

**CGRC - ADVERTISING DIVISION
(CGRC-ADV)**

1. **Functions:** Under the general direction and supervision of the Executive Officer, Coast Guard Recruiting Command (CGRC), the Chief, Advertising Division shall:
 - a. Develop the annual plan for advertising in support of the Coast Guard and Coast Guard Reserve. Establish marketing strategies and objectives, including analysis of research in demographics, psychographics and geo-demographics. Supervise and coordinate the implementation of the annual advertising plan and budget to support recruiting programs.
 - b. Direct the placement of advertising in all media including television, radio, print, internet and direct mail. Formulate marketing approaches including media, timing and resources. Implement comprehensive communication strategies to assure targeted dissemination of advertisements.
 - c. Develop procedures to evaluate the effectiveness and impact of outreach efforts through leads analysis, recruit surveys, focus group research, and post media buy analysis and through periodic contractor audits and evaluations. Identify areas of improvement and develop methodologies to effect improvements. Make adjustments in advertising and outreach efforts to bring about desired change.
 - d. Serve as Contracting Officer Technical Representative (COTR) on the advertising services contract. Initiate task order requirements and independent government estimates. Conduct technical evaluation of all contractor project proposals including analysis of staffing, work specifications, costs, project milestones, and deliverables; review all contractor vouchers to ensure acceptable work performance and deliverables before payment authorization.
 - e. Develop specifications and criteria for selection for the advertising contract solicitation and chair the technical evaluation team selecting the advertising contractor.
 - f. Inform recruiting personnel of significant developments in research, advertising and joint initiatives at regional and national conferences. Conduct advertising training at the recruiter and recruiter in charge training course.
 - g. Formulate recruiting advertising policy, programs, and procedure.
 - h. Brief leadership and management on advertising policy and program implementation.

- i. Represent the Coast Guard at the Joint Marketing and Advertising Committee (JMAC) and provide service input to the Office of the Assistant Secretary of Defense for Accession Policy (OASD (AP)). Coordinate with Joint Advertising Market Research and Studies Program (JAMRS) to provide input into joint advertising and market research projects and programs.
- j. Develop promotional literature and material (giveaways) support programs to include determining recruiter needs, developing products, coordinating printing and production, and ensuring effective distribution.
- k. Maintain the recruiting home page and other websites as required. Ensure accurate information, website privacy and accessibility compliance, and lead flow to recruiters.
- l. Manage on and off-site photography and multi-media production and postproduction for advertising internet, television, radio and print projects.
- m. Review and evaluate advertising proposals from vendors and media representatives.