

# CHAPTER 57



## NAVY COUNSELOR (NC)

NAVPERS 18068-57J

CH-80

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NAVY ENLISTED OCCUPATIONAL STANDARD

FOR

NAVY COUNSELOR (RECRUITER) (NCR)



SCOPE OF RATING

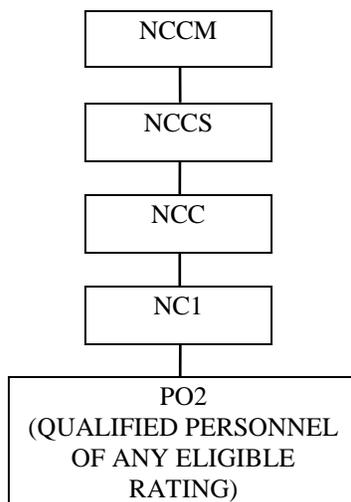
Navy Counselors (Recruiter) (NCR) develop and implement effective recruiting plans to achieve assigned missions; analyze market trends and recruiting efforts to make adjustments; supervise and coordinate marketing, prospecting, interviewing, processing, classification, and onboarding activities; give 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.

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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 Relationship**Group Title

Recruiting and Counseling

DoD Code

150100

**O\*NET Relationship**Occupation 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)**

<b><u>Paygrade</u></b>	<b><u>Task Type</u></b>	<b><u>Task Statements</u></b>
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**

E6

**Task Type**

CORE

**Task Statements**

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