

**POSITION DESCRIPTION**  
**MARKETING & ADVERTISING (M&A) MANAGER**  
**GS-1001-11**

**I. INTRODUCTION**

MARSOC is one of four components of U.S. Special Operations Command (USSOCOM) and exercises service component command authority over Marine Corps Special Operations Forces. The Commander, MARSOC is a U.S. Marine Corps Major General (O-8) and reports to the Commander, USSOCOM. In this capacity, the Commander exercises component command over a force of approximately 3,500 active-duty and reserve personnel from the U.S. Marine Corps (USMC), U.S. Navy, and U.S. Army, as well as civilian general schedule and contractor personnel.

The Marketing & Advertising (M&A) Manager is part of the Recruiting and Advertising Branch staff section which falls under the Commander, U.S. Marine Corps Special Operations Command (MARSOC) at Camp Lejeune, North Carolina. The objective of R&A Branch is to recruit the special operations force of choice, beginning with a foundation of Marines of the right character, ability, and temperament for special operations. This is a highly specialized form of recruiting because the candidates chosen must exhibit the potential to succeed across the full spectrum of Marine special operations core tasks. They must be mature, intelligent, mentally agile, determined, ethical and able to contribute and collaborate as part of an autonomous team. They must also be capable of functioning in remote, ambiguous, and complex environments. Candidates who possess advanced regional, linguistic, and cultural expertise will be closely considered. Successful selection of the "right" personnel to attend MARSOC's Assessment & Selection course begins with a dynamic, systematic, and well-executed recruiting and screening effort that attracts and identifies the most qualified candidates.

MARSOC's M&A Manager is responsible for the development and execution of a marketing plan designed to recruit Special Operations Officers (SOO), Critical Skills Operators (CSO), Special Operations Capability Specialists (SOCS), and Special Operations Combat Service Support (SOCSS) personnel from within the Marine Corps. The incumbent will perform data analysis of a quality applicant pool, utilize recruiting sources and activities, monitor past and present advertising effectiveness, and manage budget expenditures. As the subject matter expert, the incumbent advises the MARSOC command on the best methods to recruit ideal candidates from the target population. Additionally, the incumbent coordinates the marketing efforts of two nine-person recruiting teams located in Camp Lejeune, NC and Camp Pendleton, California, in addition to managing the work of a Marketing and Advertising team. He/she is also directly responsible for analyzing, planning, coordinating, implementing, and supervising the execution of M&A Campaign Plans.

**SPECIAL REQUIREMENTS**

This position is designated NONCRITICAL SENSITIVE and requires the incumbent to obtain and maintain a SECRET security clearance.

The incumbent may be required to work other than normal duty hours, which may include evenings, weekends, and/or holidays. Up to 20% travel may be required.

The incumbent must be able to obtain and maintain a Government no-fee passport for international travel.