

CHAPTER 23



MASS COMMUNICATION SPECIALIST (MC)

NAVPERS 18068-23C

CH-73

TABLE OF CONTENTS
MASS COMMUNICATION SPECIALIST (MC)

SCOPE OF RATING	MC-3
GENERAL INFORMATION	MC-4
CONTENT DEVELOPER	MC-5
CONTENT AND EXPERIENCE CREATION	MC-5
EVALUATION AND ANALYSIS	MC-6
IDEA DEVELOPMENT AND PLANNING	MC-6
PROBLEM DEFINITION	MC-6
PRODUCTION MANAGER	MC-8
CONTENT AND EXPERIENCE CREATION	MC-8
EVALUATION AND ANALYSIS	MC-9
IDEA DEVELOPMENT AND PLANNING	MC-9
PROBLEM DEFINITION	MC-9
CREATIVE DIRECTOR	MC-10
CONTENT AND EXPERIENCE CREATION	MC-10
EVALUATION AND ANALYSIS	MC-11
IDEA DEVELOPMENT AND PLANNING	MC-11
PROBLEM DEFINITION	MC-11
COMMUNICATION DIRECTOR	MC-12
CONTENT AND EXPERIENCE CREATION	MC-12
EVALUATION AND ANALYSIS	MC-12
IDEA DEVELOPMENT AND PLANNING	MC-13
PROBLEM DEFINITION	MC-13
USER EXPERIENCE DIRECTOR	MC-15
CONTENT AND EXPERIENCE CREATION	MC-15
EVALUATION AND ANALYSIS	MC-15
IDEA DEVELOPMENT AND PLANNING	MC-16
PROBLEM DEFINITION	MC-16

NAVY ENLISTED OCCUPATIONAL STANDARDS

FOR

MASS COMMUNICATION SPECIALIST (MC)



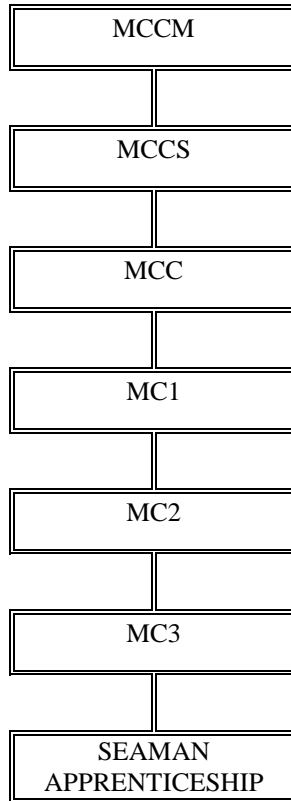
SCOPE OF RATING

Mass Communication Specialists (MC) practice human-centered design to develop creative communication solutions and align communication strategies and tactics to leadership's intent; conduct research and develop audience profiles; prepare, process, and print publications and media products; create sketches, storyboards, and graphics; design publications; produce still imagery, and written, audio, video, and multimedia information products; collect, analyze, and report media project and communication plan feedback and performance information; create media project plans; conduct community outreach, news media operations, leadership communication operations, and organizational communication operations; plan and direct communication campaigns and events and serve as communication advisors to commanders; and develop content strategies, create data stories, and ensure communication products and experiences are designed to enhance understanding and discoverability.

These Occupational Standards are 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



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**Content Developer****Job Code****002760****Job Family**

Arts, Design, Entertainment, Sports, and Media

NOC

TBD

Short Title (30 Characters)

CONTENT DEVELOPER

Short Title (14 Characters)

CONTENT DEV

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

NECs as assigned by job

Job Description

Content Developers create graphics, audio, photographic, video, and written content for distribution in various communication channels; create interactive visualizations, animations, and linear and non-linear multimedia products; design publications; create sketches and storyboards; and write speeches, information stories, and data stories.

DoD RelationshipGroup Title

Information and Education

DoD Code

157000

O*NET RelationshipOccupation Title

Artists and Related Workers, All Other

SOC Code

27-1019.00

Job Family

Arts, Design, Entertainment, Sports, and Media

Skills

Operation and Control
 Critical Thinking
 Social Perceptiveness
 Complex Problem Solving
 Judgment and Decision Making
 Operations Analysis
 Coordination
 Active Listening
 Writing
 Equipment Maintenance

Abilities

Originality
 Written Expression
 Information Ordering
 Visualization
 Selective Attention
 Speed of Closure
 Inductive Reasoning
 Control Precision
 Oral Expression
 Auditory Attention

CONTENT AND EXPERIENCE CREATION**Paygrade****Task Type****Task Statements**

Paygrade	Task Type	Task Statements
E4	CORE	Acquire communication product material and components (e.g. media files, supporting datasets, etc.)
E4	CORE	Capture field/uncontrolled audio
E4	CORE	Capture studio/controlled audio
E4	CORE	Conduct background and communication product interviews
E4	CORE	Conduct media training (mock press conferences)
E5	CORE	Create animations (motion graphics)
E4	CORE	Create graphic design products
E5	CORE	Create interactive visualizations (e.g. choropleth maps, histograms, tree diagrams, etc.)
E4	CORE	Create Section 508 compliant transcripts
E5	CORE	Create special effects
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	Maintain audio capture equipment and systems
E4	CORE	Maintain studio and lighting equipment and systems
E4	CORE	Maintain visual capture equipment and systems
E5	NON-CORE	Process uncompressed motion imagery

CONTENT AND EXPERIENCE CREATION (CONT'D)

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Produce audio information products (e.g. stories, Public Service Announcements (PSAs), etc.)
E5	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 (PSAs), etc.)
E5	CORE	Produce non-linear multimedia products (e.g. digital menu screens, interactive multimedia, etc.)
E4	CORE	Produce still imagery products
E4	CORE	Produce video information products (e.g. stories, Public Service Announcements (PSAs), etc.)
E4	CORE	Produce written information products (e.g. stories, captions, social media posts, website copy, etc.)
E4	CORE	Shoot controlled-action imagery (e.g. studio, environmental portraits, scripted video, forensic imagery, etc.)
E4	CORE	Shoot uncontrolled-action imagery (e.g. Operational Documentation (OPDOC), aerial, night vision, etc.)
E4	NON-CORE	Shoot underwater imagery
E6	CORE	Write speeches

EVALUATION AND ANALYSIS

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Analyze media project feedback information
E4	CORE	Collect media project feedback information
E4	CORE	Report media project feedback findings

IDEA DEVELOPMENT AND PLANNING

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Create gestural drawing sketches
E4	CORE	Create media project plans
E4	CORE	Create storyboards
E4	CORE	Develop communication solution options

PROBLEM DEFINITION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Align communication strategies and tactics to leadership's intent
E5	CORE	Analyze quantitative data (e.g. statistical analysis, computation, etc.)
E4	CORE	Collect qualitative communication information
E5	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 target audience profiles (e.g. personas, audience journey maps, etc.)
E4	CORE	Maintain news media summaries (e.g. current events, media trends, etc.)

PROBLEM DEFINITION (CONT'D)

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Process qualitative communication information
E4	CORE	Report qualitative communication research findings (e.g. stakeholder or constituent insights)
E5	CORE	Report quantitative data analysis findings

Job Title**Production Manager****Job Code****002761****Job Family**

Arts, Design, Entertainment, Sports, and Media

NOC

TBD

Short Title (30 Characters)

PRODUCTION MANAGER

Short Title (14 Characters)

PRODUCTION MGR

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

NEC 8145

Job Description

Production Managers prepare, process, and print materials; collect, analyze, and report media project feedback information; conduct user and customer interviews; upload digital content to accessioning points; design and manage digital archives and file management systems; and maintain in media network equipment and systems.

DoD RelationshipGroup Title

Information and Education

DoD Code

157000

O*NET RelationshipOccupation TitleMedia and Communication
Equipment Workers, All OtherSOC Code

27-4099.00

Job FamilyArts, Design, Entertainment,
Sports, and Media**Skills***Critical Thinking**Social Perceptiveness**Coordination**Management of Material Resources**Operation and Control**Active Listening**Equipment Maintenance**Equipment Selection**Judgment and Decision Making**Quality Control Analysis***Abilities***Information Ordering**Selective Attention**Speed of Closure**Written Expression**Category Flexibility**Control Precision**Deductive Reasoning**Inductive Reasoning**Problem Sensitivity**Oral Comprehension***CONTENT AND EXPERIENCE CREATION****Paygrade**

E4

Task Type

CORE

Task Statements

Acquire communication product material and components (e.g. media files, supporting datasets, etc.)

E4

CORE

Archive digital content (e.g. public affairs, visual information, etc.)

E4

CORE

Conduct background and communication product interviews

E6

CORE

Design digital archives and file management systems

E5

CORE

Edit written information products (e.g. stories, captions, social media posts, website copy, etc.)

E4

NON-CORE

Maintain media network equipment and systems (multimedia production system local area networks)

E4

CORE

Maintain media output equipment (printers)

E4

NON-CORE

Maintain satellite transmission equipment and systems (Defense Video and Imagery Distribution System (DVIDS))

E6

CORE

Manage digital archives and file management systems

E4

CORE

Print publications and media products

E4

CORE

Produce information packages (e.g. press kits, welcome aboard kits, etc.)

E5

CORE

Review graphic design products

E5

CORE

Review still imagery products

E4

CORE

Upload digital content to an accessioning point

EVALUATION AND ANALYSIS

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Analyze media project feedback information
E4	CORE	Collect media project feedback information
E4	CORE	Report media project feedback findings

IDEA DEVELOPMENT AND PLANNING

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Create media project plans
E4	CORE	Develop communication solution options
E6	CORE	Manage classified communication product development and reproductions
E5	CORE	Schedule content programming (e.g. audio and video playlists, social media, etc.)

PROBLEM DEFINITION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Align communication strategies and tactics to leadership's intent
E4	CORE	Collect qualitative communication information
E4	CORE	Conduct communication customer consultations
E4	CORE	Define target audiences
E4	CORE	Develop problem framing statements
E4	CORE	Maintain news media summaries (e.g. current events, media trends, etc.)
E4	CORE	Process media job orders
E4	CORE	Process qualitative communication information
E4	CORE	Report qualitative communication research findings (e.g. stakeholder or constituent insights)

Job Title**Creative Director****Job Code****002762****Job Family**

Arts, Design, Entertainment, Sports, and Media

NOC

TBD

Short Title (30 Characters)

CREATIVE DIRECTOR

Short Title (14 Characters)

CREATIVE DIR

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

NECs 3251, 8144, 8145, 8148, 8151

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 visual information plan effectiveness; oversee Define, Ideate, Create, and Evaluate (DICE) creative processes; and provide direction and guidance to creative teams.

DoD RelationshipGroup Title

Information and Education

DoD Code

157000

O*NET RelationshipOccupation Title

Art Directors

SOC Code

27-1011.00

Job Family

Arts, Design, Entertainment, Sports, and Media

Skills

Social Perceptiveness
Critical Thinking
Quality Control Analysis
Complex Problem Solving
Monitoring
Operations Analysis
Active Listening
Coordination
Systems Evaluation
Judgment and Decision Making

Abilities

Information Ordering
Speed of Closure
Inductive Reasoning
Problem Sensitivity
Originality
Written Expression
Oral Expression
Selective Attention
Deductive Reasoning
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	Conduct background and communication product interviews
E5	CORE	Design branding constructs and indicators
E5	CORE	Direct media production operations
E5	CORE	Edit written information products (e.g. stories, captions, social media posts, website copy, etc.)
E5	CORE	Market communication products
E5	CORE	Provide communication product development feedback (storytelling fundamentals)
E5	CORE	Review audio information products (e.g. stories, Public Service Announcements (PSAs), etc.)
E5	CORE	Review graphic design products
E5	CORE	Review linear and non-linear multimedia products (e.g. stories, Public Service Announcements (PSAs), etc.)
E5	CORE	Review still imagery products
E5	CORE	Review video information products (e.g. stories, Public Service Announcements (PSAs), etc.)
E6	CORE	Supervise use of data and statistics

EVALUATION AND ANALYSIS

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E5	CORE	Analyze communication and visual information plan performance information
E4	CORE	Analyze media project feedback information
E5	CORE	Collect communication and visual information plan performance information
E4	CORE	Collect media project feedback information
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

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E5	CORE	Conduct ideation sessions (e.g. brainstorms, insight statements, frameworks, mashups, etc.)
E5	CORE	Create content layering plans
E4	CORE	Create gestural drawing sketches
E4	CORE	Create media project plans
E4	CORE	Create storyboards
E6	CORE	Design content workflow
E4	CORE	Develop communication solution options
E6	CORE	Manage classified communication product development and reproductions
E6	CORE	Supervise media production operations

PROBLEM DEFINITION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Align communication strategies and tactics to leadership's intent
E5	CORE	Analyze quantitative data (e.g. statistical analysis, computation, etc.)
E4	CORE	Collect qualitative communication information
E5	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 target audience profiles (e.g. personas, audience journey maps, etc.)
E4	CORE	Maintain news media summaries (e.g. current events, media trends, etc.)
E4	CORE	Process qualitative communication information
E4	CORE	Report qualitative communication research findings (e.g. stakeholder or constituent insights)
E5	CORE	Report quantitative data analysis findings

Job Title**Communication Director****Job Code****002763****Job Family**

Arts, Design, Entertainment, Sports, and Media

NOC

TBD

Short Title (30 Characters)

COMMUNICATION DIRECTOR

Short Title (14 Characters)

COMM DIRECTOR

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

NECs 3251, 8152, 8153, 8154

Job Description

Communications Directors 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 and analyze quantitative data; report quantitative data analysis findings; and release communication products and information.

DoD Relationship**Group Title**

Information and Education

DoD Code

157000

O*NET Relationship**Occupation Title**

Public Relations Specialists

SOC Code

27-3031.00

Job Family

Arts, Design, Entertainment, Sports, and Media

Skills*Social Perceptiveness**Coordination**Judgment and Decision Making**Complex Problem Solving**Critical Thinking**Monitoring**Service Orientation**Active Listening**Systems Analysis**Management of Personnel Resources***Abilities***Speed of Closure**Information Ordering**Oral Expression**Inductive Reasoning**Written Expression**Deductive Reasoning**Problem Sensitivity**Time Sharing**Oral Comprehension**Originality***CONTENT AND EXPERIENCE CREATION****Paygrade**

E4

Task Type

CORE

Task Statements

Acquire communication product material and components (e.g. media files, supporting datasets, etc.)

E4

CORE

Conduct background and communication product interviews

E4

CORE

Conduct media training (mock press conferences)

E5

CORE

Conduct news media operations (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

E5

CORE

Edit written information products (e.g. stories, captions, social media posts, website copy, etc.)

E5

CORE

Market communication products

E5

CORE

Perform as spokesperson (e.g. news conferences, interviews, etc.)

E5

CORE

Provide counsel on information and communication matters

E5

CORE

Release communication products and information

E6

CORE

Supervise use of data and statistics

EVALUATION AND ANALYSIS**Paygrade**

E5

Task Type

CORE

Task Statements

Analyze communication and visual information plan performance information

E4

CORE

Analyze media project feedback information

EVALUATION AND ANALYSIS (CONT'D)

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E5	CORE	Collect communication and visual information plan performance information
E4	CORE	Collect media project feedback information
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

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E5	CORE	Conduct ideation sessions (e.g. brainstorms, insight statements, frameworks, mashups, etc.)
E5	CORE	Create content layering plans
E4	CORE	Create media project plans
E5	CORE	Develop communication and visual information plans (e.g. contingency plans, Concept of Operations (CONOPs), etc.)
E4	CORE	Develop communication solution options
E6	CORE	Develop crisis communication plans
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
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 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

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E6	CORE	Align communication and visual information plans to Operational Orders (OPORDs)
E4	CORE	Align communication strategies and tactics to leadership's intent
E5	CORE	Analyze quantitative data (e.g. statistical analysis, computation, etc.)
E4	CORE	Collect qualitative communication information
E5	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 target audience profiles (e.g. personas, audience journey maps, etc.)

PROBLEM DEFINITION (CONT'D)

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Maintain news media summaries (e.g. current events, media trends, etc.)
E4	CORE	Process qualitative communication information
E4	CORE	Report qualitative communication research findings (e.g. stakeholder or constituent insights)
E5	CORE	Report quantitative data analysis findings

Job Title**User Experience Director****Job Code****002764****Job Family**

Business and Financial Operations

NOC

TBD

Short Title (30 Characters)

USER EXPERIENCE DIRECTOR

Short Title (14 Characters)

USER EXP DIR

Pay Plan

Enlisted

Career Field

MC

Other Relationships and Rules

NEC 8145

Job Description

User Experience Directors practice human-centered design to develop creative communication solutions and align communication strategies and tactics to leadership's intent; conduct research; develop audience profiles; manage inclusive design programs and the usability of communication delivery systems and channels; and develop unit content strategies.

DoD Relationship**Group Title**

Information and Education

DoD Code

157000

O*NET Relationship**Occupation Title**

Management Analysts

SOC Code

13-1111.00

Job Family

Business and Financial Operations

Skills*Social Perceptiveness**Complex Problem Solving**Coordination**Critical Thinking**Quality Control Analysis**Judgment and Decision Making**Monitoring**Service Orientation**Systems Analysis**Systems Evaluation***Abilities***Information Ordering**Speed of Closure**Inductive Reasoning**Oral Expression**Written Expression**Problem Sensitivity**Deductive Reasoning**Oral Comprehension**Time Sharing**Category Flexibility***CONTENT AND EXPERIENCE CREATION****Paygrade**

E4

Task Type

CORE

Task Statements

Acquire communication product material and components (e.g. media files, supporting datasets, etc.)

E4

CORE

Conduct background and communication product interviews

E5

CORE

Coordinate community outreach operations (e.g. community events, speaking engagements, tours, etc.)

E6

CORE

Coordinate guest visits

E5

CORE

Provide counsel on information and communication matters

EVALUATION AND ANALYSIS**Paygrade**

E5

Task Type

CORE

Task Statements

Analyze communication and visual information plan performance information

E4

CORE

Analyze media project feedback information

E5

CORE

Collect communication and visual information plan performance information

E4

CORE

Collect media project feedback information

E7

CORE

Conduct content audits (e.g. content gaps, search optimization, etc.)

E5

CORE

Evaluate digital content performance

E7

CORE

Manage communication delivery systems and channels usability testing and solutions (design intuitiveness)

E6

CORE

Report communication and visual information plan effectiveness

E4

CORE

Report media project feedback findings

IDEA DEVELOPMENT AND PLANNING

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E7	CORE	Approve digital archive and file management system designs
E5	CORE	Conduct ideation sessions (e.g. brainstorming, insight statements, frameworks, mashups, etc.)
E5	CORE	Create content layering plans
E4	CORE	Create media project plans
E7	CORE	Develop communication product management plans (e.g. keyword schemas, content lifecycles, etc.)
E4	CORE	Develop communication solution options
E6	CORE	Develop content strategies
E7	CORE	Manage community outreach operations (e.g. community events, speaking engagements, tours, etc.)
E7	CORE	Manage organizational communication operations
E7	CORE	Manage Section 508 and inclusive design programs
E6	CORE	Supervise community outreach operations (e.g. community events, speaking engagements, tours, etc.)
E6	CORE	Supervise news media operations
E6	CORE	Supervise organizational communication operations

PROBLEM DEFINITION

<u>Paygrade</u>	<u>Task Type</u>	<u>Task Statements</u>
E4	CORE	Align communication strategies and tactics to leadership's intent
E5	CORE	Analyze quantitative data (e.g. statistical analysis, computation, etc.)
E4	CORE	Collect qualitative communication information
E5	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 target audience profiles (e.g. personas, audience journey maps, etc.)
E4	CORE	Maintain news media summaries (e.g. current events, media trends, etc.)
E4	CORE	Process qualitative communication information
E4	CORE	Report qualitative communication research findings (e.g. stakeholder or constituent insights)
E5	CORE	Report quantitative data analysis findings
E7	CORE	Supervise audience targeting