



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 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 Duty: FFC/PACFLT, DMA, NPASE, CHINFO Qualification: SEA
23-26	MCCM MCCS	22.5 Yrs 18.7	CSEL	36	Billet: LCPO, Creative Director, Communication Director Duty: Major/Operational Staff/TYCOM, NPASE, DMA, DINFOS Qualification: SEA
20-23	MCCM MCCS MCC	22.5 Yrs 18.7 13.9	CSEL	36	3 rd Shore Tour Billet: LCPO, Creative Director, Communication Director Duty: Major/Operational Staff/TYCOM, NPASE, DMA, DINFOS Qualification: SEA, MTS, ATS
16-20	MCCS MCC MC1	18.7 Yrs 13.9 9	CSEL	36	3 rd Sea Tour Billet: LCPO, LPO, Production Manager, Creative Director, Communication Director. Duty: CVN, LHD/LHA, NPASE, Expeditionary Units Qualification: ESWS/EAWS/EXW, VITT
12-16	MCCS MCC MC1 MC2	18.7 Yrs 13.9 9 3.7	OCS, CSEL	48	2 nd Shore Tour Billet: LCPO, LPO, Production Manager, Creative Director, Communication Director Duty: Operational Staff/TYCOM, NPASE, DMA, Broadcast Detachment, DINFOS, NRD/NTAG, ATG Qualification: SEA, ATS, MTS



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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	STA-21, OCS; AMVJ program	36	2 nd Sea Tour Billet: LCPO, LPO, Content Developer, Production Manager, Creative Director, Communication Director. Duty: Ship, NPASE, Expeditionary Units Qualification: ESWS/EAWS/EXW, VIPER
4-8	MC1 MC2 MC3 MCSN	9 Yrs 3.7 2 9 Months	STA-21, OCS; AMVJ program	48	1 st Shore Tour Billet: LPO, Content Developer, Production Manager, Creative Director Duty: Major Staff/ Installation, NRD/NTAG, DMA, DINFOS, ATG, Broadcast Detachment Qualification: ATS and MTS RTM/MC PQS
1-4	MC2 MC3	3.7 Yrs 2	Naval Academy, NROTC, OCS; AMVJ program	36	1 st Sea Tour Billet: Content Developer, Production Manager. Duty: Ship, NPASE, DMA, Squadrons, Expeditionary Units. Qualification: ESWS/EAWS/EXW, VIPER, NAWS
1+/-	MCSN MCSA MCSR Accession Training	9 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).
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. 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.
4. In most cases, an MC's first tour after initial training will be sea duty. A normal sea/shore flow with diverse assignment types is available and expected following initial assignment.
5. MCs should qualify for any warfare designation available based on assignment type.
6. MCs assigned to ATGs are trainers and should qualify as ATS and/or MTS.



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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 should 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, and Naval Special Warfare Development Group (DEVGRU), but 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. MTS is available for instructors directly assigned to the schoolhouse. DINFOS runs a "Warrior of the Quarter/Year" program that is similar to the Navy's SOQ/SOY program, but focuses more heavily on the instructor's role in the training command. Sailors assigned to DINFOS shall qualify as either MTS or "Master Instructor."

10. The management of a command's social media account is considered to be a normal responsibility for most MCs.

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 should be involved in and leading the VIPER programs at their operational units, to include training.

13. 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:

1. Sea Assignments:

- Documented leadership and mission impact serving in key leadership positions (LPO, ALPO, etc.)



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- Enlisted Warfare Qualifications are expected when available
- Training Team (DCTT, ATTT, STT, MTT, VITT, locker leader etc.) leader/member with documented impact
- Documentation of Sailors' and candidate's Sailorization, e.g., NAVY COOL, USMAP, professional certifications, etc.
- Sailor 360 leadership, peer group/FCPOA leadership
- MC rating involvement – leadership in Navy Public Affairs Awards and rating-specific professional development initiatives

2. Shore Assignments:

- Documented leadership and mission impact serving in key leadership positions (LCPO, CPOIC, PAO, SEL, Broadcast Station Manager etc.)
- Documented leadership and mission impact serving in key positions (LCPO, CPOIC, PAO, SEL, etc.)
- Major staff or installation, NRD/NTAG, DMA, DINFOS, Regions, ATGs
- Sailor 360 leadership, peer group/FCPOA leadership
- Training leader at the command, with impact on unit mission, department results, and unit certifications
- Documentation of Sailors' and candidate's Sailorization, e.g., NAVY COOL, USMAP, professional certifications, etc.
- MC rating involvement – AERR, leadership in Navy Public Affairs Awards and rating-specific professional development initiatives

3. Favorable consideration should be given for military and civilian continuing education /special quals (MTS, Master Instructor, PPME, JPME, professional certification or accreditation, rating-relevant or leadership-focused civilian degree, etc.).

Considerations for advancement from E7 to E8:

1. Sea Assignments:

- Documented leadership and mission impact serving in key positions (LCPO, CPOIC, PAO, SEL, etc.)
- Enlisted Warfare Qualifications are expected when available
- Training Team (DCTT, ATTT, STT, MTT, VITT, etc.) leader/member with documented impact
- Documentation of Sailors' and candidate's Sailorization, e.g., NAVY COOL, USMAP, professional certifications, etc.
- Sailor 360 leadership, peer group/CPOA leadership
- Demonstrate active leadership in CPO Initiation
- MC rating involvement – AERR, leadership in Navy Public Affairs Awards and rating-specific professional development initiatives, and fleet training/assessments

2. Shore Assignments:

- Documented leadership and mission impact serving in key positions (LCPO, CPOIC, PAO, SEL, Broadcast Station Manager, etc.)
- Sailor 360 leadership, peer group/CPOA leadership
- Demonstrate active leadership in CPO Initiation
- Training leader at the command, with impact on unit mission, department results, and unit certifications
- Documentation of Sailors' and candidate's Sailorization, e.g., NAVY COOL, USMAP, professional certifications, etc.
- MC rating involvement – AERR, leadership in Navy Public Affairs Awards and rating-specific professional development initiatives, and fleet training/assessments

3. Favorable consideration should be given for military and civilian continuing education /special quals (MTS, Master Instructor, Senior Enlisted Academy, PPME, JPME, professional certification or accreditation, rating-relevant or leadership-focused civilian degree, etc.).



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Considerations for advancement from E8 to E9:

1. Sea Assignments:

- Documented leadership and mission impact serving in key positions (LCPO, CPOIC, PAO, SEL, etc.)
- Enlisted Warfare Qualifications are expected when available
- Training Team (DCTT, ATTT, STT, MTT, VITT, etc.) leader/member with documented impact
- Documentation of Sailors' and candidate's Sailorization, e.g., NAVY COOL, USMAP, professional certifications, etc.
- Sailor 360 leadership, peer group/CPOA leadership
- Demonstrate active leadership in CPO Initiation
- MC rating involvement – AERR, leadership in Navy Public Affairs Awards and rating-specific professional development initiatives, and fleet training/assessments
- Senior Enlisted Academy graduate

2. Shore Assignments:

- Documented leadership and mission impact serving in key positions (LCPO, CPOIC, PAO, SEL, Fleet/Force MC at Fleet, TYCOM, or major command)
- Sailor 360 leadership, peer group/CPOA leadership
- Demonstrate active leadership in CPO Initiation
- Training leader at the command, with impact on unit mission, department results, and unit certifications
- Documentation of Sailors' and candidate's Sailorization, e.g., NAVY COOL, USMAP, professional certifications, etc.
- MC rating involvement – AERR, leadership in Navy Public Affairs Awards and rating-specific professional development initiatives, and fleet training/assessments
- Senior Enlisted Academy graduate

3. Favorable consideration should be given for military and civilian continuing education /special quals (MTS, Master Instructor, Senior Enlisted Academy, PPME, JPME, professional certification or accreditation, rating relevant or leadership focused civilian degree, etc.).