

CHAPTER 57



NAVY COUNSELOR (RECRUITER) (NCR)

NAVPERS 18068-57J

CH-80

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Enclosure (1)

TABLE OF CONTENTS
NAVY COUNSELOR (RECRUITER) (NCR)

| | |
|-------------------------------|---------------|
| SCOPE OF RATING | NCR-3 |
| GENERAL INFORMATION | NCR-4 |
| RECRUITING SUPERVISOR | NCR-5 |
| ASSESSING | NCR-5 |
| ONBOARDING | NCR-5 |
| OPERATIONS AND ADMINISTRATION | NCR-7 |
| RECRUITING COMMAND ASSESSMENT | NCR-7 |
| TALENT SCOUTING | NCR-8 |
| RECRUITER | NCR-10 |
| ASSESSING | NCR-10 |
| ONBOARDING | NCR-11 |
| OPERATIONS AND ADMINISTRATION | NCR-11 |
| TALENT SCOUTING | NCR-12 |

NAVY ENLISTED OCCUPATIONAL STANDARD

FOR

NAVY COUNSELOR (RECRUITER) (NCR)



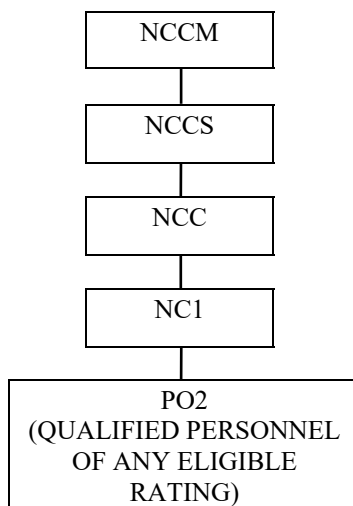
SCOPE OF RATING

Navy Counselors (Recruiter) (NCR) develop and implement effective recruiting plans to achieve assigned missions; analyze market trends and recruiting efforts to make adjustments; supervise and coordinate marketing, prospecting, interviewing, processing, classification, and onboarding activities; give presentations to civic groups, workshops, seminars, and targeted populations and their family members on career opportunities in the Navy; provide leadership, career information, mentoring, training, and coaching to assigned personnel, including Future Sailors and Collegiates; network with media, educators, civil officials, and community leaders to foster Navy awareness; manage available resources; and enforce policies, programs, and best business practices to ensure compliance.

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 57.

GENERAL INFORMATION

CAREER PATTERN



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

For NCR service rating entry requirements, refer to BUPERSINST 1133.29 series and MILPERSMAN 1306-965.

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**Recruiting Supervisor****Job Code****001632****Job Family**

Sales and Related

NOC

TBD

Short Title (30 Characters)

RECRUITING SUPERVISOR

Short Title (14 Characters)

RECRUIT SUPV

Pay Plan

Enlisted

Career Field

NCR

Other Relationships and Rules

800R and other NECs as assigned

Job Description

Recruiting Supervisors directly supervise and coordinate activities of Navy recruiters in Officer and Enlisted disciplines (i.e., Talent Scouting, Assessing, and Onboarding); provide assigned personnel with supervision and guidance on recruitment of qualified individuals for accession into the United States Navy; conduct training on recruiting systems, techniques, and procedures; supervise and evaluate individual recruiter activity to facilitate goal achievement; analyze demographic and geographic markets to target the most qualified individuals for accession into the Navy; ensure personnel are in compliance with Navy Recruiting Command and Navy policies; mentor, train, and develop Future Sailors and Collegiates; and monitor the Delayed Entry Program (DEP), identify potential problems, and take corrective actions.

DoD RelationshipGroup Title

Recruiting and Counseling

DoD Code

150100

O*NET RelationshipOccupation Title

First-Line Supervisors of Non-Retail Sales Workers

SOC Code

41-1012.00

Job Family

Sales and Related

Skills*Monitoring**Quality Control Analysis**Systems Evaluation**Critical Thinking**Complex Problem Solving**Speaking**Management of Personnel Resources**Coordination**Writing**Active Listening***Abilities***Oral Expression**Written Expression**Inductive Reasoning**Problem Sensitivity**Written Comprehension**Oral Comprehension**Originality**Information Ordering**Deductive Reasoning**Fluency of Ideas***ASSESSING****Paygrade****Task Type****Task Statements**

E6

CORE

Analyze applicant kit processing data

E7

CORE

Coordinate removal of applicants from Military Entrance Processing Station (MEPS) processing

E7

CORE

Establish talent acquisition detachment processing guidelines

E6

CORE

Evaluate Military Entrance Processing Station (MEPS) conversion ratios

E6

NON-CORE

Track central classification of applicants

E6

CORE

Validate active and reserve enlisted application kits

E6

CORE

Validate applicant waiver requests (e.g., moral, mental, physical, etc.)

E6

CORE

Verify attained not drilled reports

E6

CORE

Verify Military Entrance Processing Station (MEPS) applicants

E6

CORE

Verify prior service applicants are scheduled for enlistment

ONBOARDING**Paygrade****Task Type****Task Statements**

E7

CORE

Analyze Delayed Entry Program (DEP) attrition data

E7

CORE

Assign Delayed Entry Program (DEP) referral goals

E7

CORE

Audit recruiting referral recognition program requests

E7

CORE

Conduct collegiate audits

E7

CORE

Conduct Delayed Entry Program (DEP) audits

ONBOARDING (CONT'D)

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|--|
| E5 | CORE | Conduct Delayed Entry Program (DEP) custody turnovers |
| E6 | CORE | Conduct Future Sailor (FS) executive screenings |
| E6 | CORE | Conduct mega Delayed Entry Program (DEP) meetings |
| E5 | CORE | Conduct officer and enlisted Delayed Entry Program (DEP)-Out briefings |
| E5 | CORE | Counsel potential Delayed Entry Program (DEP) attrites |
| E7 | CORE | Determine Delayed Entry Program (DEP) Slope Target (DST) posture deficiencies |
| E7 | CORE | Develop Delayed Entry Program (DEP) attrition reduction plans |
| E6 | CORE | Develop Delayed Entry Program (DEP) meeting improvement plans |
| E7 | CORE | Direct mega Delayed Entry Program (DEP) meeting improvement actions |
| E7 | CORE | Evaluate Delayed Entry Program (DEP) meetings |
| E6 | CORE | Evaluate Delayed Entry Program (DEP) referral goal attainment |
| E7 | CORE | Evaluate Delayed Entry Program (DEP) team building evolutions |
| E7 | CORE | Evaluate mega Delayed Entry Program (DEP) meetings |
| E5 | CORE | Identify potential Delayed Entry Program (DEP) attrites |
| E5 | CORE | Initiate Delayed Entry Program (DEP) Slope Target (DST) roll-ins and reclassifications |
| E7 | CORE | Maintain Delayed Entry Program (DEP) problem lists |
| E7 | CORE | Manage Future Sailor (FS) status changes (e.g., Delayed Entry Program Action Requests (DARs)) |
| E7 | CORE | Manage officer and enlisted Delayed Entry Programs (DEPs) |
| E6 | CORE | Plan Delayed Entry Program (DEP) team building evolutions |
| E5 | CORE | Report Future Sailor (FS) status changes (e.g., Delayed Entry Program Action Requests (DARs)) |
| E6 | CORE | Submit Delayed Entry Program (DEP) problem lists |
| E7 | CORE | Track Delayed Entry Program (DEP) problem resolutions |
| E6 | CORE | Track Delayed Entry Program (DEP) referral dispositions |
| E6 | CORE | Validate recruiting referral recognition program requests |
| E6 | CORE | Verify collection of program and rating-specific shipping documentation (e.g., Hospital Corpsman (HM) transcripts) |
| E6 | CORE | Verify Delayed Entry Program (DEP) indoctrination and meeting requirements compliance |
| E6 | CORE | Verify Delayed Entry Program (DEP) run assessments |
| E6 | CORE | Verify Future Sailor (FS) and collegiate Physical Readiness Tests (PRTs) and Body Composition Assessments (BCAs) |
| E7 | CORE | Verify Future Sailor (FS) executive screenings |
| E6 | CORE | Verify Future Sailor (FS) status changes (e.g., Delayed Entry Program Action Requests (DARs)) |
| E6 | CORE | Verify Naval Special Warfare (NSW) and Naval Special Operations (NSO) Physical Screening Tests (PSTs) |

OPERATIONS AND ADMINISTRATION

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|---|
| E7 | CORE | Analyze recruiting Key Performance Indicators (KPIs) |
| E6 | CORE | Conduct Daily Production Reviews (DPRs) |
| E6 | CORE | Conduct new recruiter indoctrinations |
| E6 | CORE | Conduct Recruiter Development Board (RDB) remediations |
| E5 | CORE | Conduct recruiting sales conversations |
| E6 | CORE | Conduct sales labs |
| E6 | CORE | Conduct turnover inspections |
| E7 | CORE | Enforce recruiting customer service standards |
| E7 | CORE | Establish recruiting customer service standards |
| E6 | CORE | Evaluate recruiting activity planners |
| E6 | CORE | Evaluate recruiting sales conversations |
| E7 | CORE | Evaluate recruiting systems |
| E5 | CORE | Generate recruiting referrals |
| E7 | CORE | Maintain domicile-to-duty government vehicle logs |
| E5 | CORE | Maintain recruiting trackers |
| E6 | CORE | Manage recruiter assistance programs (e.g., Recruiter Assistance Program (RAP), Officer Hometown Area Recruiting Program (OHARP), Senior Minority Assistance to Recruiting Program (SEMINAR), etc.) |
| E6 | CORE | Manage recruiting process and performance improvement |
| E7 | CORE | Manage recruiting systems |
| E6 | CORE | Provide input to Recruiter Development Boards (RDBs) |
| E7 | CORE | Provide recruiter transfer recommendations (i.e., fault, no fault, and incompatible) |
| E5 | CORE | Request recruiting funding (e.g., Internal Request Documents (IRDs)) |
| E6 | CORE | Resolve recruiting Key Performance Indicators (KPIs) deficiencies |
| E6 | CORE | Track recruiting Key Performance Indicators (KPIs) |
| E5 | CORE | Update recruiting customer records (e.g., profiles) |
| E7 | CORE | Verify customer transitions in recruiting pipeline |
| E6 | CORE | Verify recruiting customer records (e.g., profiles) |
| E7 | CORE | Verify turnover inspections |

RECRUITING COMMAND ASSESSMENT

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|--|
| E7 | CORE | Conduct on-site recruiting assessments |
| E7 | CORE | Coordinate preparation for recruiting administrative, material, and/or operational readiness assessments and inspections |
| E7 | CORE | Define recruiting best practices |
| E7 | NON-CORE | Develop annual recruiting assessment schedules |
| E7 | NON-CORE | Develop recruiting assessment checklists |
| E7 | NON-CORE | Develop recruiting assessment plans |
| E7 | NON-CORE | Recommend on-site recruiting assessment locations |
| E7 | NON-CORE | Write recruiting assessment reports |

TALENT SCOUTING

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|--|
| E6 | CORE | Analyze All Service Accession Data (ASAD) |
| E6 | CORE | Analyze applicant logs (qualified and unqualified) |
| E6 | CORE | Assess Local Effective Accession Delivery System (LEADS) feedback data |
| E6 | CORE | Assign recruiter Areas of Responsibility (AORs) |
| E6 | CORE | Assign Schools of Area Responsibility (SOARs) |
| E7 | CORE | Assign talent acquisition goals |
| E7 | CORE | Calculate talent acquisition goals |
| E7 | CORE | Conduct applicant executive screenings |
| E6 | CORE | Conduct Local Effective Accession Delivery System (LEADS) executive calls |
| E6 | CORE | Conduct ride-alongs with recruiters (e.g., 72-hour indoctrinations, presentations, school visits, School of Area of Responsibility (SOAR), interviews, etc.) |
| E6 | CORE | Coordinate collection of high school and college lists |
| E7 | CORE | Coordinate national and local diversity conference participation |
| E6 | NON-CORE | Design recruitment advertisements |
| E6 | CORE | Determine lead-generating recruitment initiatives |
| E7 | CORE | Develop recruiting plans of action to target diverse markets (e.g., females, Naval Special Warfare (NSW), Naval Special Operations (NSO), nuclear engineers, etc.) |
| E7 | CORE | Develop recruitment advertising plans |
| E7 | CORE | Develop school visit plans |
| E5 | CORE | Develop strategic partnerships and Centers of Influence (COIs) |
| E7 | CORE | Enforce execution of command school canvassing plan |
| E6 | CORE | Ensure school lists are entered into recruiting systems (e.g., high school lists, college lists, etc.) |
| E6 | NON-CORE | Enter school lists into recruiting systems (e.g., high school lists, college lists, etc.) |
| E6 | CORE | Establish Schools of Area Responsibility (SOARs) |
| E6 | CORE | Evaluate new recruiters on developing strategic partnerships and Centers of Influence (COIs) |
| E7 | CORE | Evaluate officer recruiting marketing and prospecting activities |
| E6 | CORE | Evaluate prospecting plans |
| E6 | CORE | Evaluate recruiter Areas of Responsibility (AORs) |
| E7 | CORE | Evaluate recruiting presentations (i.e., enlisted, officer, and special programs) |
| E6 | CORE | Evaluate recruiting production (e.g., appointments, interviews, physicals, contracts, etc.) |
| E6 | CORE | Evaluate recruitment advertising feedback |
| E6 | CORE | Evaluate social networking activities |
| E7 | CORE | Evaluate Target Market Centers (TMCs) |
| E7 | CORE | Maintain applicant logs of Qualified Interviews (QIs) |
| E7 | CORE | Manage recruitment advertising |
| E6 | CORE | Manage social networking enhancement tools |
| E6 | CORE | Publish Local Effective Accession Delivery System Production Team (LPT) reports |

TALENT SCOUTING (CONT'D)

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|------------------------|-------------------------|--|
| E7 | CORE | Recommend Navy recruiting office locations |
| E7 | CORE | Recommend updates to recruiting fair market distributions |
| E5 | CORE | Report daily production information (e.g., acquisition data) |
| E6 | CORE | Review goal recap sheets |
| E6 | CORE | Screen recruitment advertising initiative responses |
| E7 | CORE | Track diversity recruiting trends |
| E6 | CORE | Track Local Effective Accession Delivery System (LEADS) ratios |
| E6 | CORE | Update Station Market Analysis Review Technique (SMART) systems |
| E6 | CORE | Validate Navy Advertising and Leads Tracking System (NALTS) data |
| E6 | CORE | Verify follow-up of local and national Local Effective Accession Delivery Systems (LEADSs) |
| E7 | CORE | Verify recruiters canvass assigned Areas of Responsibility (AORs) using all modes of prospecting |

Job Title**Recruiter****Job Code****002793****Job Family**

Business and Financial Operations

NOC

TBD

Short Title (30 Characters)

RECRUITER

Short Title (14 Characters)

RECRUITER

Pay Plan

Enlisted

Career Field

NCR

Other Relationships and Rules

800R, 801R, 803R, 805R, and other NECs as assigned

Job Description

Recruiters include those working in Officer and Enlisted disciplines (i.e., Talent Scouting, Assessing, and Onboarding). Recruiters seek out, interview, and screen applicants to fill existing and future job openings and promote career opportunities within organizations; build and submit applications for enlistment and commissioning in the Navy; and train and mentor Future Sailors and Collegiates.

DoD Relationship*Group Title*

Recruiting and Counseling

DoD Code

150100

O*NET Relationship*Occupation Title*

Human Resources Specialists

SOC Code

13-1071.00

Job Family

Business and Financial Operations

Skills*Speaking**Coordination**Active Listening**Monitoring**Writing**Instructing**Management of Personnel Resources**Operation and Control**Quality Control Analysis**Time Management***Abilities***Oral Expression**Oral Comprehension**Inductive Reasoning**Written Expression**Originality**Information Ordering**Written Comprehension**Speed of Closure**Problem Sensitivity**Spatial Orientation***ASSESSING****Paygrade****Task Type****Task Statements**

E6

CORE

Collect active and reserve officer application kit documents

E5

CORE

Conduct Military Entrance Processing Station (MEPS) briefs

E5

NON-CORE

Coordinate central classification of applicants

E5

CORE

Coordinate enlistment, commissioning, and remote swear-in ceremonies

E5

CORE

Coordinate interest and aptitude survey submissions (i.e., Job Opportunities in the Navy (JOIN))

E5

CORE

Coordinate medical screening and testing of applicants (e.g., Armed Services Vocational Aptitude Battery (ASVAB), Aviation Selection Test Battery (ASTB), Navy Advanced Programs Test (NAPT), Defense Language Aptitude Battery (DLAB), Officer Aptitude Rating (OAR), etc.)

E5

CORE

Counsel applicants on the rating compatibility process

E5

CORE

Counsel rejected applicants

E5

CORE

Prepare enlistment documents

E5

CORE

Schedule Military Entrance Processing Station (MEPS) applicants

E5

CORE

Submit active and reserve enlisted application kits

E5

CORE

Submit applicant security requests (e.g., Personnel Security Investigation (PSI))

E5

CORE

Submit applicant waiver requests (e.g., moral, mental, physical, etc.)

E5

CORE

Transition Future Sailors (FSs) to onboarding

E5

CORE

Validate applicant eligibility

ONBOARDING

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|--|
| E5 | CORE | Assemble prior service Reserve Component (RC) residual records |
| E5 | CORE | Collect program and rating-specific shipping documentation (e.g., Hospital Corpsman (HM) transcripts) |
| E5 | CORE | Conduct Delayed Entry Program (DEP) custody turnovers |
| E5 | CORE | Conduct Delayed Entry Program (DEP) meetings |
| E5 | CORE | Conduct Delayed Entry Program (DEP) team building evolutions |
| E5 | CORE | Conduct Future Sailor (FS) advancement ceremonies |
| E5 | CORE | Conduct Future Sailor (FS) and collegiate indoctrinations (e.g., Delayed Entry Program (DEP), 72-hour indoctrinations, etc.) |
| E5 | CORE | Conduct Future Sailor (FS) and collegiate Physical Readiness Tests (PRTs) and Body Composition Assessments (BCAs) |
| E5 | CORE | Conduct Naval Special Warfare (NSW) and Naval Special Operations (NSO) candidate screenings |
| E5 | CORE | Conduct officer and enlisted Delayed Entry Program (DEP) recertifications |
| E5 | CORE | Conduct officer and enlisted Delayed Entry Program (DEP)-Out briefings |
| E5 | CORE | Conduct phone contacts with Future Sailors (FSs) and collegiates |
| E5 | CORE | Conduct Physical Training (PT) sessions |
| E5 | CORE | Coordinate Delayed Entry Program (DEP) meetings |
| E5 | CORE | Coordinate Initial Fitness Assessments (IFAs) |
| E5 | CORE | Coordinate Naval Special Warfare (NSW) and Naval Special Operations (NSO) Physical Screening Tests (PSTs) |
| E5 | CORE | Counsel potential Delayed Entry Program (DEP) attrites |
| E5 | CORE | Identify potential Delayed Entry Program (DEP) attrites |
| E5 | CORE | Initiate Delayed Entry Program (DEP) Slope Target (DST) roll-ins and reclassifications |
| E5 | CORE | Mentor Future Sailors (FSs) and collegiates |
| E5 | CORE | Report Future Sailor (FS) status changes (e.g., Delayed Entry Program Action Requests (DARs)) |
| E6 | CORE | Report issues negatively impacting collegiate shipping (i.e., adverse Collegiate Management Reports (CMRs)) |
| E5 | CORE | Submit recruiting referral recognition program requests |
| E6 | CORE | Verify collegiates meet basic eligibility, service agreement, and program-specific requirements (i.e., Collegiate Management Reports (CMRs)) |
| E5 | CORE | Verify completion of Delayed Entry Program (DEP) Personnel Qualification Standards (PQSs) |
| E5 | CORE | Verify possession of hold harmless agreements and release from liability certificates |

OPERATIONS AND ADMINISTRATION

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|--|
| E5 | CORE | Conduct recruiting sales conversations |
| E5 | CORE | Generate recruiting referrals |
| E5 | CORE | Maintain recruiting activity planners |

OPERATIONS AND ADMINISTRATION (CONT'D)

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|--|
| E5 | CORE | Maintain recruiting trackers |
| E6 | CORE | Manage recruiting process and performance improvement |
| E5 | CORE | Proctor Armed Services Vocational Aptitude Battery (ASVAB) tests |
| E5 | CORE | Request recruiting funding (e.g., Internal Request Documents (IRDs)) |
| E5 | CORE | Transport recruiting customers (e.g., applicants, Future Sailors (FSs), collegiates, etc.) |
| E5 | CORE | Update recruiting customer records (e.g., profiles) |

TALENT SCOUTING

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|--|
| E5 | CORE | Administer screening tests (e.g., Prescreen Internet Based Computerized Adaptive Testing (PiCAT)) |
| E5 | CORE | Blueprint applicants |
| E5 | CORE | Calculate recruiting production (e.g., appointments, interviews, physicals, contracts, etc.) |
| E5 | CORE | Canvass Areas of Responsibility (AORs) |
| E5 | CORE | Collect high school and college lists |
| E5 | CORE | Conduct enlisted applicant interviews (e.g., active duty, New Accession Training (NAT), prior service, etc.) |
| E5 | CORE | Conduct enlisted program presentations (e.g., active duty, New Accession Training (NAT), prior service, etc.) |
| E5 | CORE | Conduct follow-up with Qualified Not Enlisted (QNE) applicants |
| E6 | CORE | Conduct officer applicant interviews (e.g., General Officer (GENOFF) active and reserve, medical officer active and reserve, etc.) |
| E6 | CORE | Conduct officer program presentations (e.g., General Officer (GENOFF) active and reserve, medical officer active and reserve, etc.) |
| E5 | CORE | Conduct prospecting (e.g., Personally Developed Contacts (PDCs), telephone, referrals, leads, online applicants, social networking, etc.) |
| E5 | CORE | Conduct school visits |
| E5 | CORE | Conduct special program applicant interviews (e.g., Naval Special Warfare (NSW), Naval Special Operations (NSO), Nuclear, priority ratings, Navy Reserve Officer Training Corps (NROTC), etc.) |
| E5 | CORE | Conduct special program presentations (e.g., Naval Special Warfare (NSW), Naval Special Operations (NSO), Nuclear, priority ratings, Navy Reserve Officer Training Corps (NROTC), etc.) |
| E6 | CORE | Coordinate Navy work experiences and interviews for officer applicants (e.g., Medical Very Important Prospects (MEDVIPs), Nuclear Very Important Prospects (NUCVIPs), chaplain applicants, etc.) |
| E5 | CORE | Coordinate Navy work experiences for Centers of Influence (COIs) (e.g., Educator Orientation Visits (EOVs)) |
| E5 | CORE | Create recruiting customer records (e.g., profiles) |
| E5 | CORE | Develop prospecting plans |
| E5 | CORE | Develop strategic partnerships and Centers of Influence (COIs) |
| E6 | CORE | Document officer recruiting marketing and prospecting activities |

TALENT SCOUTING (CONT'D)

| <u>Paygrade</u> | <u>Task Type</u> | <u>Task Statements</u> |
|-----------------|------------------|--|
| E5 | CORE | Generate Navy awareness at community events (e.g., swarms, fund raising drives, blood donor drives, patriotic holidays, professional organization events, etc.) |
| E5 | CORE | Identify potential Target Market Centers (TMCs) (e.g., schools, clubs, professional organizations, etc.) |
| E5 | CORE | Maintain applicant logs (qualified and unqualified) |
| E5 | CORE | Manage Recruiting Aid Devices (RADs) inventory |
| E5 | CORE | Manage social networking accounts |
| E5 | CORE | Order Recruiting Aid Devices (RADs) |
| E5 | CORE | Perform follow-up screenings on all no-show appointments |
| E5 | CORE | Plan enlisted program presentations (e.g., active duty, New Accession Training (NAT), prior service, etc.) |
| E6 | CORE | Plan officer program presentations (e.g., General Officer (GENOFF) active and reserve, medical officer active and reserve, etc.) |
| E5 | CORE | Plan special program presentations (e.g., Naval Special Warfare (NSW), Naval Special Operations (NSO), Nuclear, priority ratings, Navy Reserve Officer Training Corps (NROTC), etc.) |
| E6 | CORE | Provide input to officer recruiting marketing and prospecting plans |
| E5 | CORE | Provide Local Effective Accession Delivery System (LEADS) feedback |
| E6 | CORE | Provide officer recruiting marketing and prospecting plan feedback |
| E5 | CORE | Recruit at prospect-generating events (e.g., job fairs, career fairs, etc.) |
| E5 | CORE | Report daily production information (e.g., acquisition data) |
| E5 | CORE | Set prospective applicant appointments |
| E5 | CORE | Transition applicants to assessing |