



## MC CAREER PATH

(SW)



Mass Communication Specialists (MC). MCs tell the Navy's story to support the commander's overall communication goals. They define communication problems, ideate solutions, create multimedia products, and evaluate the success of media campaigns. MCs conduct research and identify target audiences, design print publications and digital media products, and create illustrations and graphics. They develop multimedia content including video, still images, digital graphics, web products, news and feature stories, blogs, and press releases. In addition, they create media project plans and communication plans, and evaluate the success of these plans and campaigns by conducting research, analyzing data, and providing feedback to leadership. Senior MCs serve as communication advisors to commanders, developing content strategies, creating data stories, and optimizing communication solutions.

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, User Experience Director Qualification: SEA, OPS Chief Duty: FFC, DMA, NPASE, CHINFO
23-26	MCCM MCCS	22.5 Yrs 18.7	CSEL	36	Billet: Creative Director, Communication Director, User Experience Director Duty: Major/Operational Staff/TYCOM, Broadcast Det., NPASE, DMA, DINFOS Qualification: SEA, OPS Chief
20-23	MCCM MCCS MCC	22.5 Yrs 18.7 13.9	CSEL	36	3 <sup>rd</sup> Shore Tour Billet: Production Manager, Creative Director, Communication Director, User Experience Director Duty: Major/Operational Staff/TYCOM, Broadcast Det., NPASE, DMA, DINFOS Qualification: SEA, OPS Chief. Qualification: MTS
16-20	MCCS MCC MC1	18.7 Yrs 13.9 9	OCS, CSEL	36	3 <sup>rd</sup> Sea Tour Billet: Content Developer, Production Manager, Creative Director, Communication Director. Duty: CVN, LHD/LHA, NPASE, Expeditionary Units Qualification: ESWS/EAWS/EXW
12-16	MCCS MCC MC1	18.7 Yrs 13.9 9		36	2 <sup>nd</sup> Shore Tour Billet: Content Developer, Production Manager, Creative Director, Communication Director, Duty: Operational Staff/TYCOM, NPASE, DMA, DINFOS, NRD/NTAG Qualification: MTS if available



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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	13.9 Yrs 9 3.7		36	2 <sup>nd</sup> Sea Tour Billet: Content Developer, Production Manager, Creative Director, Communication Director. Duty: Ship, NPASE, Expeditionary Units Qualification: ESWS/EAWS/EXW
4-8	MC1 MC2 MC3	9 Yrs 3.7 2	STA-21, OCS,	36	1 <sup>st</sup> Shore Tour Billet: Content Developer, Production Manager, Creative Director Duty: Major Staff/ Installation, NRD/NTAG, DMA, DINFOS Qualification: MTS if available
1-4	MC2 MC3	3.7 Yrs 2	Naval Academy, NROTC, OCS	36	1 <sup>st</sup> Sea Tour Billet: Content Developer, Production Manager. Duty: Ship, NPASE, DMA, Squadrons, Expeditionary Units. Qualification: ESWS/EAWS/EXW
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 not required.
2. MCs are assigned to expeditionary or deploying units such as squadrons, special warfare units, construction battalions as well as Navy Public Affairs Support Element (NPASE) and large deck ships.
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. Acronym  
NRD (Navy recruiting District)  
NTAG (Navy Talent Acquisition Group)  
DINFOS (Defense Information School)  
DMA (Defense Media Activity)  
NPASE (Navy Public Affairs Support Element)



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MTS (Master Training Specialist)  
JPME (Joint Professional Military Education)  
SEJPME (Senior Enlisted Joint Professional Military Education)  
PPME (Primary Professional Military Education)  
AERR (Advancement Examination Readiness Review)

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

1. Sea Assignments: Serve on board ships, NPASE deploying units, or expeditionary commands.
  - Served as LPO or Assistant LPO
  - Qualify for appropriate warfare designation if given the opportunity
  - Training team member/repair locker leader or other damage control organization involvement
  - FCPOA involvement/ Sailor 360 impact
  - Assistant command-level collateral duty
2. Shore Assignments: Serve at numbered fleet, TYCOM, NRD/NTAG, DINFOS, DMA, NPASE, and miscellaneous MC-independent duty.
  - Major staff or installation, NRD/NTAG, DMA
  - Sailor 360 impact and FCPOA/Mess leadership
  - Continuing education for both military and civilian/Special quals (MTS, Master Instructor, PPME, JPME, APR+M, etc.)
  - Community involvement – Russ Egnor Navy Media Awards

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

1. Sea Assignments: Serve on board ship, NPASE deploying units, or expeditionary commands.
  - Serve as LCPO, Detachment CPOIC/OIC, Element SEL, or Public Affairs Officer
  - Qualify for appropriate warfare designation if given the opportunity
  - Training team member/Repair locker leader/Special quals (JOOD Underway, ATTWO, etc.)
  - Sailor 360 impact and CPOA/Mess involvement
  - Command-level collateral duty
  - Community involvement – AERR, Russ Egnor Navy Media Awards
2. Shore Assignments: Serve at DINFOS, DMA, TYCOM, Numbered Fleet, NRD/NTAG.
  - Detachment CPOIC/OIC, Element SEL, Broadcast Station Manager, or Public Affairs Officer
  - Sailor 360 impact and CPOA/Mess leadership
  - Community involvement – AERR, Russ Egnor Navy Media Awards
  - Continuing education for both military and civilian/Special quals (MTS, Master Instructor, SEJPME I and II, APR+M, etc.)

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

1. Sea Assignments: Serve as CVN DLCPO, LHD/LHA LCPO, Expeditionary command LCPO, NPASE SEA.
  - Serve as LCPO, Detachment CPOIC/OIC, Element SEL, or Public Affairs Officer
  - Qualify for appropriate warfare designation if given the opportunity
  - Training team member/Repair Locker Leader/Special quals (JOOD Underway, ATTWO, etc.)
  - Sailor 360 impact and CPOA/Mess leadership
  - Major command collateral duty
  - Community involvement – AERR, Russ Egnor Navy Media Awards
2. Shore Assignments: Serve as senior MC at Fleet, TYCOM, or major command.
  - Serve as senior MC at Fleet, TYCOM, or major command
  - SEL at Joint Command



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- Sailor 360 impact and CPOA/Mess leadership
- Continuing education for both military and civilian/Special quals (MTS, Master Instructor, SEJPME I and II, APR+M, etc.)
- Community involvement – AERR, Russ Egnor Navy Media Awards
- Senior Enlisted Academy