



MC CAREER PATH (SW)



Mass Communication Specialists (MC). MCs practice human-centered design to develop creative communication solutions and align communication strategies and tactics to leadership's intent; conduct and provide documentation in the operational environment to support strategic decision-making and counter misinformation/disinformation; and conduct primary and secondary research. They serve as visual information (VI) subject matter experts and support a variety of operational and fleet VI requirements and tasks, including investigation, intelligence, and historical documentation. They prepare, process, and print publications and media products; design and create storyboards, graphics, and design publications; and produce still imagery and written, audio, video, and multimedia products. MCs conduct community outreach, news media operations, leadership communication operations, and organizational communication operations. They also plan, direct, and execute communication campaigns and events; create and execute social media communication strategies; serve as communication advisors to commanders; develop content strategies, and ensure communication products and experiences are designed to enhance understanding and discoverability.

YEARS OF SERVICE	CAREER MILESTONES	AVERAGE TIME TO ADVANCE	COMMISSIONING OR OTHER SPECIAL PROGRAMS	SEA/ShORE FLOW	TYPICAL CAREER PATH DEVELOPMENT
26-30	MCCM	22.5 Yrs	CSEL	36	Follow on Shore Tours Billet: Communication Director, Senior Enlisted Advisor Duty: FFC/PACFLT, DMA, NPASE, CHINFO Qualification: SEA, CMC
23-26	MCCM MCCS	22.5 Yrs 18.7	CSEL	36	Billet: DLCPO, Creative Director, Communication Director, Senior Enlisted Advisor Duty: Major/Operational Staff/TYCOM, NPASE, DMA, DINFOS, CSG4/15 Qualification: SEA
20-23	MCCM MCCS MCC	22.5 Yrs 18.7 13.9	CSEL	48	3 rd Shore Tour Billet: DLCPO, Creative Director, Communication Director Duty: Major/Operational Staff/TYCOM, NPASE, DMA, DINFOS, CSG 4/15 Qualification: SEA, MTS, ATS
16-20	MCCS MCC MC1	18.7 Yrs 13.9 9	CSEL	36	3 rd Sea Tour Billet: DLCPO, LCPO, LPO, Production Manager, Creative Director, Communication Director. Duty: CVN, LHD/LHA, NPASE, Expeditionary Units Qualification: ESWS/EAWS/EXW, VITT, RTM/MC PQS
12-16	MCCS MCC MC1 MC2	18.7 Yrs 13.9 9 3.7	OCS, CSEL;	36	2 nd Shore Tour Billet: LCPO, LPO, Production Manager, Creative Director, Communication Director Duty: Operational Staff/TYCOM, NPASE, DMA/AFN, DINFOS, NTAG, CHINFO, ATG Qualification: SEA, ATS, MTS, RTM/MC PQS



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YEARS OF SERVICE	CAREER MILESTONES	AVERAGE TIME TO ADVANCE	COMMISSIONING OR OTHER SPECIAL PROGRAMS	SEA/ShORE FLOW	TYPICAL CAREER PATH DEVELOPMENT
8-12	MCC MC1 MC2 MC3	13.9 Yrs 9 3.7 2.5	STA-21, OCS; AMVJ program	36	2 nd Sea Tour Billet: LCPO, LPO, Content Developer, Production Manager, Creative Director, Communication Director. Duty: Ship, NPASE, AFN, Expeditionary Units Qualification: ESWS/EAWS/EXW, VIPER/VITT, RTM/MC PQS
4-8	MC1 MC2 MC3 MCSN	9 Yrs 3.7 2.5 18 Months	STA-21, OCS; AMVJ program	36	1 st Shore Tour Billet: LPO, Content Developer, Production Manager, Creative Director Duty: Major Staff/ Installation, NTAG, DMA/AFN, DINFOS, ATG, Qualification: ATS and MTS RTM/MC PQS
1-4	MC2 MC3 MCSN	3.7 Yrs 2.5 18 Months	Naval Academy, NROTC, STA-21, OCS; AMVJ program	36	1 st Sea Tour Billet: Content Developer, Production Manager. Duty: Ship, NPASE, AFN, Squadrons, Expeditionary Units. Qualification: ESWS/EAWS/EXW, VIPER, NAWS, RTM/MC PQS
1+/-	MCSN MCSA MCSR Accession Training	9-18 Months			Recruit Training and all schools or training events required to be completed prior to reporting to their first operational command

Notes:

1. "A" school is required (October 2020) for all new accessions into the rating, including Professional Apprenticeship Career Track (PACT) and rating conversion Sailors.
2. MCs are assigned to expeditionary or deploying units such as aircraft carriers, amphibious assault ships, squadrons, special warfare units, and construction battalions, as well as Navy Public Affairs Support Element (NPASE).
3. Although MC is a surface rating, MCs serve in billets assigned to a variety of warfighting domains. Accordingly, they **shall** qualify for the warfare designation based on assignment type (e.g. ESWS, EAWS, SCW, NAC, EXW, etc.) during their prescribed tour. Likewise, MCs in training billets at the Defense Information School or Afloat Training Group **shall** qualify Master Training Specialist of Afloat Training Specialist, as appropriate, during their prescribed tour. MCs are not a source rating for Information Warfare, and in most cases will not be eligible to earn EIWS.



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4. No two MCs will follow identical career patterns; however, on average the successful MC will meet most of the career milestones in the indicated sequence.

5. In most cases, an MC's first tour after initial training will be sea duty.

6. A normal sea/shore flow with diverse assignment types is available and expected following initial assignment.

7. There are many independent-duty billets for MCs, which may limit leadership opportunities or large summary groups for competitive ranking; at a minimum, soft rankings are expected, but one-of-one evaluations should not be viewed negatively. However, these MCs shall still seek leadership within the command, region, and MC community.

8. MCs have a variety of special programs and billets that may take them out of a traditional sea-shore flow; that should not be viewed negatively. These billets include, but are not limited to, White House Communications Agency, Flight Demonstration Squadron, the Advanced Military Visual Journalism Program (AMVJ), and Naval Special Warfare Development Group (DEVGRU). These are not closed-loop billets, however, and as stated above, diversity of assignments and maintaining sea/shore flow to the maximum extent practicable is still expected.

9. The Defense Information School, where MC 'A' school is taught, is a Joint Service training command. DINFOS runs a "Warrior of the Quarter/Year" program that is similar to the Navy's SOQ/SOY program.

10. The management of a command's social media account is considered to be a normal responsibility for most MCs, and should not be given special consideration.

11. The parent activity for all AFN Broadcast Detachments is the Defense Media Activity.

12. The Visual Information Personnel (VIPER) program supports Operational Tasking Visual Information (OPTASK VI) and is a significant part of sea duty and operational shore commands (TYCOMs and Numbered Fleet Commands). MCs shall be involved in and leading the VIPER programs at their operational units, to include training.

13. Qualifications. Favorable consideration should be given to candidates who show the success of their watch stations, such as number of qualifications, watchstanding effectiveness, warfighting and force protection readiness, and command accomplishments, to include, but are not limited to:

- VITT (Visual Information Training Team)
- OOD (I/P)
- Qualified all Enlisted Warfare per platform assigned
- Watchbill Coordinator
- DCTT (Damage Control Training Team)
- Repair Locker Leader or other DC duties
- ATTWO (Anti-Terrorism Watch Officer)
- ATTT (Anti-Terrorism Training Team)
- USMAP qualifications; Navy COOL Certifications; Lean Six Sigma Certifications
- MC PQS

14. Collateral Duties. Collateral duties and Association involvement should be focused outside the Mass Communication Specialist rating (i.e. not PAO or social media manager). Command or Department collateral duties that are outside the MC rating include, but are not limited to:

- Command Drug and Alcohol Program Advisor
- Command Managed Equal Opportunity
- SAPR Point of Contact / SAPR Victim Advocate



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- Family Advocacy Program coordinator
- Command Fitness Leader
- Command or Career Counselor
- Mentorship/Sponsorship Coordinator
- Warfare Program Coordinator
- Duty Section Leader

15. Acronyms:

AERR (Advancement Examination Readiness Review)
AFN (American Forces Network)
AMVJ (Advanced Military Visual Journalism)
ATG (Afloat Training Group)
ATS (Afloat Training Specialist)
DEVGRU (Naval Special Warfare Development Group)
DINFOS (Defense Information School)
DMA (Defense Media Activity)
JPME (Joint Professional Military Education)
MTS (Master Training Specialist)
NPASE (Navy Public Affairs Support Element)
NRD (Navy Recruiting District)
NTAG (Navy Talent Acquisition Group)
OPTASK VI (Operational Tasking Visual Information)
PPME (Primary Professional Military Education)
RTM (Rate Training Manual)
SEA (Senior Enlisted Academy)
SEJPME (Senior Enlisted Joint Professional Military Education)
VIPER (Visual Information Personnel)
VITT (Visual Information Training Team)

Considerations for advancement from E6 to E7:

Fully qualified candidates shall meet the following prerequisites:

- **Leadership/Sailorization.** Successfully complete a minimum of 12 months in a direct leadership position supervising other servicemembers, such as a Leading or Assistant Leading Petty Officer, DINFOS Instructor, Non-Commissioned Officer in Charge, with documented leadership and subordinate development in that position (Sailors' qualifications, advancements, retention, awards, special programs/recognition, etc.)
- **Unit Qualifications.** Earn all available warfare designations or training qualifications based on assignment type and opportunity (e.g. ESWS, EAWS, SCW, NAC, EXW, MTS, ATS etc.) during prescribed tour;
- **Peer Support.** Documented support/involvement in peer-level programs (FCPOA, Sailor 360, etc.)
- **Command Support.** Command collateral/program support outside of primary duties
- **Community Support.** Documented support/involvement in community initiatives, such as regional in-rate training

In addition to the "fully qualified" requirements, best qualified candidates will have demonstrated sustained superior performance **with quantified accomplishments** in one or more of the following categories:

- **Peer Support/Impact.** Documented involvement/leadership in FCPOA and/or Sailor 360, beyond "member"



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- **Command Support/Impact.** Command training team (as appropriate), e.g. VITT, DCTT, ATTT, ITT, etc. Diverse collateral duties outside of primary duties in support of command programs
- **Community Support/Impact.** Documented involvement in rating-specific professional development initiatives, e.g., rate training manual reviews/revisions, regional MC Training Symposia, Navy Media Awards / Navy Public Affairs Awards panel judge or lead, VI training/CSG 4/15 assessment support, PACT/Rating conversion Sailor mentorship etc.
- **Personal Development/Education.** Continued professional development – continuing education in rating-specific/leadership degree program, professional certifications, Navy COOL, USMAP, PPME, JPME, etc.
- **Diverse Experience.** Diversity of assignments for well-rounded fleet experience to lead anywhere in the community
- MC PQS qualified to at least Production Manager highly desirable

Considerations for advancement from E7 to E8:

Fully qualified candidates shall meet the following prerequisites:

- **Leadership/Sailorization.** Successfully complete a minimum of 18 months as a Leading Chief Petty Officer (LCPO), Production LCPO, Creative Director, or equivalent, with documented leadership and subordinate development in the position (Sailors' qualifications, advancements, retention, awards, special programs/recognition, etc.)
- **Unit Qualifications.** Earned all available warfare designations or training qualifications based on assignment type (e.g. ESWS, EAWS, SCW, NAC, EXW, MTS, ATS etc.) during prescribed tour
- **Command Support.** Command collateral/program support outside of primary duties
- **Peer Leadership.** Documented leadership and/or quantified participation in CPOA and CPO professional development program (Initiation/Season), beyond "active" or "actively involved," with diverse roles outside primary duties
- CPOLDC completion
- **Community Support.** Documented support/involvement in community initiatives, such as regional in-rate training
- **Diverse Experience.** Diversity of assignments for well-rounded fleet experience to lead anywhere in the community.

In addition to the "fully qualified" requirements, best qualified candidates will have demonstrated sustained superior performance **with quantified accomplishments** in one or more of the following categories:

- **Command Leadership.** Command training team (as appropriate), e.g. VITT, DCTT, ATTT, ITT, etc., with quantified accomplishments. Diverse collateral duties outside of primary duties in support of command programs
- **Community Leadership.** Documented leadership or quantified participation in rating-specific professional development initiatives, e.g., AERRs, rate training manual reviews/revisions, regional MC Training Symposia, MC/VI PQS development/review/revision, Senior Enlisted Rating Council, Navy Media Awards / Navy Public Affairs Awards as regional coordinator or panel lead, VI training/ CSG 4/15 assessment support, PACT/Rating conversion Sailor mentorship, junior officer training/development, etc.
- **Professional Development/Education.** Continued professional development – continuing education in rating-specific/leadership degree program, professional certifications, Navy COOL, USMAP, PPME, JPME, Senior Enlisted Academy
- MC PQS qualified to at least Creative Director highly desirable



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Considerations for advancement from E8 to E9:

Fully qualified candidates shall meet the following prerequisites:

- **Leadership/Sailorization.** Must successfully complete a minimum of 18 months as a LCPO, Officer/Communication Director, or equivalent, with documented leadership and subordinate development in the LCPO position (CVN DLCPO, AFN Station Manager, Fleet or Force Mass Communication Specialist at Numbered Fleet/Type Command)
- **Unit Qualifications.** Earned all available warfare designations or training qualifications based on assignment type (e.g. ESWS, EAWS, SCW, NAC, EXW, MTS, ATS etc.) during prescribed tour
- **Command Support.** Command collateral/program support outside of primary duties
- **Peer Leadership.** Documented, quantified leadership or involvement in CPOA and CPO professional development program (Initiation/Season), beyond “active” or “actively involved, with diverse roles outside of primary duties
- **Community Support/Impact.** Documented leadership or quantified participation in rating-specific professional development initiatives, e.g., AERRs, rate training manual reviews/revisions, regional MC Training Symposia, MC/VI PQS development/review/revision, Senior Enlisted Rating Council, VI training/assessment, accession/junior officer training/development, etc.
- Senior Enlisted Academy completion
- **Diverse Experience.** Diversity of assignments for well-rounded fleet experience to lead anywhere in the community

In addition to the “fully qualified” requirements, best qualified candidates will have demonstrated sustained superior performance **with quantified accomplishments** in one or more of the following categories:

- **Command Leadership.** Command training team (as appropriate), e.g. VITT, DCTT, ATTT, ITT, etc. Diverse collateral duties outside of primary duties in support of command programs
- **Community Management Leadership.** Documented leadership in rating-specific professional development initiatives, e.g. rate training manual reviews/revisions, regional MC Training Symposia, Senior Enlisted Rating Council, Navy Media Awards / Navy Public Affairs Awards as program or regional coordinator, junior officer training/PAO PQS board member, CSG 4/15 assessment support, PACT/Rating conversion process support, etc.
- **Personal Development/Education.** Continued professional development – continuing education in rating-specific/leadership degree program, professional certifications, Navy COOL, USMAP, PPME, JPME, Senior Enlisted Academy
- MC PQS qualification to Communication Director highly desirable