

**Idaho Army National Guard
Human Resource Office
4794 General Manning Ave, Bldg 442
Boise, Idaho 83705-8112**

NGID-HRO-AGR

1 April 2014

SUBJECT: ADOS ANNOUNCEMENT NUMBER # **14-03**

1. Active Duty for Operational Support (ADOS) Position Vacancy Announcement in the Idaho Army National Guard. This announcement will be posted to unit bulletin boards.

TOUR DATES:	TBD – 26 September 2014
POSITION TITLE:	Recruiting & Retention Social Media Specialist
MOS:	MOS Immaterial
DUTY LOCATION:	Boise, ID (one position)
AREA OF CONSIDERATION:	Current enlisted members of the Idaho Army National Guard members.
GRADE POTENTIAL:	E3 to E5
GENDER LIMITATION:	None
ELIGIBILITY REQUIREMENTS:	Must reside within normal commuting distance IAW JFTR. No PCS authorized.
CLOSING DATE:	8 April 2014

2. **EQUAL OPPORTUNITY:** The Idaho National Guard is an equal opportunity employer. Selection for positions will therefore be made on an equal opportunity basis, and not on non-merit factors.

3. **EMPLOYMENT:** Employment is temporary and is based on the availability of funds.

4. **ANNOUNCEMENT INSTRUCTIONS:** The following is a complete list of documents required to accompany your application. Read carefully; provide all necessary documentation to support qualifications for this position. Perishable documentation should not be more than 30 days old as of the closing date of this announcement, (ie PQRB, RPAM, MEDPROS).

a. ADOS Application Checklist dated September 2013 on top of the application. Documents must be organized in this manner.

b. Complete ARNG 1058-R (Jul 10).

c. MEDPROS Individual Medical Readiness Record displaying evidence of: current Chapter 3 physical examination with-in last 5 years or PHA within one year and HIV testing with-in last 2 years. Medical Documentation other than MEDPROS Individual Medical Readiness Record will not be accepted. MEDPROS IMR Record can be obtained by accessing your AKO / My Medical / My Medical readiness / View Detailed Information / IMR record.

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d. Completion and turn in of DD Form 2807-1 is not required unless selected.

e. DA Form 705 (Army Physical Fitness Test Score Card), must show a **minimum of last 2 Record tests**, most current test not older than 6 months. A statement explanation of the absence of record test will be accepted. (Include DA 3349 if precluded from standard 3 event test.)

f. Non-Commissioned Officer applicants must provide previous 3 DA 2166-7/8 (Non Commissioned Officer Evaluation Report), E4 and below a recommendation from your unit commander.

g. Negative pregnancy test results, if applicable.

h. Certified Height/Weight or DA 5500R/DA 5501R not older than 30 days from the close date of this announcement.

i. Current Personnel Qualification Report Part B (PQRB).

j. Retirement Point Accounting Management (RPAM).

k. Counseling Form DA 4856.

5. If selected, the hiring program manager will complete the SF 52.

6. Incomplete applicant packets will be returned to the Soldier without action. Mailing of application packets using military postage is prohibited. Application packets must arrive at the following address **no later than 1630 hours on the closing date** specified in this announcement:

**Human Resource Office
ATTN: Army AGR Branch
4794 General Manning Ave, Bldg 442
Boise, Idaho 83705-8112**

7. POC for further information is SSG White at 208-272-4214 or jackie.d.white@us.army.mil.

JACQUELINE D. WHITE
SSG, IDARNG
AGR Manager Assistant

DURATION OF POSITION:

This is an ADOS position funded through the end of FY14. Has the potential of continued employment into FY15, but not guaranteed.

DESCRIPTION:

The Social Media Specialist (SMS) will work closely with marketing to increase brand awareness on key social sites such as Twitter, Facebook, LinkedIn, YouTube, apps and blogs. They share useful content that generates awareness and connects like-minded individuals in search of careers, recruitment and retention. The SMS must be tech-savvy and energetic while having a passion and knack for micro-blogging and creating mutually beneficial relationships. Must be capable of researching opportunities to enhance RRB social media activities and presence online in a meaningful way. The SMS must understand social media policies and be responsible to work within set guidelines.

DUTY DETAILS:

- Help identify opportunities that will promote growth on social media sites
- Establish new and maintain existing social media relationships by proactively engaging in discussions surrounding content, marketing and branding
- Be able to identify target markets and conduct focused campaigns to communicate effectively
- Execute social media marketing campaigns
- Listen to and monitor all social media outlets: pages, sites, blogs, etc. on a daily basis and post/respond on particular topics or in response to other posts/comments
- Track key bloggers, Twitterers, etc. of interest and classify them based on content and visibility/credibility; prepare analysis and tracking of trends
- Recommend and apply relevant social media techniques and tools to improve overall results and efficiency
- Contribute to and regularly update external social sites: Facebook, Twitter, YouTube, RRB app and other relevant sites
- Develop content or promotional ideas calendar for sites
- Recommend new social media tools, sites, and apps as part of the social media campaign
- Convey a sense of community/relevance to target audiences through the use of pages and sites
- Use creative means to drive growth of followers and all social media outlets

QUALIFICATIONS AND EXPERIENCE:

- Have active social media accounts and a complete understanding and working knowledge of various social media vehicles
- Experience using Facebook, Twitter, blogs and LinkedIn and YouTube in order to conduct ad campaigns that engage target markets
- Understand and have ideas of app operation and improvement
- Must be creative and have the ability to communicate effectively in writing
- An ability to work individually on a project or in a team environment
- Good judgment and discretion when dealing with people and sensitive topics
- Able to interact with many people with multiple interruptions while staying on task
- Strong computer and technology skills

ADDITIONAL APPLICATION PACKET REQUIREMENTS:

- Applicants should be prepared to log onto various social media outlets and show examples of their work, display relevance of the site to target markets, and an understanding of usage

ADDITIONAL APPLICATION PACKET REQUIREMENTS CONT'D:

- Include one idea for a social media campaign to target high school student recruiting or the retention of IDARNG Soldiers (can be a PowerPoint slide, screenshot, Publisher, etc.)

- DA 2-1 and/or ERB.