate the implementation and progress of marketing plans, including creation of materials, flyers, and logos.
- Aid in developing key indicators for monitoring marketing goals to support short- and long-range planning.
- Recommend and, upon Government approval, maintain a process to track and report data related to key performance indicators; analyze data from marketing platforms across J9 Directorate programs and provide reports to the Government.
- Create and employ custom graphic design elements for use on all social media accounts managed by the CONG Family Program and J9 Resiliency Directorate.
- Maintain and update the website weekly.

Community Outreach & Strategic Liaison

- Provide administrative support for day-to-day marketing operations as directed by the COR, including initial quality reviews of collateral materials against Government-provided standards and facilitating communication with production recruiters (COR retains final quality control authority).

Program Analysis & Production Results

- Collect and analyze market evaluation data from official databases and published studies/reports to identify trends and inform future advertising and marketing strategies and tactics.
- Evaluate the CONG Family Program and J9 Resiliency Directorate against stated goals by compiling and organizing data and providing trend analysis.
- Analyze return on investment (ROI) from all CONG marketing and advertising programs, including internet, print, and media programs, to determine the most effective marketing avenues, update reporting monthly.
- Provide evaluation and input on production to the Family Program Director through verbal communication and written reports, monthly.

Event Support & Coordination

- Support Family Program events and coordinate with outside agencies, including travel to and from events.
- Identify conferences and events within the state that support Family Readiness goals; coordinate CONG Family Program and J9 Resiliency Directorate presence at least once per month, including staffing, display items (signage, literature, giveaways), and content capture through videography and photography.
- Provide the Family Program Office bi-weekly reports on possible options for state-specific literature and promotional items in support of state-level events.

Advertising Programs & Promotional Support

- Implement Government-approved plans and execute advertising programs that support all special events.

- Develop and draft advertising and marketing programs and partnerships for Government approval in support of the Family Programs Office mission, including custom artwork to brand program messaging (only Government-approved plans, advertising, or strategies may be implemented).
 - Manage projects from pre-press stages through print production and distribution.
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REQUIRED QUALIFICATIONS

Education & Experience

- Bachelor's degree or equivalent degree in Marketing, Communications, Business Administration, or related field required. In lieu of a degree, four (4) + or more years of relevant experience may suffice.
- Minimum of two (2) years of experience in marketing, advertising, communications, or public relations.

Knowledge, Skills & Abilities

- Strong creative, analytical, research, and market analysis skills.
- Advanced skills in graphic design and social media platform management.
- Advanced knowledge of graphic design/publishing software, specifically Calameo, QR Code Generator, Canva, Survey Monkey, and the Adobe Suite.
- Strong written and verbal communication skills to include report development. Preference to candidates who are skilled in press release writing.
- Proficiency in Microsoft products, including the Office Suite, Teams, and Share Point platforms.
- Exceptional attention to detail and accuracy.
- Ability to handle sensitive and confidential information.
- Ability to work independently and as part of a team while meeting strict deadlines.

Certifications & Clearances

- Favorably verified background investigation.
 - Eligibility for and maintenance of a Common Access Card (CAC).
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PREFERRED QUALIFICATIONS

- Prior military service or experience supporting military family programs preferred.
- Experience supporting National Guard or Reserve Component outreach or marketing operations.
- Experience managing websites and social media accounts for an organization or agency.
- Preference to candidates who have experience with drone videography/photography for promotional content.

PHYSICAL DEMANDS & WORK ENVIRONMENT

- Professional office environment, with regular travel to community events and supported units statewide.
- Work hours 0730–1630, Monday through Friday; evenings/weekends for events.
- No services performed on recognized U.S. Federal holidays or during government-directed closures.
- Regular interaction with military personnel, community partners, vendors, and government officials.
- Telework is not authorized.
- Frequent travel to supported units, conferences, and events, to include occasional overnight travel.
- Primarily sedentary work at a computer workstation, with periods of standing, walking, and event setup.
- Occasional standing, walking, reaching, and lifting up to 25 pounds (event materials, signage, displays).

PERFORMANCE STANDARDS

Performance will be evaluated based on the quality and effectiveness of marketing strategies, accuracy and timeliness of reporting, quality of community outreach and event support, regulatory and Government-approval compliance, effectiveness of graphic design and communication materials, ability to meet performance metrics, and adherence to professional standards.

SPECIAL REQUIREMENTS

- Must be a U.S. Citizen or possess appropriate work authorization.
- Must comply with all federal ethics, Privacy Act, and confidentiality requirements.
- Must maintain professional appearance and conduct in a military work environment.
- All marketing, advertising, and promotional materials require Government review and approval prior to implementation.
- May be required to support operations during special events, emergencies, or command-directed activities.
- Must be open to critical and constructive feedback.

EQUAL OPPORTUNITY EMPLOYER

AFL Enterprises, LLC is an equal opportunity employer and does not discriminate on the basis of race, color, religion, sex, national origin, age, disability, veteran status, or any other protected characteristic under applicable law.

This job description is not intended to be all-inclusive. Duties and responsibilities may be modified as necessary to meet operational and contractual requirements.