



**DEPARTMENT OF THE AIR FORCE
MASSACHUSETTS NATIONAL GUARD**

Human Resources Office
2 Randolph Road
Hanscom AFB, Massachusetts 01731-3001



ACTIVE GUARD RESERVE (AGR) – MILITARY VACANCY ANNOUNCEMENT #JFHQ-26-02

OPEN DATE: 11 MAY 2026

EXPIRATION DATE: 21 MAY 2026

Open To: All members assigned to the Massachusetts Air National Guard or those eligible to join the Massachusetts Air National Guard.

Number of Positions:	ONE
Position Title:	Recruiting and Retention Marketing NCO
Unit/Duty Location:	2 RANDOLPH RD, HANSCOM AFB, MA
Minimum/Maximum Grade Authorized:	E-6/TSGT-E7/MSGT
Duty AFSC:	3G0X1
Required ASVAB:	N/A
Security Clearance:	SECRET
PULHES:	P=2,U=2,L=2,H=3,E=2,S=1

POC: SMSgt Kevin O'Brien, (508) 737-2703 Email: Kevin.Obrien.31@us.af.mil

HRO POC: SMSgt Maria Escobar, 339-202-3073; Email: maria.escobar.1@us.af.mil

POSITION IS CONTINGENT UPON THE AVAILABILITY OF FUNDS AND RESOURCES

SPECIALTY SUMMARY:

Organizes and conducts marketing programs to enhancing the recruiting commands ability to attract and recruit personnel to satisfy the requirements of the United States Air Force.

DUTIES AND RESPONSIBILITIES:

1. Develops and executes the state marketing strategy. Develops, implements, and evaluates the state's marketing and advertising program in support of recruiting goals. Develops the annual marketing plan to include the spend plan for how each wing will allocate its funding in support of recruiting efforts to meet the wing's and state's recruiting goals. Coordinates with production recruiters, flight chiefs, and the command team to develop the marketing plan. Coordinates with A1YA regarding the state marketing plan to ensure state level marketing is additive and no duplicative to national marketing efforts. Coordinates with Public Affairs at each wing to ensure consistent messaging and positioning of the National Guard brand.
2. Effective state representation. Monitors the Air Force website to ensure accuracy of state information to include: state specific benefits, federal and state mission information etc. Works with A1YA to develop a social media presence that represents each wings mission for utilization on a local and national level.
3. Social Media. Responsible for maintaining a state level social media presence with consistent engagement. Promotes recruiter level social media efforts and assists recruiters with the development of a social media

presence. Provides education to recruiters regarding how to enhance their social media presence to improve engagement within their respective regions.

4. Local event planning and execution. Responsible for community outreach to include identifying opportunities for engagement via events and other community programs. Attends events across the state to ensure effective execution and engagement. Maintains a schedule of events based on the return on investment (ROI) analysis. Monitors Specialty Promotional Item (SPI) inventory and coordinates with A1YA for additional SPI requirements. Monitors events leads and ensure equitable distribution. Ensures after action reports are completed and tracks ROI using proper system.
5. National event coordination. Works with A1YA to ensure local recruiters are present at national partnership events and assistance with the events as needed. Routes requests for National Assists through TFTMMT. Works with A1YA to prioritize National asset requests annually.
6. Marketing training. The Marketing NCO must attend marketing training to include: training provided by NGB, relevant conferences/seminars, and industry training. The Marketing NCO will conduct quarterly training for the recruiting and retention command with a focus on event marketing and social media enhancement.
7. Travel. The Marketing NCO will be expected to travel to local and national marketing events to ensure effective execution.
8. Hours. The Marketing NCO will be expected to work weekends and nights as needed to ensure effective marketing event execution.

SPECIAL REQUIREMENTS:

1. 3G AFSC is required
2. Knowledge of the organization, mission, policies, and history of the United States Air Force is mandatory.
3. Completion of high school or general educational equivalency is mandatory.
4. For retention, completion of the recruiter course is mandatory.
5. E-4 with Airman Leadership School completed (AFR and ANG only) or E-6 through E-7.
6. Skill level commensurate with grade.
7. Outstanding in appearance, military bearing, professional military image, and conduct both on/off duty.
8. Nominative CC/CCMs must ensure candidates demonstrate the maturity and ability to operate in an autonomous environment, without direct day-to-day supervision.
9. Overall rating of "Exceeded some, but not all expectations" or "Exceeded most, if not all expectations".
10. For RegAF, score 75 or above on the most recent fitness test and no failures on any portion within the last 12 months. For AFR/ANG, score 80 or above of the last two fitness test and have no current fitness exemptions.
11. For RegAF and ANG, no record of disciplinary action that resulted in an Article 15 or Unfavorable Information File in the last three years. For AFR, must be approved by the Air Force Reserve Command (AFRC) Recruiting Service Commander after review of a mandatory background check by AFRC Judge Advocate for uniform code of military justice actions.
12. See attachment 4 for additional mandatory entry requirements.
13. No history of emotional instability, personality disorder, or other unresolved mental health problems.
14. No record of alcohol or substance abuse, financial irresponsibility, domestic violence, or child abuse.
15. No record of conviction by summary, special, or general courts-martial.
16. No record of disciplinary action (Letter of Reprimand [LOR] or Article 15) for engaging in an unprofessional or inappropriate relationship as defined in AFI 36-2909, Professional and Unprofessional Relationships, or documented failures (LOR or Article 15) to exercise sound leadership principles with respect to morale or welfare of subordinates
17. Must possess a valid state driver's license to operate government motor vehicles (GMV) in accordance with AFI 24-301, Ground Transportation
18. Must maintain local network access IAW AFI 17-130, Cybersecurity Program Management and AFMAN 17-1301, Computer Security.

MINIMUM QUALIFICATION REQUIREMENTS:

1. Air National Guard, Air Force Reserve or the United States Air Force members who have not achieved a passing Fitness Assessment score are ineligible for entry into the AGR program.
2. Air National Guard members must meet the physical qualifications outlined in AFI 48-123 prior to entry on AGR duty.
3. An applicant on a medical profile may apply for AGR tours as long as meet the aforementioned requirement and subsequently are medically cleared off any DLC/medical profile prior to starting a new AGR tour.
4. Applicants must hold the 3G AFSC.
5. Must meet any Special Requirements as specified in the Position Description.
6. Failure to obtain and maintain a SECRET or TOP SECRET (if applicable) security clearance will result in removal from the AGR program.
7. Selected individual must extend/re-enlist for a period equal to or greater than initial tour end date.
8. IAW ANGI 36-101, paragraph 5.3., to accept an AGR position, an applicant's military grade cannot exceed the maximum military authorized grade for the AGR position. Overgrade enlisted applicant must indicate, in writing, the willingness to be administratively reduced in grade when assigned to the position. Officers may not enter into the AGR program in an overgrade status.
9. IAW ANGI 36-101, paragraph 5.7, an individual must not have been previously separated for cause from active duty or previous Reserve Component AGR tour.
10. IAW ANGI 36-101, paragraph 5.10, applicants should be able to complete 20 years of active federal service prior to Mandatory Separation Date (MSD). Individuals selected for AGR tours that cannot attain 20 years of active federal service prior to reaching mandatory separation must complete a Statement of Understanding contained in Attachment 3 of ANGI 36-101.
11. IAW ANGI 36-101, paragraph 6.6.1., members should remain in the position to which initially assigned for a minimum of 24 months. TAG may waive this requirement when in the best interest of the unit, State, or Air National Guard.
12. Entry/retention requirements for AFS are outlined in the AFECD/AFOCD.

LENGTH OF TOUR:

Initial AGR tour order will be a one year probationary tour. Additional two year probationary tour will be contingent upon performance. Follow-on tour will not exceed six years and will not be extended beyond an enlisted Airman's Expiration Term of Service (ETS) or an Officer's Mandatory Separation date (MSD).

APPLICATION REQUIREMENTS:

- 1. NGB Form 34-1, signed <https://massnationalguard.org/assets/ngb-form-34-1.pdf>
 - 2. Current Report of Individual Personnel (RIP): Obtain from Virtual Military Personnel Flight (vMPF)
 - Click “Record review/Update”
 - Scroll to bottom on left hand panel click “view/print all pages”
 - A printer friendly window should pop up to print, if not, right click on page and scroll down to print
 - 3. AF Form 422: Must be obtained and verified by Medical Group within 6 months of submission
 - *For enlisted members **NOT** part of the MA ANG the AF 422 **MUST** be within 2 years
 - *For officers **NOT** part of the MA ANG **OR** commissioning opportunity the AF 422 **MUST** be within 1 year and include the following:
 - Purpose of physical: Commissioning / Officer Transfer / Officer Reappointment
 - Date of physical exam / PHA / RCPHA
 - Physical is cleared for Commission / Officer Transfer / Reappointment Statement
 - 4. MyFSS Fitness Report: Current, passing within 12 months
 - 5. SF 181, Ethnicity and Race Identification <https://massnationalguard.org/assets/sf-181.pdf>
 - 6. Pre-Employment Reference Check Form <https://www.massnationalguard.org/assets/pre-employment-reference-check2.pdf> (not required for current permanent MA ANG AGRs)
 - 7. CORI, signed (not required for current permanent MA ANG AGRs)
<https://www.massnationalguard.org/assets/cori-request-baker--2016.pdf>
 - 8. Copy of driver’s license, front and back (not required for current permanent MA ANG AGRs)
 - 9. Last 3 EPBs ***A MFR must be submitted for any missing EPBs**
 - 10. Retraining Acknowledgment Document (required for applicants who do not hold the AFSC – Contact SMSgt Maria Escobar for template)
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- Use the Wingman concept to proofread application
 - All required documents must be submitted electronically as **ONE** .pdf file to SMSgt Maria Escobar (maria.escobar.1@us.af.mil) NLT 2359 on the advertisement expiration date
 - Include **ONLY** the documents listed above