



**MC CAREER PATH
SELECTED RESERVE (SELRES)**

Mass Communication Specialists 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 PROMOTE	COMMISSIONING OR OTHER SPECIAL PROGRAMS	SEA/SHORE FLOW	TYPICAL CAREER PATH DEVELOPMENT
20-30	MCCM	16.8 Yrs.	CSEL	N/A	Billet: Communication Director, User Experience Director Duty: CHINFO, NPASE Qualification: SEA
15-26	MCCS	17.1 Yrs.	CSEL	N/A	Billet: Creative Director, Communication Director, User Experience Director Duty: NPASE, JPASE, USFF, NAVINFO PACFLT Qualification: SEA
12-24	MCC	13.6 Yrs.	CSEL	N/A	Billet: Production Manager, Creative Director, Communication Director, User Experience Director Duty: NPASE, JPASE, DMA, NAVCO, USFF, and Numbered Fleet. Qualification: None
12-22	MCC MC1	13.6 Yrs. 9.4	OCS, CSEL	N/A	Billet: Content Developer, Production Manager, Creative Director, Communication Director. Duty: NPASE, JPASE, DMA, NAVCO, USFF, Numbered Fleet, and Major/Operational Staff. Qualification: None
8-20	MC1 MC2	9.4 Yrs. 5.3		N/A	Billet: Content Developer, Production Manager, Creative Director. Duty: NPASE, JPASE, DMA, NAVCO, USFF, Numbered Fleet, and Major/Operational Staff. Qualification: None
4-18	MC1 MC2 MC3	9.4 Yrs 5.3 2.8	STA-21 (must be on ADSW orders), OCS	N/A	Billet: Content Developer, Production Manager. Duty: NPASE, JPASE, DMA, NAVCO, USFF, Numbered Fleet, and Major/Operational Staff. Qualification: None
1-10	MC2 MC3	5.3 Yrs 2.8	Naval Academy, NROTC, OCS	N/A	Billet: Content Developer Duty: NPASE Qualification: None
1+/-	MCSN MCSA MCSR Accession Training	1 Yr.		N/A	Recruit Training 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 not required.
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. Acronym
 - DINFOS (Defense Information School)
 - DMA (Defense Media Activity)
 - NPASE (Navy Public Affairs Support Element)
 - JPME (Joint Professional Military Education)
 - SEJPME (Senior Enlisted Joint Professional Military Education)
 - PPME (Primary Professional Military Education)

Considerations for advancement from E6 to E7

Assignments: Serve at NPASE, JPASE, DMA, NAVCO, USFF, numbered fleet, and miscellaneous MC-independent duty

- Prior mobilization
- Served as Unit LPO or Department LPO (OPS LPO, Training LPO, Admin LPO, etc.)
- Significant command/unit-level collateral duty (Unit Career Counselor, CFL, etc.)
- Shows significant knowledge of Reserves and leading within the Reserves
- Sailor 360 impact and FCPOA/Mess/Initiation involvement
- Continuing education for both military and civilian/special quals (PPME, JPME, APR+M, etc.)
- Community involvement – Russ Egnor Navy Media Awards

Considerations for advancement from E7 to E8

Assignments: Serve at NPASE, JPASE, DMA, NAVCO, USFF, and numbered fleet,.

- Prior mobilization
- Serve as LCPO, Detachment CPOIC/OIC, Element SEL, or Public Affairs Officer
- Shows significant knowledge of Reserves and leading within the Reserves
- Sailor 360 impact and CPOA/Mess/Initiation leadership
- Command-level collateral duty
- Continuing education for both military and civilian/special quals (PPME, JPME, APR+M, etc.)
- Community involvement – AERR, Russ Egnor Navy Media Awards

Considerations for advancement from E8 to E9

Assignments: Serve at NPASE, JPASE, USFF, NAVINFO PACFLT

- Prior mobilization
- Serve as SEL or LCPO
- Shows significant knowledge of Reserves and leading within the Reserves
- Sailor 360 impact and CPOA/Mess/Initiation leadership
- Continuing education for both military and civilian/special quals (PPME, JPME, APR+M, etc.)
- Community involvement – AERR, Russ Egnor Navy Media Awards
- Senior Enlisted Academy