Public Affairs Officer
Career Progression, Modernization

“Developing PA Capability Across a Career”
Objectives

- Improve Navy 165X capability and desired competencies across career progression by adopting proven processes that are successful in other officer communities.
- Update the PAO community career development path to enhance Navy PAO opportunity for consistent statutory promotion and delivery of professional PA capability at every level.
What we are expected to be

- **Naval Officers**
  - Leaders, followers, planners, program managers, mentors, ethical role models, proactive initiative takers, critical thinkers, operationally savvy, politically aware

- **Staff Officers = effective team members**

- **PAOs: = communication strategist = communication experts**
  - Advice to senior leaders and staff
  - Communication synchronization within staffs, with subordinate commands and with higher headquarters
  - Communication planning and PAG development
  - Spokespeople & press operations
  - Digital/social media communication
  - Content creation
  - Community & public outreach to include speechwriting
  - Communication analysis
Navy 165X  Community Career Development & Manag. – Methods/Tools

- Community/Joint Specialty Schools
- Joint Professional Military Education (JPME) Parts I, II
- Designated O4 Milestone Billets (reviewed annually)
- Additional Qualification Designation (AQDs)
  - Milestone completion
  - Accreditation/Certification
    - APR or APR+M
    - CMP or SCMP
- Milestone Screening Boards for O4

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<td>4400P – master degree</td>
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Current PAO Statutory Board Slide

Career Path

Source Community Training Pipeline / Warfare Qualification

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<th>Initial Tour / Sea Duty</th>
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<th>Independent Tour / Staff Duty</th>
<th>LCDR Dept. Head Afloat / Sea Major Staff / Joint Tours OIC</th>
<th>CDR Major Staff / # Flt / Joint Wash DC Leadership Tours</th>
<th>CAPT Major Staff / Command Leadership Tours</th>
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Typical Billets

- NPASE AO / CVN DIVO
- Fleet AO / CHINFO AO / NPASE AO
- NPASE OIC / TYCOM Joint / CHINFO
- O-4 Milestone: CVN / CTF 70, 73, 76 / ESG / NECC / OI-31 / Japan OIC
- # FLT PAO / Lead TYCOM / CHINFO Media Ops, EA, Plans / Deputy Fleet / Joint
- USFF / CPF / NAVEUR / Deputy CHINFO / CNO
- CNIC / CNP / Joint / NPASE CO

Professional Development

- DINFOS PAQC
- JPME I
- Grad Education
- War College / JPME II JQO / Executive Learning

O-4 Milestone Administrative Screening Board (FY 19): First board conducted Nov. 2018
What Counts for Promotion

- Sustained Superior Performance
  - Trend upward to above reporting senior’s average on FITREPs
  - Breakouts across designator and/or across the command
  - Diversity of assignments with progressive responsibility

- Continue Professional Development
  - Masters Degree (communications and/or foreign affairs)
  - JPME 1, 2
  - Advanced DINFOS courses

- Build on your leadership, experiences, and skills
5.9 years on average as a LT before promotion to LCDR
A Qualified PAO will be able to:

- Conduct Basic Media Relations
- Articulate & Communicate the Commander’s Vision, Mission & Objectives
- Create, Review, Distribute Public Affairs Content & Products
- Implementing PA in an Operational or High Visibility Environment
LT ASSIGNMENTS AND DEVELOPMENT: THE CHART TO LCDR

Average: 5.9 years as a LT

Independent Duty/Primary PAO

Operational Experience

Staff Experience

Production and Outreach

Professional Development:
GRAD ED; ADV DINFOS COURSES

RTC GL
INSTALLATION
NSW
SUBGRU
EOD

CVN DIVO
NPASE AO
AMPHIB

DMA
NAVCO
NAVINFO
Blue
Angels

OVERSEAS
STAFF
CHINFO AO
CNP AO
TYCOM DEPUTY
# FLT PAO
DEPUTY

70 to 90% promotion opportunity
# O3/O2 BILLETS

| NPASE JAPAN | LHD 7 IWO (FY 23) | CVN 75 TRUMAN | RTC | LCSRON 1 | CHINFO X 6 | FLT DEMO TEAM | GRAD ED X 9 |
| NPASE WEST X9 | LHA 8 BOUGAN (FY23) | CVN 76 REAGAN | SUBGRU 7 | NSWDC | NPASE HQ | DMA X3 | GRAD ED X 2 (FY 23) |
| NPASE EAST X8 | NCG 2 (FY 23) | CVN 77 BUSH | SUBGRU 9 | DESRON 7 | CNSW DEPUTY | NAVINFO EAST |
| LHA 6 AMERICA | NCG 1 (FY 23) | CVN 78 FORD PCU | SUBGRU 10 | EODGRU 1 | CNAP | NAVCO X4 |
| LHA 7 TRIPOLI PCU | LHD 1 WASP (FY24) | NAVEUR-NAVAF/C6F X2 (X1 FY21) | CSP GUAM | EODGRU 2 | DINFOS | NAVINFO WEST X2 |
| LHD 8 MAKIN ISLAND | LHD 3 KEARSARGE (FY 24) | C7F X2 | CSPR WC | NSA NAPLES | PACFLT |
| CVN 68 NIMITZ | LHD 6 BONHOMME (FY 21) | C3F AO | NSW CENTER (BUDS) | NAVFOR KOREA | SURFPAC |
| CVN 69 IKE | LHD 4 BOXER (FY21) | NAVCENT | LCSRON 2 | NSA BAHRAIN | SECNAV |
| CVN 70 VINSON | C4F AO (FY 21) | LHD 2 ESSEX (FY 23) | NSWGRU 1 X2 | NAS SIGONELLA | CNP/BUPERS X2 |
| CVN 71 ROOSEVELT | C2F AO | CVN 73 GW | NSWGRU 2 X2 | NS ROTA | REGION EUROPE, AFRICA, SWA |
| CVN 72 LINCOLN | CVN 74 STENNIS | MARCOM AO (FY 20) | NSWGRU 3 | CNATRA | CNO DEPUTY |
Plotting a Course to CDR

6.2 years on average as a LCDR before promotion to CDR
Competencies before selection to O-5

A Qualified PAO will be able to:

- Design effective Public Affairs Plans & Requirements
- Advanced media relations skills and anticipate reactions
- Advising & Communicating the Commander’s Vision
- Lead Junior PAOs, enlisted Sailors & Civilians
- Understand Joint Warfighting Basics
LCDR ASSIGNMENTS AND DEVELOPMENT: PLOTTING A COURSE TO CDR

AVERAGE: 6.2 YEARS AS A LCDR

60 to 80% promotion opportunity

BREAKOUT PERFORMANCE IN A DIVERSITY OF ASSIGNMENTS

- Opportunity exists for TWO tours before FIRST look at commander
## O4 BILLETS – 18 DESIGNATED AS MILESTONE

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*BOLD = DESIGNATED MILESTONE BILLETS*
5.4 years on average as a CDR before promotion to CAPT
Competencies before selection to O-6

A Qualified PAO will be able to:

- Advise the Commander & Staff Leaders as a strategic thinker
- Synchronize with interagency & foreign militaries
- Lead, advise, and align enterprise PA programs & personnel
- Understand intersection of policy and politics on command communications
- Joint Planning & Implementation
CDR ASSIGNMENTS AND DEVELOPMENT: THE CHART TO CAPT

AVERAGE: 5.4 YEARS AS A CDR

Primary advisor to 3/4 star

Operational Experience

Staff Experience

Professional Development

Grad Ed Adv.
DINFOS

C3F
C4F
C5F
C6F
C7F

SURFPAC
AIRPAC
USNA

DEPUTY
FFC/PACFLT
CHINFO
OSD
NAVCO
NPC/NRC/NETC
COCOM
CNFJ
OLA

Leadership tour before your first look at promotion

40 to 60% promotion opportunity
## O5 BILLETS

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<th>OPERATIONAL EXPERIENCE</th>
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Building your tool box:
Jobs in which you gain “breadth” experience

**Detailer**
- Knowledge of manpower requirements
- Knowledge of placement policies
- Understanding of personnel policies

**Officer Community Manager**
- Understanding of future manpower requirements
- Understanding accession planning
- Understanding of promotion planning

**CNP, NPC, NETC, NRC**
- Walk away with a clear understand of personnel policies, training, and initiatives
- Can take this expertise to the fleet to ensure we are manned, trained

**USNA, NPS, DINFOS**
- Knowledge of educational quotas
- Knowledge of NOBCs and community needed sub-speciality codes
- Knowledge of JPME/JQO requirements

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**Pros and Cons**

- Not all jobs are created equal
- Jobs in a specific area will give you a core skill set for future use
- Promotion risk if not balanced with other tours in direct support to the warfighter
- Must be world-wide assignable
From: Chief of Information  
To: Commander, Navy Personnel Command  

Subj: DESIGNATION OF PUBLIC AFFAIRS COMMUNITY MILESTONE BILLETS  

Encl: (1) Public Affairs Community milestone billets  

1. Public Affairs Community milestone billets are listed in enclosure (1).  

2. My point of contact is Ms. Kyra Daley (OI-8), she may be contacted at COMM: (703) 692-4728.  

D. E. CUTLER  

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NPASE HQ  
NAVCO
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