CHAPTER 23

MASS COMMUNICATION SPECIALIST (MC)

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MASS COMMUNICATION SPECIALIST (MC)

NAVY ENLISTED OCCUPATIONAL STANDARD

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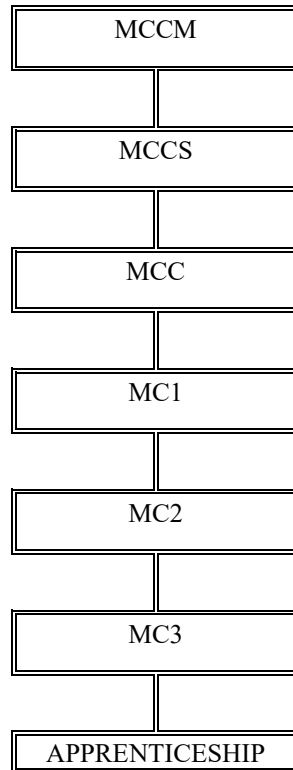
MASS COMMUNICATION SPECIALIST (MC)

SCOPE OF RATING

Mass Communication Specialists (MC) practice human-centered design through primary and secondary research 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; counter misinformation/disinformation and facilitate media literacy training; prepare, process, and create multimedia products, such as storyboards, graphics, publications, still imagery and written, audio, and video content; conduct community outreach and internal/external communication operations; plan, direct, and execute digital engagement strategies; serve as communication advisors to commanders; and ensure communication products and experiences are designed to enhance understanding and discoverability.

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This Occupational Standard is to be incorporated in Volume I, Part B, of the Manual of Navy Enlisted Manpower and Personnel Classifications and Occupational Standards (NAVPERS 18068F) as Chapter 23.

GENERAL INFORMATION

CAREER PATTERN

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Normal path of advancement to Chief Warrant Officer and Limited Duty Officer categories can be found in OPNAVINST 1420.1.

For rating entry requirements, refer to MILPERSMAN 1306-618.

SAFETY
The observance of Operational Risk Management (ORM) and proper safety precautions in all areas is an integral part of each billet and the responsibility of every Sailor; therefore, it is a universal requirement for all ratings.

Job Title			**Job Code**

Content Developer

Job Code: 002760

Job Family	**NOC**	**Short Title (30 Characters)**	**Short Title (14 Characters)**
Arts, Design, Entertainment, Sports, and Media	TBD	CONTENT DEVELOPER	CONTENT DEV

Pay Plan	**Career Field**	**Other Relationships and Rules**
Enlisted	MC	NEC AXXX series and other NECs as assigned

Job Description

Content Developers create graphics, audio, photographic, video, and written content to distribute in various communication channels and in support of operational visual information; create interactive visualizations, animations, and linear and non-linear multimedia products; design publications; create sketches and storyboards; prepare and process print materials; and write speeches, information stories, and data stories.

DoD Relationship

O*NET Relationship

Group Title	*DoD Code*	*Occupation Title*	*SOC Code*	*Job Family*
Information and Education, General	157000	Media and Communication Workers, All Other	27-3099.00	Arts, Design, Entertainment, Sports, and Media

Skills	**Abilities**
Operation and Control	*Information Ordering*
Critical Thinking	*Selective Attention*
Social Perceptiveness	*Written Expression*
Technology Design	*Originality*
Writing	*Visualization*
Coordination	*Speed of Closure*
Equipment Maintenance	*Control Precision*
Management of Material Resources	*Inductive Reasoning*
Troubleshooting	*Oral Expression*
Active Listening	*Written Comprehension*

CONTENT AND EXPERIENCE CREATION

Paygrade	**Task Type**	**Task Statements**
E4	CORE	Acquire communication product material and components (e.g., media files, supporting datasets, etc.)
E4	CORE	Align content to command messaging
E4	CORE	Archive digital content (e.g., public affairs, visual information, etc.)
E4	CORE	Capture field/uncontrolled audio
E4	CORE	Capture operational visual information imagery
E4	CORE	Capture studio/controlled audio
E4	CORE	Compose a public affairs narrative in support of operational visual information
E4	CORE	Conduct background and communication product interviews
E4	CORE	Conduct news media operations (e.g., media queries, coverage coordination, etc.)
E4	CORE	Conduct news media training (e.g., media queries, coverage coordination, etc.)
E4	CORE	Create animations (i.e., motion graphics)
E4	CORE	Create graphic design products
E4	CORE	Create interactive visualizations (e.g., infographics, histograms, tree diagrams, etc.)
E4	CORE	Create Section 508 compliant transcripts
E4	CORE	Create special effects
E4	CORE	Design branding constructs and indicators
E4	CORE	Design presentations (e.g., command briefs, displays, information channels, etc.)
E4	CORE	Design publications (e.g., pamphlets, booklets, digital newspapers, etc.)

CONTENT AND EXPERIENCE CREATION (CONT'D)

Paygrade	Task Type	Task Statements
E4	CORE	Develop broadcast scripts
E4	CORE	Develop operational visual information report
E5	CORE	Disseminate communication products
E4	CORE	Document operational events in support of countering misinformation, disinformation, and/or malinformation
E4	CORE	Input metadata into visual information products
E4	CORE	Maintain audio capture equipment and systems
E4	CORE	Maintain command social media presences
E4	NON-CORE	Maintain media network equipment and systems (i.e., multimedia production system local area networks)
E4	CORE	Maintain media output equipment (i.e., finishing equipment and printers)
E5	NON-CORE	Maintain satellite transmission equipment and systems (e.g., Defense Video and Imagery Distribution System (DVIDS), etc.)
E4	CORE	Maintain studio and lighting equipment and systems
E4	CORE	Maintain visual capture equipment and systems
E4	CORE	Prepare content for print production
E4	CORE	Print publications and media products
E4	CORE	Process raw video
E4	CORE	Produce audio information products (e.g., stories, Public Service Announcements (PSA), etc.)
E4	CORE	Produce content to counter misinformation, disinformation, and/or malinformation
E4	CORE	Produce feature products (e.g., non-narratives, profiles, documentaries, etc.)
E4	CORE	Produce information packages (e.g., press kits, welcome aboard kits, etc.)
E4	CORE	Produce linear multimedia products (e.g., stories, Public Service Announcements (PSA), etc.)
E4	CORE	Produce non-linear multimedia products (e.g., digital menu screens, interactive multimedia, etc.)
E4	CORE	Produce video information products (e.g., stories, Public Service Announcements (PSA), etc.)
E4	CORE	Produce written information products (e.g., stories, captions, social media posts, website copy, etc.)
E4	CORE	Shoot controlled-action imagery
E4	CORE	Shoot uncontrolled-action imagery
E4	CORE	Upload digital content to accessioning points
E5	CORE	Write speeches

EVALUATION AND ANALYSIS

Paygrade	Task Type	Task Statements
E4	CORE	Analyze media project feedback information
E4	CORE	Collect media project feedback information
E4	CORE	Collect performance information for communication and visual information plans
E4	CORE	Report media project feedback findings
E4	CORE	Conduct ideation sessions (e.g., brainstorms, insight statements, frameworks, etc.)

IDEA DEVELOPMENT AND PLANNING

Paygrade	Task Type	Task Statements
E4	CORE	Create content project plans
E4	CORE	Create content storyboards
E4	CORE	Create gestural drawing sketches
E5	CORE	Design digital archives and file management systems
E4	CORE	Develop communication solution options
E4	CORE	Perform Operational Documentation (OPDOC) operations (e.g., intelligence, forensic, Sensitive Site Exploitation (SSE), etc.)

PROBLEM DEFINITION

Paygrade	Task Type	Task Statements
E4	CORE	Align communication strategies and tactics to leadership's intent
E4	CORE	Analyze external media for credibility and objectivity
E4	CORE	Collect qualitative communication information
E4	CORE	Collect quantitative data (e.g., communication research, audience surveys, etc.)
E4	CORE	Conduct communication customer consultations
E4	CORE	Define target audiences
E4	CORE	Develop problem framing statements
E4	CORE	Develop Specific Measurable Achievable Relevant Time-bound (SMART) objectives in support of communication planning
E4	CORE	Identify news media trends
E4	CORE	Process job requests
E4	CORE	Process qualitative communication information
E4	CORE	Report qualitative communication research findings (e.g., stakeholder, constituent insights, etc.)

Job Title	Job Code
Production Manager	**002761**

Job Family	**NOC**	**Short Title (30 Characters)**	**Short Title (14 Characters)**
Arts, Design, Entertainment, Sports, and Media	TBD	PRODUCTION MANAGER	PRODUCTION MGR

Pay Plan	**Career Field**	**Other Relationships and Rules**
Enlisted	MC	NEC AXXX series and other NECs as assigned

Job Description

Production Managers collect, analyze, and report media project feedback information; conduct user and customer interviews; upload digital content to accessioning points for external release and in support of operational visual information; design and manage digital archives and file management systems; maintain media equipment and systems; and facilitate media literacy training.

DoD Relationship

Group Title	*DoD Code*
Information and Education, General	157000

O*NET Relationship

Occupation Title	*SOC Code*	*Job Family*
Media Technical Directors/Managers	27-2012.05	Arts, Design, Entertainment, Sports, and Media

Skills

Critical Thinking

Operation and Control

Social Perceptiveness

Quality Control Analysis

Technology Design

Coordination

Judgment and Decision Making

Writing

Equipment Selection

Management of Material Resources

Abilities

Information Ordering

Written Expression

Selective Attention

Inductive Reasoning

Originality

Speed of Closure

Visualization

Oral Expression

Problem Sensitivity

Control Precision

CONTENT AND EXPERIENCE CREATION

Paygrade	**Task Type**	**Task Statements**
E4	CORE	Acquire communication product material and components (e.g., media files, supporting datasets, etc.)
E4	CORE	Align content to command messaging
E6	CORE	Approve operational visual information storyboards
E4	CORE	Archive digital content (e.g., public affairs, visual information, etc.)
E4	CORE	Capture field/uncontrolled audio
E4	CORE	Capture operational visual information imagery
E4	CORE	Capture studio/controlled audio
E4	CORE	Compose a public affairs narrative in support of operational visual information
E4	CORE	Conduct background and communication product interviews
E4	CORE	Conduct news media operations (e.g., media queries, coverage coordination, etc.)
E4	CORE	Conduct news media training (e.g., media queries, coverage coordination, etc.)
E4	CORE	Create animations (i.e., motion graphics)
E4	CORE	Create graphic design products
E4	CORE	Create interactive visualizations (e.g., infographics, histograms, tree diagrams, etc.)
E4	CORE	Create Section 508 compliant transcripts
E4	CORE	Create special effects
E4	CORE	Design branding constructs and indicators
E4	CORE	Design presentations (e.g., command briefs, displays, information channels, etc.)

CONTENT AND EXPERIENCE CREATION (CONT'D)

Paygrade	Task Type	Task Statements
E4	CORE	Design publications (e.g., pamphlets, booklets, digital newspapers, etc.)
E4	CORE	Develop broadcast scripts
E4	CORE	Develop operational visual information report
E5	CORE	Direct media production operations
E5	CORE	Disseminate communication products
E4	CORE	Document operational events in support of countering misinformation, disinformation, and/or malinformation
E5	CORE	Edit written information products (e.g., stories, captions, social media posts, website copy, etc.)
E5	CORE	Facilitate media literacy training
E4	CORE	Input metadata into visual information products
E4	CORE	Maintain audio capture equipment and systems
E4	CORE	Maintain command social media presences
E4	NON-CORE	Maintain media network equipment and systems (i.e., multimedia production system local area networks)
E4	CORE	Maintain media output equipment (i.e., finishing equipment and printers)
E5	NON-CORE	Maintain satellite transmission equipment and systems (e.g., Defense Video and Imagery Distribution System (DVIDS), etc.)
E4	CORE	Maintain studio and lighting equipment and systems
E4	CORE	Maintain visual capture equipment and systems
E4	CORE	Prepare content for print production
E5	CORE	Prepare subject matter experts for news media interviews
E4	CORE	Print publications and media products
E4	CORE	Process raw video
E4	CORE	Produce audio information products (e.g., stories, Public Service Announcements (PSA), etc.)
E4	CORE	Produce content to counter misinformation, disinformation, and/or malinformation
E4	CORE	Produce feature products (e.g., non-narratives, profiles, documentaries, etc.)
E4	CORE	Produce information packages (e.g., press kits, welcome aboard kits, etc.)
E4	CORE	Produce linear multimedia products (e.g., stories, Public Service Announcements (PSA), etc.)
E5	CORE	Produce live/streaming video content
E4	CORE	Produce non-linear multimedia products (e.g., digital menu screens, interactive multimedia, etc.)
E5	CORE	Produce operational visual information storyboards
E4	CORE	Produce video information products (e.g., stories, Public Service Announcements (PSA), etc.)
E4	CORE	Produce written information products (e.g., stories, captions, social media posts, website copy, etc.)
E5	CORE	Provide communication product development feedback (storytelling fundamentals)
E5	CORE	Provide counsel on information and communication matters

CONTENT AND EXPERIENCE CREATION (CONT'D)

Paygrade	Task Type	Task Statements
E5	CORE	Review audio information products for quality and accuracy prior to release (e.g., stories, Public Service Announcements (PSA), etc.)
E5	CORE	Review graphic design products for quality and accuracy prior to release
E5	CORE	Review linear and non-linear multimedia products for quality and accuracy prior to release (e.g., stories, Public Service Announcements (PSA), etc.)
E5	CORE	Review still imagery products for quality and accuracy prior to release
E5	CORE	Review video information products for quality and accuracy prior to release (e.g., stories, Public Service Announcements (PSA), etc.)
E4	CORE	Shoot controlled-action imagery
E4	CORE	Shoot uncontrolled-action imagery
E4	CORE	Upload digital content to accessioning points

EVALUATION AND ANALYSIS

Paygrade	Task Type	Task Statements
E4	CORE	Analyze media project feedback information
E5	CORE	Analyze performance information for communication and visual information plans
E4	CORE	Collect media project feedback information
E4	CORE	Collect performance information for communication and visual information plans
E5	CORE	Evaluate digital content performance
E4	CORE	Report media project feedback findings

IDEA DEVELOPMENT AND PLANNING

Paygrade	Task Type	Task Statements
E5	CORE	Approve content storyboards
E4	CORE	Conduct ideation sessions (e.g., brainstorms, insight statements, frameworks, etc.)
E5	CORE	Create content layering plans
E4	CORE	Create content project plans
E4	CORE	Create content storyboards
E4	CORE	Create gestural drawing sketches
E5	CORE	Design content workflows
E5	CORE	Design digital archives and file management systems
E5	CORE	Develop communication and visual information plans (e.g., contingency plans, Concept of Operations (CONOP), etc.)
E4	CORE	Develop communication solution options
E5	CORE	Develop content strategies
E5	CORE	Develop operational visual information plans
E5	CORE	Manage digital archives and file management systems
E4	CORE	Perform Operational Documentation (OPDOC) operations (e.g., intelligence, forensic, Sensitive Site Exploitation (SSE), etc.)
E5	CORE	Schedule content programming (e.g., audio and video playlists, social media, etc.)

PROBLEM DEFINITION

Paygrade	Task Type	Task Statements
E4	CORE	Align communication strategies and tactics to leadership's intent
E4	CORE	Analyze external media for credibility and objectivity
E5	CORE	Analyze information environment
E5	CORE	Analyze news media trends
E5	CORE	Analyze quantitative data (e.g., statistical analysis, computation, etc.)
E4	CORE	Collect qualitative communication information
E4	CORE	Collect quantitative data (e.g., communication research, audience surveys, etc.)
E4	CORE	Conduct communication customer consultations
E4	CORE	Define target audiences
E4	CORE	Develop problem framing statements
E4	CORE	Develop Specific Measurable Achievable Relevant Time-bound (SMART) objectives in support of communication planning
E5	CORE	Develop target audience profiles (e.g., personas, audience journey maps, etc.)
E4	CORE	Identify news media trends
E4	CORE	Process job requests
E4	CORE	Process qualitative communication information
E4	CORE	Report qualitative communication research findings (e.g., stakeholder, constituent insights, etc.)
E5	CORE	Report quantitative data analysis findings

Job Title

Creative Director

Job Code

002762

Job Family	**NOC**	**Short Title (30 Characters)**	**Short Title (14 Characters)**
Arts, Design, Entertainment, Sports, and Media	TBD	CREATIVE DIRECTOR	CREATIVE DIR

Pay Plan	**Career Field**	**Other Relationships and Rules**
Enlisted	MC	NEC AXXX series and other NECs as assigned

Job Description

Creative Directors design communication campaigns, lead creative teams, and provide communication product feedback; design branding constructs and indicators; facilitate ideation sessions; interpret digital content performance and report communication and operational visual information plan effectiveness; oversee Define, Ideate, Create, and Evaluate (DICE) creative processes; and provide direction and guidance to creative teams.

DoD Relationship   **O*NET Relationship**

Group Title	_DoD Code_	_Occupation Title_	_SOC Code_	_Job Family_
Information and Education, General	157000	Art Directors	27-1011.00	Arts, Design, Entertainment, Sports, and Media

Skills	**Abilities**
Critical Thinking	_Information Ordering_
Social Perceptiveness	_Written Expression_
Operation and Control	_Oral Expression_
Quality Control Analysis	_Inductive Reasoning_
Complex Problem Solving	_Time Sharing_
Coordination	_Originality_
Monitoring	_Deductive Reasoning_
Technology Design	_Speed of Closure_
Judgment and Decision Making	_Visualization_
Management of Personnel Resources	_Problem Sensitivity_

CONTENT AND EXPERIENCE CREATION

Paygrade	**Task Type**	**Task Statements**
E4	CORE	Acquire communication product material and components (e.g., media files, supporting datasets, etc.)
E4	CORE	Align content to command messaging
E6	CORE	Approve content in support of countering misinformation, disinformation, and/or malinformation
E6	CORE	Approve operational visual information storyboards
E4	CORE	Archive digital content (e.g., public affairs, visual information, etc.)
E4	CORE	Capture field/uncontrolled audio
E4	CORE	Capture studio/controlled audio
E4	CORE	Conduct background and communication product interviews
E4	CORE	Conduct news media operations (e.g., media queries, coverage coordination, etc.)
E4	CORE	Conduct news media training (e.g., media queries, coverage coordination, etc.)
E5	CORE	Coordinate community outreach operations (e.g., community events, speaking engagements, tours, etc.)
E6	CORE	Coordinate guest visits
E4	CORE	Create animations (i.e., motion graphics)
E4	CORE	Create graphic design products
E4	CORE	Create interactive visualizations (e.g., infographics, histograms, tree diagrams, etc.)
E4	CORE	Create Section 508 compliant transcripts

CONTENT AND EXPERIENCE CREATION (CONT'D)

Paygrade	Task Type	Task Statements
E4	CORE	Create special effects
E4	CORE	Design branding constructs and indicators
E4	CORE	Design presentations (e.g., command briefs, displays, information channels, etc.)
E4	CORE	Design publications (e.g., pamphlets, booklets, digital newspapers, etc.)
E4	CORE	Develop operational visual information report
E5	CORE	Direct media production operations
E5	CORE	Disseminate communication products
E5	CORE	Edit written information products (e.g., stories, captions, social media posts, website copy, etc.)
E5	CORE	Facilitate media literacy training
E4	CORE	Input metadata into visual information products
E4	CORE	Maintain command social media presences
E7	CORE	Manage digital content platforms
E5	CORE	Prepare subject matter experts for news media interviews
E4	CORE	Produce content to counter misinformation, disinformation, and/or malinformation
E5	CORE	Produce live/streaming video content
E5	CORE	Produce operational visual information storyboards
E5	CORE	Provide communication product development feedback (storytelling fundamentals)
E5	CORE	Provide counsel on information and communication matters
E5	CORE	Review audio information products for quality and accuracy prior to release (e.g., stories, Public Service Announcements (PSA), etc.)
E5	CORE	Review graphic design products for quality and accuracy prior to release
E5	CORE	Review linear and non-linear multimedia products for quality and accuracy prior to release (e.g., stories, Public Service Announcements (PSA), etc.)
E5	CORE	Review still imagery products for quality and accuracy prior to release
E5	CORE	Review video information products for quality and accuracy prior to release (e.g., stories, Public Service Announcements (PSA), etc.)
E6	CORE	Supervise live/streaming video production
E6	CORE	Supervise operational visual information operations
E6	CORE	Supervise use of data and statistics

EVALUATION AND ANALYSIS

Paygrade	Task Type	Task Statements
E4	CORE	Analyze media project feedback information
E5	CORE	Analyze performance information for communication and visual information plans
E4	CORE	Collect media project feedback information
E4	CORE	Collect performance information for communication and visual information plans
E5	CORE	Evaluate digital content performance
E6	CORE	Report communication and visual information plan effectiveness
E4	CORE	Report media project feedback findings
E6	CORE	Approve content layering plans
E6	CORE	Approve content project plans

IDEA DEVELOPMENT AND PLANNING

Paygrade	Task Type	Task Statements
E5	CORE	Approve content storyboards
E6	CORE	Approve digital archives and file management system designs
E4	CORE	Conduct ideation sessions (e.g., brainstorms, insight statements, frameworks, etc.)
E5	CORE	Create content layering plans
E4	CORE	Create content project plans
E4	CORE	Create content storyboards
E4	CORE	Create gestural drawing sketches
E5	CORE	Design content workflows
E5	CORE	Design digital archives and file management systems
E5	CORE	Develop communication and visual information plans (e.g., contingency plans, Concept of Operations (CONOP), etc.)
E4	CORE	Develop communication solution options
E5	CORE	Develop content strategies
E6	CORE	Develop crisis communication plans
E6	CORE	Develop digital engagement strategies
E5	CORE	Develop operational visual information plans
E4	CORE	Establish command social media presences (e.g., registration, approval, Standard Operating Procedure (SOP), etc.)
E6	CORE	Incorporate operational visual information into operations and intelligence briefings
E6	CORE	Manage classified communication product development and reproductions
E4	CORE	Perform Operational Documentation (OPDOC) operations (e.g., intelligence, forensic, Sensitive Site Exploitation (SSE), etc.)
E5	CORE	Schedule content programming (e.g., audio and video playlists, social media, etc.)
E6	CORE	Supervise community outreach operations (e.g., community events, speaking engagements, tours, etc.)
E6	CORE	Supervise media production operations
E6	CORE	Supervise news media operations
E6	CORE	Supervise Operational Documentation (OPDOC) operations (e.g., intelligence, forensic, Sensitive Site Exploitation (SSE), etc.)
E6	CORE	Supervise organizational communication operations

PROBLEM DEFINITION

Paygrade	Task Type	Task Statements
E6	CORE	Align communication and visual information plans to Operational Orders (OPORD)
E4	CORE	Align communication strategies and tactics to leadership's intent
E4	CORE	Analyze external media for credibility and objectivity
E5	CORE	Analyze information environment
E5	CORE	Analyze news media trends
E5	CORE	Analyze quantitative data (e.g., statistical analysis, computation, etc.)
E4	CORE	Collect qualitative communication information
E4	CORE	Collect quantitative data (e.g., communication research, audience surveys, etc.)
E4	CORE	Conduct communication customer consultations

PROBLEM DEFINITION (CONT'D)

Paygrade	Task Type	Task Statements
E4	CORE	Define target audiences
E6	CORE	Develop customer surveys
E4	CORE	Develop problem framing statements
E4	CORE	Develop Specific Measurable Achievable Relevant Time-bound (SMART) objectives in support of communication planning
E5	CORE	Develop target audience profiles (e.g., personas, audience journey maps, etc.)
E4	CORE	Identify news media trends
E4	CORE	Process job requests
E4	CORE	Process qualitative communication information
E4	CORE	Report qualitative communication research findings (e.g., stakeholder, constituent insights, etc.)
E5	CORE	Report quantitative data analysis findings
E6	CORE	Supervise audience targeting

Job Title

Communication Director

Job Code

002763

Job Family	**NOC**	**Short Title (30 Characters)**	**Short Title (14 Characters)**
Management	TBD	COMMUNICATION DIRECTOR	COMM DIRECTOR

Pay Plan	**Career Field**	**Other Relationships and Rules**
Enlisted	MC	NEC AXXX series and other NECs as assigned

Job Description

Communication Directors serve as communication advisors; conduct news media operations, leadership communication, community outreach, and organizational communication campaigns; arrange, coordinate, and define the employment of Navy communicators for deployments, operations, and exercises; manage operational documentation missions; collect, analyze, and report data analysis findings; and release communication products and information.

DoD Relationship   **O*NET Relationship**

Group Title	_DoD Code_	_Occupation Title_	_SOC Code_	_Job Family_
Information and Education, General	157000	Public Relations Managers	11-2032.00	Management

Skills	**Abilities**
Social Perceptiveness	_Information Ordering_
Coordination	_Oral Expression_
Critical Thinking	_Time Sharing_
Monitoring	_Inductive Reasoning_
Quality Control Analysis	_Written Expression_
Complex Problem Solving	_Speed of Closure_
Management of Personnel Resources	_Deductive Reasoning_
Judgment and Decision Making	_Written Comprehension_
Operation and Control	_Category Flexibility_
Speaking	_Oral Comprehension_

CONTENT AND EXPERIENCE CREATION

Paygrade	**Task Type**	**Task Statements**
E4	CORE	Acquire communication product material and components (e.g., media files, supporting datasets, etc.)
E4	CORE	Align content to command messaging
E7	CORE	Approve content for release
E6	CORE	Approve content in support of countering misinformation, disinformation, and/or malinformation
E6	CORE	Approve operational visual information storyboards
E4	CORE	Archive digital content (e.g., public affairs, visual information, etc.)
E4	CORE	Conduct background and communication product interviews
E4	CORE	Conduct news media operations (e.g., media queries, coverage coordination, etc.)
E4	CORE	Conduct news media training (e.g., media queries, coverage coordination, etc.)
E5	CORE	Coordinate community outreach operations (e.g., community events, speaking engagements, tours, etc.)
E6	CORE	Coordinate guest visits
E4	CORE	Develop operational visual information report
E5	CORE	Disseminate communication products
E5	CORE	Edit written information products (e.g., stories, captions, social media posts, website copy, etc.)
E5	CORE	Facilitate media literacy training
E4	CORE	Input metadata into visual information products

CONTENT AND EXPERIENCE CREATION (CONT'D)

Paygrade	Task Type	Task Statements
E4	CORE	Maintain command social media presences
E7	CORE	Manage digital content platforms
E7	CORE	Manage operational visual information operations
E7	CORE	Manage operational visual information transmission processes
E5	CORE	Perform as spokesperson (e.g., news conferences, interviews, etc.)
E5	CORE	Prepare subject matter experts for news media interviews
E4	CORE	Produce content to counter misinformation, disinformation, and/or malinformation
E5	CORE	Provide communication product development feedback (storytelling fundamentals)
E5	CORE	Provide counsel on information and communication matters
E6	CORE	Supervise live/streaming video production
E6	CORE	Supervise operational visual information operations
E6	CORE	Supervise use of data and statistics

EVALUATION AND ANALYSIS

Paygrade	Task Type	Task Statements
E4	CORE	Analyze media project feedback information
E5	CORE	Analyze performance information for communication and visual information plans
E4	CORE	Collect media project feedback information
E4	CORE	Collect performance information for communication and visual information plans
E7	CORE	Conduct content audits (e.g., content gaps, search optimization, etc.)
E5	CORE	Evaluate digital content performance
E6	CORE	Report communication and visual information plan effectiveness
E4	CORE	Report media project feedback findings

IDEA DEVELOPMENT AND PLANNING

Paygrade	Task Type	Task Statements
E6	CORE	Approve content layering plans
E6	CORE	Approve content project plans
E7	CORE	Approve content workflows
E7	CORE	Approve digital engagement strategy
E4	CORE	Conduct ideation sessions (e.g., brainstorms, insight statements, frameworks, etc.)
E5	CORE	Create content layering plans
E4	CORE	Create content project plans
E5	CORE	Develop communication and visual information plans (e.g., contingency plans, Concept of Operations (CONOP), etc.)
E7	CORE	Develop communication product management plans (e.g., keyword schemas, content lifecycles, etc.)
E4	CORE	Develop communication solution options
E5	CORE	Develop content strategies
E6	CORE	Develop crisis communication plans
E6	CORE	Develop digital engagement strategies
E5	CORE	Develop operational visual information plans

IDEA DEVELOPMENT AND PLANNING (CONT'D)

Paygrade	Task Type	Task Statements
E4	CORE	Establish command social media presences (e.g., registration, approval, Standard Operating Procedure (SOP), etc.)
E6	CORE	Incorporate operational visual information into operations and intelligence briefings
E6	CORE	Manage classified communication product development and reproductions
E7	CORE	Manage community outreach operations (e.g., community events, speaking engagements, tours, etc.)
E7	CORE	Manage Freedom of Information Act (FOIA) requests
E7	CORE	Manage media production operations
E7	CORE	Manage news media operations
E7	CORE	Manage Operational Documentation (OPDOC) operations (e.g., intelligence, forensic, Sensitive Site Exploitation (SSE), etc.)
E7	CORE	Manage organizational communication operations
E7	CORE	Manage Section 508 and inclusive design programs
E5	CORE	Schedule content programming (e.g., audio and video playlists, social media, etc.)
E6	CORE	Supervise community outreach operations (e.g., community events, speaking engagements, tours, etc.)
E6	CORE	Supervise media production operations
E6	CORE	Supervise news media operations
E6	CORE	Supervise Operational Documentation (OPDOC) operations (e.g., intelligence, forensic, Sensitive Site Exploitation (SSE), etc.)
E6	CORE	Supervise organizational communication operations

PROBLEM DEFINITION

Paygrade	Task Type	Task Statements
E6	CORE	Align communication and visual information plans to Operational Orders (OPORD)
E4	CORE	Align communication strategies and tactics to leadership's intent
E4	CORE	Analyze external media for credibility and objectivity
E5	CORE	Analyze information environment
E5	CORE	Analyze news media trends
E5	CORE	Analyze quantitative data (e.g., statistical analysis, computation, etc.)
E4	CORE	Collect qualitative communication information
E4	CORE	Collect quantitative data (e.g., communication research, audience surveys, etc.)
E4	CORE	Conduct communication customer consultations
E4	CORE	Define target audiences
E6	CORE	Develop customer surveys
E4	CORE	Develop problem framing statements
E4	CORE	Develop Specific Measurable Achievable Relevant Time-bound (SMART) objectives in support of communication planning
E5	CORE	Develop target audience profiles (e.g., personas, audience journey maps, etc.)
E4	CORE	Identify news media trends
E4	CORE	Process job requests
E4	CORE	Process qualitative communication information

Paygrade	Task Type	Task Statements
E4	CORE	Report qualitative communication research findings (e.g., stakeholder, constituent insights, etc.)
E5	CORE	Report quantitative data analysis findings
E6	CORE	Supervise audience targeting