

# CHAPTER 57



## NAVY COUNSELOR (NC)

NAVPERS 18068-57H  
**CH-55**

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NAVY ENLISTED OCCUPATIONAL STANDARD

FOR

NAVY COUNSELOR (RECRUITER) (NCR)



SCOPE OF RATING

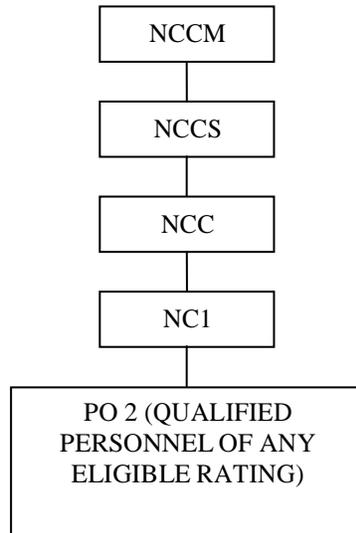
Navy Counselors (NCR) assist recruiting commands in developing and implementing effective recruiting plans to achieve assigned missions; analyze available markets and recruiting efforts to identify trends to make adjustments; supervise and coordinate marketing, prospecting, interviewing, processing, and classification; give presentations to civic groups, workshops, seminars, targeted population and their family members on career opportunities in the Navy; provide leadership, career information, mentor, and train assigned personnel, including Future Sailors and Collegiate Management; liaise with media; network with educators, civil officials, and community leaders to foster Navy awareness; manage available resources; and monitor policies 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



Currently the NCR rating does not have a path of advancement to Chief Warrant Officer and Limited Duty Officer. For further guidance on Officer Programs see 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) 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 Manager****Job Code****001627****Job Family**

Business and Financial Operations

**NOC**

TBD

**Short Title (30 Characters)**

RECRUITING MANAGER

**Short Title (10 Characters)**

REC MGR

**Pay Plan**

Enlisted

**Career Field**

NCR

**Other Relationships and Rules**

2186

**Job Description**

Recruiting Managers provide assigned personnel with supervision, training, professional development, and guidance on recruitment of individuals' accession into the United States Navy; conduct training on prospecting and interviewing techniques, school canvassing and sales proficiency; supervise and analyze individual recruiter activity to facilitate goal achievement; perform activity analysis and conduct demographic/geographic market comparisons 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; conduct Collegiate Management; 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**

Employment, Recruitment, and Placement Specialists

**SOC Code**

13-1071.00

**Job Family**

Business and Financial Operations

**Skills***Complex Problem Solving**Critical Thinking**Monitoring**Management of Personnel Resources**Quality Control Analysis**Systems Evaluation**Speaking**Active Listening**Judgment and Decision Making**Instructing***Abilities***Problem Sensitivity**Oral Expression**Inductive Reasoning**Oral Comprehension**Written Expression**Written Comprehension**Deductive Reasoning**Originality**Fluency of Ideas**Mathematical Reasoning***APPLICANT PROCESSING****Paygrade**

E6

**Task Type**

NON-CORE

**Task Statements**

Analyze applicant processing conversion data

E7

NON-CORE

Conduct applicant screenings to determine eligibility

E6

NON-CORE

Interview applicants requiring waivers

**DELAYED ENTRY PROGRAM (DEP)/COLLEGIATE MANAGEMENT****Paygrade**

E7

**Task Type**

NON-CORE

**Task Statements**

Analyze Delayed Entry Program (DEP)/Collegiate attrition data

E7

CORE

Conduct division Delayed Entry Program (DEP)/Collegiate audits

E7

NON-CORE

Develop division policies for attrition reduction

E7

NON-CORE

Evaluate effectiveness of the Delayed Entry Program (DEP)/Collegiate meetings

E6

CORE

Provide Delayed Entry Program (DEP) Delayed Action Requests (DAR)/Collegiate contact report recommendations

E7

NON-CORE

Provide Navy Recruiting District (NRD) Delayed Entry Program (DEP)/Collegiate guidance

E7

NON-CORE

Track Delayed Entry Program (DEP) referrals

**OPERATIONS AND ADMINISTRATION****Paygrade**

E7

**Task Type**

CORE

**Task Statements**

Assess Local Effective Accession Delivery System (LEADS) feedback data

E7

NON-CORE

Conduct recruit waiver analyses

E7

NON-CORE

Coordinate national and local diversity conferences

E7	CORE	Determine and distribute recruiting goals across geographic markets
E7	NON-CORE	Develop diversity recruiting methods and recommendations
E7	NON-CORE	Develop plans of action to assist Recruiting Districts identifying targeted diversity markets
E6	CORE	Develop recruiting goaling and manning plans
E7	NON-CORE	Establish division processing guidelines
E7	CORE	Evaluate Military Entrance Processing Station (MEPS) conversion ratios
E6	CORE	Evaluate Recruiter Development Board (RDB) feedback data
E7	CORE	Inspect accuracy of recruiting web-based data
E7	CORE	Inspect Navy Recruiting Station (NRS) prospecting systems
E7	CORE	Inspect Non-Instrumented Drug Testing (NIDT) programs
E7	CORE	Inspect Station Market Analysis Review Technique (SMART)/Officer systems
E7	NON-CORE	Maintain division shipping logs
E7	CORE	Make manning requirement recommendations
E7	CORE	Monitor applicant processing costs
E6	CORE	Monitor attained not drilled reports
E6	CORE	Monitor Bought Not Attained (BNA) reservation reports
E7	CORE	Monitor post-inspection Plans of Action and Milestones (POA&M)
E7	CORE	Provide budget recommendations to Navy Recruiting District (NRD)
E7	CORE	Provide transfer recommendations (fault, no fault, and incompatible)
E7	CORE	Recommend location for Navy Recruiting Stations (NRS)
E7	NON-CORE	Track diversity recruiting trends
E7	CORE	Verify administration of turnover inspections
E6	NON-CORE	Verify applicant processing projections

#### **PRODUCTION, PROSPECTING, AND MARKETING**

<b><u>Paygrade</u></b>	<b><u>Task Type</u></b>	<b><u>Task Statements</u></b>
E6	CORE	Analyze division Production Analysis Training and Evaluation (PATE) data
E6	CORE	Analyze School Of Area Responsibility (SOAR) distributions
E6	CORE	Analyze Station Market Analysis Review Technique (SMART) system data
E6	CORE	Assess effectiveness of prospecting plans
E7	CORE	Assess prospecting modes
E7	CORE	Audit recruiter applicant logs
E7	CORE	Audit School Of Area Responsibility (SOAR) folders/campus data notebooks
E7	NON-CORE	Conduct campus meetings with Professor of Naval Science
E6	CORE	Conduct Local Effective Accession Delivery System (LEADS) executive calls
E7	CORE	Develop Navy Recruiting District (NRD) marketing plans
E6	CORE	Develop Production Analysis Training and Evaluation (PATE) worksheets
E6	CORE	Develop prospecting plans
E6	CORE	Develop recruiting planners
E6	CORE	Ensure utilization of all prospecting modes
E7	CORE	Evaluate assigned recruiter territories
E7	CORE	Evaluate Marketing Operations Plans (MOP)
E6	CORE	Evaluate Reserve Component (RC) itineraries/area visit notebooks
E7	CORE	Evaluate Web-based Standardized Territory Evaluation and Analysis for Management (WebSTEAM) data to assign markets

E6	CORE	Identify and assess potential Target Market Centers (TMC) (schools, public officials, civic leaders)
E6	CORE	Manage Recruiter Assistance Program (RAP)
E7	CORE	Monitor execution of the Marketing Operations Plan (MOP)
E7	CORE	Monitor follow-up of local and national Local Effective Accession Delivery Systems (LEADS)
E6	CORE	Monitor Local Effective Accession Delivery System (LEADS) ratios
E7	NON-CORE	Monitor Medical Very Important Prospects (MEDVIPS), Nuclear Very Important Prospects (NUCVIPS), Chaplain interview and Educator Orientation Visits (EOVs)
E7	NON-CORE	Plan and accompany groups on tours of military installations
E7	CORE	Provide Marketing Operations Plan (MOP) feedback
E6	CORE	Recommend changes based on Standardized Territory Evaluation and Analysis for Management (STEAM) data to Navy Recruiting Districts (NRD) to ensure fair market share
E6	NON-CORE	Represent Navy in community activities and public awareness events (fund raising drives, blood donor drives, patriotic holidays)
E6	CORE	Review applicant logs
E6	CORE	Review Navy Recruiting District (NRD) goaling letter
E7	CORE	Review prospecting plans to ensure they are effective and fulfilling expectations
E7	CORE	Review Reserve Component (RC) itineraries
E6	NON-CORE	Solicit applicant referrals
E6	CORE	Verify applicant logs
E6	NON-CORE	Verify effectiveness of Target Market Centers (TMC)

#### **PROFESSIONAL DEVELOPMENT**

<b><u>Paygrade</u></b>	<b><u>Task Type</u></b>	<b><u>Task Statements</u></b>
E7	NON-CORE	Conduct division indoctrinations
E6	CORE	Conduct home and school visits with new recruiters
E6	CORE	Conduct new recruiter station indoctrinations
E6	CORE	Conduct Personal Developed Contacts (PDC) prospecting with new recruiters
E7	NON-CORE	Develop division training plans
E6	NON-CORE	Develop Personnel Qualification Standard (PQS) training
E6	CORE	Evaluate effectiveness of Delayed Entry Program (DEP) training
E6	NON-CORE	Identify specific recruiter strengths or weaknesses
E6	NON-CORE	Provide Recruiter Development Board (RDB) inputs

#### **SALES**

<b><u>Paygrade</u></b>	<b><u>Task Type</u></b>	<b><u>Task Statements</u></b>
E6	CORE	Conduct sales calls
E6	CORE	Conduct sales calls evaluation
E6	CORE	Conduct sales labs
E6	CORE	Conduct sales proficiency evaluation
E6	CORE	Evaluate recruiter selling skills strengths or weaknesses
E6	CORE	Interview Qualified Not Enlisted (QNE) applicants

**Job Title****Recruiting Supervisor****Job Code****001632****Job Family**

Business and Financial Operations

**NOC**

TBD

**Short Title (30 Characters)**

RECRUITING SUPERVISOR

**Short Title (10 Characters)**

REC SUP

**Pay Plan**

Enlisted

**Career Field**

NCR

**Other Relationships and Rules**

2186

**Job Description**

Recruiting Supervisors ensure Navy recruiting policies are implemented as directed by higher authority; provide assigned personnel with leadership, career information, training, supervision, and guidance on recruitment of individuals into the Navy; conduct inspections, review prospecting and processing data, and train to deficiencies; monitor effectiveness of selling skills; analyze Navy Recruiting District market, DoD, and ASAD; conduct Delayed Entry Program (DEP) attrition analysis identifying trends and develop plan of action; direct recruiting efforts to ensure achievement of assigned goals; conduct Recruiter Development Boards (RDB), Personnel Qualification Standards (PQS), Career Development Boards (CDB), Convasser Recruiter (CANREC) new hires and continuation boards; analyze Local Effective Accession Delivery System (LEADS); and interview personnel applying for conversion to the Career Recruiter Force (CRF).

**DoD Relationship****Group Title**

Recruiting and Counseling

**DoD Code**

150100

**O\*NET Relationship****Occupation Title**

Employment, Recruitment, and Placement Specialists

**SOC Code**

13-1071.00

**Job Family**

Business and Financial Operations

**Skills***Monitoring**Complex Problem Solving**Speaking**Critical Thinking**Quality Control Analysis**Active Listening**Management of Personnel Resources**Writing**Coordination**Systems Evaluation***Abilities***Oral Expression**Problem Sensitivity**Written Comprehension**Written Expression**Oral Comprehension**Inductive Reasoning**Information Ordering**Originality**Deductive Reasoning**Number Facility***APPLICANT PROCESSING****Paygrade****Task Type****Task Statements**

E6

NON-CORE

Administer Enlistment Screening Tests (EST)

E6

NON-CORE

Analyze applicant processing conversion data

E6

CORE

Collect applicant Basic Enlistment Eligibility Requirements (BEER) documents for submission

E6

NON-CORE

Conduct applicant processing briefs

E6

CORE

Counsel rejected applicants

E6

CORE

Determine applicant processing pipeline

E6

NON-CORE

Interview applicants requiring waivers

E6

NON-CORE

Perform enlistment kit Quality Assurance (QA) checks

E6

CORE

Prepare approval requests for Reserve Component (RC) accession packages and waivers

E6

CORE

Prepare enlistment documents

E6

CORE

Process Navy Recruiting Command (NRC) waivers

E6

NON-CORE

Schedule Armed Services Vocational Aptitude Battery (ASVAB) testing

E6

NON-CORE

Schedule Military Entrance Processing Station (MEPS) physical exams

E6

NON-CORE

Transport applicants for processing

**DELAYED ENTRY PROGRAM (DEP)/COLLEGIATE MANAGEMENT****Paygrade****Task Type****Task Statements**

E6

CORE

Conduct Delayed Entry Program (DEP) meetings

E6

CORE

Conduct Delayed Entry Program (DEP) training

E6

CORE

Conduct Delayed Entry Program (DEP)/Collegiate 72-hour indoctrinations

E6	CORE	Coordinate Delayed Entry Program (DEP) meetings
E6	NON-CORE	Counsel potential Delayed Entry Program (DEP) attrites
E6	CORE	Manage Delayed Entry Program (DEP) shipping requirements
E6	CORE	Mentor Delayed Entry Program (DEP) personnel
E6	CORE	Monitor administration of Initial Fitness Assessments (IFA) to Delayed Entry Program (DEP)/Collegiate personnel
E6	CORE	Monitor and identify potential Delayed Entry Program (DEP) attrites
E6	NON-CORE	Monitor Delayed Entry Program (DEP) attrition trends
E6	CORE	Monitor Delayed Entry Program (DEP) referral tracking log data
E6	CORE	Process Delayed Entry Program (DEP) Personnel Qualifications Standard (PQS) completion forms
E6	CORE	Provide Delayed Entry Program (DEP) Delayed Action Requests (DAR)/Collegiate contact report recommendations
E6	CORE	Verify completion of modules for Delayed Entry Program (DEP) tool kits

### **OPERATIONS AND ADMINISTRATION**

<b><u>Paygrade</u></b>	<b><u>Task Type</u></b>	<b><u>Task Statements</u></b>
E6	CORE	Assemble application packages for Recruiter Development Board
E6	CORE	Assemble Reserve Component (RC) residual records
E6	CORE	Calculate recruiting division goals
E6	NON-CORE	Conduct turnover inspections
E6	CORE	Develop post-inspection Plans of Action and Milestones (POA&M)
E6	CORE	Develop recruiting goaling and manning plans
E6	NON-CORE	Ensure applicant compliance with Military Entrance Processing Station (MEPS) policies
E6	CORE	Evaluate Recruiter Development Board (RDB) feedback data
E6	CORE	Examine recruiter Out-of-Pocket Expense (OPE) claims
E6	CORE	Maintain domicile-to-duty government vehicle logs
E6	CORE	Maintain recruiting planners
E6	CORE	Maintain recruiting web databases
E6	CORE	Monitor attained not drilled reports
E6	CORE	Monitor Bought Not Attained (BNA) reservation reports
E6	CORE	Monitor Non-Instrumented Drug Testing (NIDT) programs
E6	CORE	Monitor recruiter working ticklers
E6	CORE	Monitor Station Market Analysis Review Technique (SMART) systems
E6	NON-CORE	Obtain applicant processing projections
E6	CORE	Process Delayed Entry Program (DEP) referrals
E6	CORE	Provide Local Effective Accession Delivery System (LEADS) feedback data
E6	NON-CORE	Verify applicant processing projections

### **PRODUCTION, PROSPECTING, AND MARKETING**

<b><u>Paygrade</u></b>	<b><u>Task Type</u></b>	<b><u>Task Statements</u></b>
E6	CORE	Analyze All Service Accession Data (ASAD)
E6	CORE	Analyze division Production Analysis Training and Evaluation (PATE) data
E6	CORE	Analyze goal recap sheets
E6	CORE	Analyze Navy Recruiting Station (NRS) territories
E6	CORE	Analyze School Of Area Responsibility (SOAR) distributions
E6	CORE	Analyze Station Market Analysis Review Technique (SMART) system data

E6	CORE	Analyze Web-based Standardized Territory Evaluation and Analysis for Management (WebSTEAM) data to identify markets
E6	CORE	Assess effectiveness of prospecting plans
E6	CORE	Assign recruiter territories
E6	CORE	Compute Recruiter Assignment Factors (RAF)
E7	CORE	Conduct Daily Production Reviews (DPR)
E6	CORE	Conduct applicant executive screenings
E6	CORE	Conduct Local Effective Accession Delivery System (LEADS) executive calls
E6	CORE	Develop Production Analysis Training and Evaluation (PATE) worksheets
E6	CORE	Develop prospecting plans
E6	CORE	Develop recruiting planners
E6	CORE	Develop Reserve Component (RC) itineraries
E6	CORE	Develop school folders/campus data notebooks
E6	CORE	Ensure follow-up of local and national Local Effective Accession Delivery Systems (LEADS)
E6	CORE	Ensure utilization of all prospecting modes
E6	CORE	Evaluate Reserve Component (RC) itineraries/area visit notebooks
E6	CORE	Identify and assess potential Target Market Centers (TMC) (schools, public officials, civic leaders)
E6	CORE	Manage Recruiter Assistance Program (RAP)
E6	NON-CORE	Manage Recruiting Aid Devices (RAD) inventory
E6	CORE	Monitor and evaluate telephone techniques
E6	CORE	Monitor development of Centers of Influence (COI)
E6	CORE	Monitor Local Effective Accession Delivery System (LEADS) ratios
E6	NON-CORE	Order station Recruiting Aid Devices (RAD)
E6	CORE	Prepare School Of Area Responsibility (SOAR) binders
E6	NON-CORE	Represent Navy in community activities and public awareness events (fund raising drives, blood donor drives, patriotic holidays)
E6	CORE	Review applicant logs
E6	NON-CORE	Solicit applicant referrals
E6	CORE	Verify applicant logs
E6	NON-CORE	Verify effectiveness of Target Market Centers (TMC)

### **PROFESSIONAL DEVELOPMENT**

<b><u>Paygrade</u></b>	<b><u>Task Type</u></b>	<b><u>Task Statements</u></b>
E7	NON-CORE	Conduct division indoctrinations
E6	CORE	Conduct home and school visits with new recruiters
E6	CORE	Conduct new recruiter station indoctrinations
E6	CORE	Conduct Personal Developed Contacts (PDC) prospecting with new recruiters
E6	CORE	Conduct recruiter sales training
E6	CORE	Counsel recruiter on Recruiter Development Board (RDB) decisions
E6	NON-CORE	Create developmental action plans for Recruiter Development Boards (RDB)
E6	NON-CORE	Develop Personnel Qualification Standard (PQS) training
E6	CORE	Evaluate effectiveness of Delayed Entry Program (DEP) training
E6	CORE	Evaluate new recruiters on developing Centers of Influence (COI)
E6	NON-CORE	Identify specific recruiter strengths or weaknesses
E6	NON-CORE	Provide Recruiter Development Board (RDB) inputs

**SALES**

<b><u>Paygrade</u></b>	<b><u>Task Type</u></b>	<b><u>Task Statements</u></b>
E6	CORE	Conduct follow-up with Qualified Not Enlisted (QNE) applicants
E6	CORE	Conduct sales calls
E6	CORE	Conduct sales calls evaluation
E6	CORE	Conduct sales proficiency evaluation
E6	CORE	Evaluate recruiter selling skills strengths or weaknesses
E6	CORE	Interview Qualified Not Enlisted (QNE) applicants