



## MC CAREER PATH SELECTED RESERVE (SELRES)

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.

<b>YEARS OF SERVICE</b>	<b>CAREER MILESTONES</b>	<b>AVERAGE TIME TO PROMOTE</b>	<b>COMMISSIONING OR OTHER SPECIAL PROGRAMS</b>	<b>SEA/ShORE FLOW</b>	<b>TYPICAL CAREER PATH DEVELOPMENT</b>
23-30	MCCM	16.8 Yrs.	CSEL	N/A	Billet: Command Senior Enlisted Leader, Senior Enlisted Advisor, Communication Director Duty: CHINFO, NPASE Qualification: Senior Enlisted Academy
20-23	MCCS	17.1 Yrs.	CSEL	N/A	Billet: Creative Director, Communication Director Duty: NPASE, JPASE, USFF, PACFLT Qualification: Senior Enlisted Academy
17-20	MCC	13.6 Yrs.	CWO, CSEL	N/A	Billet: Production Manager, Creative Director, Communication Director Duty: NPASE, JPASE, CHINFO, NAVCO, USFF, PACFLT, NAVINFO West, Numbered Fleet, Expeditionary Unit, and Major/Operational Staff. Qualification: None
13-17	MCC MC1	13.6 Yrs. 9.4	LDO, CWO, CSEL	N/A	Billet: Content Developer, Production Manager, Creative Director, Communication Director Duty: NPASE, JPASE, CHINFO, NAVCO, PACFLT, Expeditionary Unit, Numbered Fleet, and Major/Operational Staff. Qualification: None
10-13	MC1 MC2	9.4 Yrs. 5.3	OCS, LDO	N/A	Billet: Content Developer, Production Manager, Creative Director. Duty: NPASE, JPASE, CHINFO, NAVCO, PACFLT, Expeditionary Unit, Numbered Fleet, and Major/Operational Staff. Qualification: None
6-10	MC1 MC2 MC3	9.4 Yrs 5.3 2.8	STA-21, OCS, LDO	N/A	Billet: Content Developer, Production Manager. Duty: NPASE, JPASE, CHINFO, NAVCO, PACFLT, and Numbered Fleet. Qualification: None
1-6	MC2 MC3	5.3 Yrs 2.8	STA-21, OCS, Naval Academy	N/A	Billet: Content Developer Duty: NPASE, CHINFO Qualification: None
1+/-	MCSN MCSA MCSR Accession Training	1 Yr.		N/A	Recruit Training, DINFOS "A" School and all schools or training events required to be completed prior to reporting to their first operational command.



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Notes:

1. “A” school is required.

Rating NECs:

- A04A – Multimedia Cameraman
- A05A – Multimedia Director/Producer
- A06A – Content Manager
- A07A – Photojournalist Journeyman
- A09A – Broadcaster
- A10A – Graphic Illustrator Journeyman
- A11A – Visual Information Manager
- A12A – Public Affairs Supervisor
- A13A – Senior Enlisted Public Affairs Advisor
- A18A – Aerial Cameraman
- A24A – Writer
- A25A – Visual Documentation Specialist
- A26A – Graphic Illustrator Apprentice

NECs are typically earned while affiliated with Active Component and carried over to Reserve Component affiliation. Additionally, Reserve Component MCs may fill limited open seats at “C” School that have been unfilled by Active Component MCs, or Reserve Component MCs may earn NEC waivers based on recommendations from commanding officers, documented “A” School completion, relevant documented university-level education, and portfolios containing examples of their work. Per Chief of Information Instruction (CHINFOINST) 1221, “C” School requirements are waivable for Active and Reserve Component MCs for the following NECs:

- A04A – Multimedia Cameraman
- A07A – Photojournalist Journeyman
- A10A – Graphic Illustrator Journeyman
- A26A – Graphic Illustrator Apprentice

2. 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.
3. The Reserve MC Community is self-managed, low-density, and high-demand. Chiefs and above should be active in the community and assigned to Public Affairs billets as listed in the Career Path.
4. 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.
5. 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.
6. Acronyms:
  - AERR (Advancement Examination Readiness Review)
  - DINFOS (Defense Information School)
  - NPASE (Navy Public Affairs Support Element)
  - JPME (Joint Professional Military Education)
  - JRTU (Joint Reserve Transportation Unit)
  - OPTASK VI (Operational Tasking Visual Information)
  - PPME (Primary Professional Military Education)
  - SEA (Senior Enlisted Academy)
  - SEJPME (Senior Enlisted Joint Professional Military Education)



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### **Considerations for advancement from E6 to E7**

- Assignments: Serve at NPASE, numbered fleets, JPASE, CHINFO, NAVCO, PACFLT, Expeditionary Unit, Major/Operational Staff and miscellaneous MC-independent duty
- Prior mobilization
- Served on contingency operation or shipboard during an emergent mission
- Served as Unit LPO or Department LPO (OPS LPO, Training LPO, Admin LPO, etc.)
- Demonstrated ability to execute Operational Task Visual Information (OPTASK-VI)
- Significant command/unit-level collateral duty (Unit Career Counselor, Command Fitness Leader, etc.)
- Shows significant knowledge of Navy Reserve and leading within the Navy Reserve
- First Class Petty Officer Association (FCPOA) involvement with documented impact. Special consideration should be given to those in leadership positions
- Advanced Leader Development Course completion
- SAILOR 360 involvement and documented impact
- Continuing education for both military and civilian/special quals (PPME, JPME, etc.)
- Community involvement – Navy Media Awards
- Completion of MC PQS

### **Considerations for advancement from E7 to E8**

- Assignments: Serve at NPASE, numbered fleets, JPASE, CHINFO, NAVCO, PACFLT, Expeditionary Unit, Major/Operational Staff and miscellaneous MC-independent duty
- Prior mobilization
- Served on contingency operation or shipboard during emergent mission
- Demonstrated ability to execute Operational Task Visual Information (OPTASK-VI)
- Demonstrated ability to lead content production to support the Commanders' intent
- Serve as LCPO, Detachment CPOIC/OIC, Element SEL, or Public Affairs Officer
- Shows significant knowledge of the Navy Reserve and leading within the Navy Reserve
- CPOA involvement with significant impact, including participation in Chief's initiation. Special consideration should be given to those in leadership position.
- Enlisted Leadership Development Course instructor
- SAILOR 360 with strong involvement and documented impact. Special consideration should be given to those in leadership positions
- Command-level collateral duty
- Continuing education for both military and civilian/special quals (PPME, JPME)
- Community involvement – AERR, Navy Media Awards

### **Considerations for advancement from E8 to E9**

- Assignments: Serve at NPASE, JPASE, USFF, PACFLT
- Prior mobilization
- Served on contingency operation or during shipboard emergent mission
- Demonstrated ability to execute Operational Task Visual Information (OPTASK-VI)
- Demonstrated ability to lead content production to support the Commanders' intent
- Serve as SEL or LCPO
- Served tour as Field Reserve Assignment Coordinator in MyNavy Assignment for Reserve MC community



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- Shows significant knowledge of Reserves and leading within the Reserves Senior Enlisted Academy
- CPOA involvement with significant impact including participation in Chief's initiation. Special consideration should be given to those in leadership positions.
- Enlisted Leadership Development Course instructor
- SAILOR 360 with strong involvement and documented impact. Special consideration should be given to those in leadership positions
- Continuing education for both military and civilian/special quals (PPME, JPME, etc.)
- Community involvement – AERR, Russ Egnor Navy Media Awards
- Senior Enlisted Academy

### **Commissioning/Other Special Programs:**

Commissioning Programs - Commissioning Programs (navy.mil)

CSEL Program - Pages - CMC\_CSC\_Program (navy.mil)