Chapter One

NAVY RECRUITING COMMAND MISSION

The mission of the Navy Recruiting Command is to recruit the best quality men and women, non-prior service and prior service to resource the world's greatest Navy and Navy Reserve by: (1) Maintaining an effective, motivated recruiting force, (2) Developing a consolidated, strategic organization, and (3) Executing best business practices.

COMMANDER (00)

Function. Command the Navy Recruiting Command and recruiting activities, as assigned, for the Chief of Naval Personnel. Recruit men and women for enlisted, officer candidate, and officer status in the Regular and Reserve components of the Navy and prepare for the Secretary of the Navy the documents required for original appointment to warrant and commissioned grades.

Major Responsibilities

1. Develop, implement, and manage plans and programs for the recruitment and selection of officers, officer candidates (except Naval Academy Midshipmen) in the Regular and Reserve components of the Navy.

2. Develop, implement, and manage plans and programs for the recruitment and selection of enlisted personnel in the Regular and Reserve components of the Navy.

3. Plan, develop, and maintain a national and local recruiting communications program in printed, audio, and visual media.

4. Plan, develop, procure and distribute promotional material and collateral sales material for use in Navy recruiting efforts.

5. Maintain liaison with civilian Navy-oriented organizations and individuals who have agreed to actively support Navy recruiting.

6. Coordinate recruiting-related public relations programs of mutual concern to NAVCRUITCOM and the Chief of Naval Information; Superintendent, Naval Academy; and Chief of Naval Education and Training.
7. Conduct analyses of recruiting activity performance, external influences, demographic data, personnel research reports, and other essential information impacting upon the recruiting effort.

8. Assist the Assistant Chief of Naval Personnel for Military Policy and Career Programs with planning and development of aids and materials to support the retention effort of the Navy.

9. Provide support to assigned recruiting activities.

10. Supervise and coordinate the preparation of the recruiting budget.


12. Coordinate with Commander, Military Entrance Processing Command, matters pertaining to processing Navy applicants at Military Entrance Processing Stations.

13. Discharge other responsibilities, which may be assigned by higher authority.

Commander, Navy Recruiting Command
Personal Staff

EXECUTIVE ASSISTANT (00EA)

Function. Organize, plan, and control administrative matters for the Commander. Coordinate activities of the Flag staff. Serve as principal point of contact for the Commander. Provide answers to inquiries of policy and non-policy nature when the Commander’s views are known. Perform liaison with other Flag offices and staffs regarding routine correspondence, scheduling, and inquiries.

Major Responsibilities

1. Guide work efforts of Flag staff, exercising general supervision over Personal Staff.

2. In coordination with the Chief of Staff, ensure prompt responses to tasks assigned by the Commander, Deputy Commander, or higher authority.
3. Coordinate and draft responses to the Commander's personal correspondence, Email, and letters to the claimancy on significant issues.

4. Attend staff meetings and provide other administrative functions as required for the Commander and Deputy Commander.

5. Manage the quality of official and personal correspondence prepared for the signature, review, or information of the Commander and Deputy Commander.

6. Maintain necessary liaison with representatives of other commands, flag officers, services, and federal entities.

7. Coordinate the Commander’s schedule with the Flag Writer.

**FLAG AIDE (00FA)**

**Function.** Schedule and coordinate the numerous details associated with protocol matters, official and social calendar, uniform requirements, travel arrangements, accommodations and baggage for the Commander. Assist in ceremonies, honors and courtesies. Assist in planning and execution of official events and entertainment hosted by the Commander. Accompany the flag officer on official travel as directed.

**Major Responsibilities**

1. Take action on matters relating to uniforms, ceremonies, official visits, salutes, and presentation of awards for the Commander.

2. Supervise the scheduling of official transportation for the Commander.

3. Act on matters relating to entertainment, social functions, and similar events where the Commander is involved.

4. Act as coordinator for the Commander’s official travel. Act in the name of the Commander in liaison with field activities for schedule planning purposes.

5. On arrival and departure from headquarters, attend to visiting flag officers, dignitaries, and others as requested by the Commander.
6. Coordinate submissions for and preparation of Trip Books and travel related correspondence. Ensure action items for site visits and background information are included.

7. Accompany the Commander on out of office movements when deemed useful to the Commander.

**FLAG WRITER (00W)**

**Function.** Prepare and review all personal correspondence for completeness and correctness prior to being presented to the Commander.

**Major Responsibilities**

1. Act as coordinator for the Commander’s daily schedule.

2. Direct and supervise preparation of the Commander’s Day Books and Discussion Books, as required.

3. Provide administrative preparation of officer and chief petty officer fitness reports.

4. Complete personal correspondence for the Commander and maintain personal correspondence files.

5. Maintain the Commander’s daily schedule in coordination with the Executive Assistant.

**FLAG SECRETARY (00FS)**

**Function.** Direct Flag Secretariat organization and routine. Maintain a task control system to verify and record actions assigned to the various directorates and their completion dates. Coordinate and act as protocol officer for all command ceremonies (awards, retirements, change of command, etc.).

**Major Responsibilities**

1. Take action on matters relating to uniforms, ceremonies, official visits, salutes, and presentation of awards for headquarters events.

2. In coordination with Flag Aide, ensure protocol matters related to visiting flag officers, dignitaries, and others at headquarters are properly executed.
3. Administratively assist with fitness reports for officers and chief petty officers as directed.

4. Maintain TV4 and action tickler. Track status of all action items tasked by the Commander, Deputy Commander, Chief of Staff, or Executive Assistant.

5. Supervise Secretariat support services for the Commander to encompass the following:

   a. Maintain a central mailroom to sort, control, and route incoming and outgoing correspondence.

   b. Maintain front office central and serialized files.

   c. Provide mail and messenger services in support of the central mailroom system.

   d. Maintain NAVCRUITCOM standard distribution lists.

6. Administer the Command Awards Program, including receipt, control, editing, and submission of both headquarters and field personnel award recommendations and certificates of commendation.

   **Commander, Navy Recruiting Command**

   **Special Assistants**

   **FORCE MASTER CHIEF (00E)**

**Function.** The Force Master Chief, as the senior enlisted advisor to Commander, Navy Recruiting Command, serves as the personal advisor to and representative of the Commander in matters pertaining to the morale, welfare, job satisfaction, discipline, utilization, and training of Navy Recruiting enlisted personnel, recruiting programs, recruiter conferences, effectiveness, and efficiency of the chain of command, and specific problem areas affecting the overall recruiting effort and mission.

**Major Responsibilities**

1. Assist and advise the Commander in matters pertinent to the welfare and morale of enlisted personnel and their dependents on the staff and in subordinate commands.

2. Provide the Commander with an evaluation of the accuracy and impact of existing and proposed recruiting programs and policies.

3. Accompany the Commander on official visits to subordinate commands to meet informally with enlisted personnel at their
work sites, to exchange ideas, and to disseminate information, which affects enlisted personnel.

4. Upon invitation, accompany the Commander, or the Commander’s designated representative, to official functions, inspections, conferences, or ceremonies in which enlisted members are participating.

5. Upon invitation act as the enlisted representative of the command in community and civic functions.

6. Communicate periodically with the Master Chief Petty Officer of the Navy; other Fleet and Force Master Chiefs in order to provide input data and exchange ideas regarding all enlisted members.

7. Participate as a member of, or advisor to advancement, quality control, retention, and awards committees when established.

8. Assist and advise the Commander in matters pertaining to field recruiter productivity, and make recommendations concerning improvement of the field recruiting force.

9. Assist in the reception of official enlisted visitors to the command.

**NATIONAL CHIEF RECRUITER (00NCR)**

**Function:** The National Chief Recruiter, as the Senior Enlisted Recruiting advisor to Commander, Navy Recruiting Command, serves as the personal advisor to and representative of the Commander in matters pertaining to enlisted and officer production, morale, welfare, job satisfaction, utilization, and training of Navy Recruiting production personnel, recruiting programs, recruiting conferences, effective and efficiency of the recruiting systems and specific problem areas affecting the overall recruiting effort and mission.

**Major Responsibilities**

1. Assist and advise the Commander in matters pertinent to the execution of the various recruiting processes, training and system tools usage throughout the subordinate commands.

2. Provide the Commander with an evaluation of the accuracy and impact of existing and proposed recruiting programs, system tools, and policies.

3. Accompany the Commander on official visits to subordinate commands to meet informally with enlisted and officer personnel at their work sites, to exchange ideas, and to disseminate
recruiting information which affects recruiting personnel and their performance.

4. Upon invitation, accompany the Commander, or the Commander’s designated representative, to official functions, command inspections, conferences, or ceremonies relative to enlisted and officer recruiting.

5. Communicate with the Navy Recruiting Region and NAVCRUITDIST Chief Recruiters in order to provide input data and exchange ideas regarding all enlisted and officer recruiting evolutions.

6. Coordinate and advise the Commander on training requirement necessary to sustain enlisted and officer recruiting success.

7. Provide the Commander with a slate of all NAVCRUITDIST Chief Recruiters, Assistant Chief Recruiters and all E9 Career Recruiting Force personnel.

8. Conduct regular comprehensive training visits to NAVCRUITDISTs to enhance the training and effectiveness of their production leadership teams.

9. Assist and advise the Commander in matters pertaining to field recruiter productivity, and make recommendations concerning improvement of the field recruiting force to include manpower assignments.

**DIVERSITY PROGRAMS (OOC)**

**Function.** Assist the Commander, Navy Recruiting Command in attaining proper minority representation in the officer and enlisted ranks by ensuring a favorable minority recruiting climate across the nation. Liaison with applicable NAVCRUITCOM HDQ N1 organizations for the development and deployment of policy, criterion, and materials designed to optimize the diversity accession process.

**Major Responsibilities**

1. Advise Commander, Navy Recruiting Command in all matters regarding recruitment of officers and enlisted personnel from diverse racial and ethnic backgrounds.

2. Conduct field and on-site studies to assist and make recommendations in planning, research, and application of new diversity recruiting methods.
3. Act as liaison officer for Navy Recruiting Command with the Bureau of Naval Personnel and with other offices of the Department of the Navy and Department of Defense in matters concerning equal opportunity and diversity programs.

4. Monitor continuation and development of efforts to recruit personnel of diverse racial and ethnic backgrounds.

5. Monitor officer and enlisted programs and maintain sufficient data on racially diverse personnel to ensure effectiveness of diversity recruiting programs.


7. Assist and advise Headquarters and field elements of Navy Recruiting Command in matters pertaining to minority recruiting.

8. Liaise with private, civic, and government agencies in matters pertaining to minority recruiting and equal opportunity.

9. Manage the Campus Liaison Officer program to include recruitment and selection of personnel.

10. Manage Navy participation at annual conventions and conferences (exhibits, displays, and workshops) of minority organizations.

11. Supervise field management of the Senior Minority Assistance to Recruiting (SEMINAR) Program.

12. Serve as Navy Recruiting Command representative on all Department of Defense or Department of the Navy standing as hoc committees relating to diversity affairs and/or equal opportunity.

13. Originate, supervise, and coordinate preparation of Navy Recruiting Command instructions and notices necessary for implementation and execution of the various diversity programs.

14. Originate, sign, and issue correspondence of a routine and non-controversial nature necessary for the execution of various diversity programs.

15. Prepare and sign correspondence in reply to routine inquiries.
16. Assist as necessary in the development of marketing material used in describing the various diversity programs.

17. Draft yearly Departmental and Regional diversity budgets and provide line management of both.

18. Coordinate with N5 and N9 to create Return on Investment (ROI) for all NAVCRUITCOM diversity programs.

**INSPECTOR GENERAL (00IG)**

**Function.** Inquire into and report on any matter that affects the discipline, quality of life, or military efficiency of the command by the conduct of investigations.

**Major Responsibilities**

1. Responsible for the operation of a sound integrity program which provides for the most effective performance of both staff and field recruiting operations.

2. Review integrity issues highlighted by current events and conduct special investigations as directed by the Commander, Navy Recruiting Command.

3. Provide technical assistance/advice to any recruiting activity or function on any ethics or integrity issue outside of the legal affairs purview.

4. Ensure adherence to Navy and this Command’s integrity policy and efficient management practices by assessing and maintaining high ethical standards throughout the Command.

5. Recommend changes to command-wide integrity and ethics directives to the Commander, Navy Recruiting Command.

6. Initiate, conduct, or direct investigations to determine compliance by subordinate units and personnel with Navy Recruiting Command directives and directives from higher authority.

7. Review reports of all investigations, and audits conducted within Navy Recruiting Command to ensure completeness, independence, timeliness, and accountability.

8. Conduct liaison with Recruit Training Command, Great Lakes, by conducting a final Navy Recruiting Command Quality Assurance
check of all incoming Recruits, by the Recruit Quality Assurance Team (RQAT). Provide regular feedback to all field commands.

9. Respond to Congressional inquiries, on behalf of constituents, regarding recruiting practices.

10. As a member of the Naval Inspector General Network, respond to Department of Defense/Naval Inspector General requirements, as assigned.

**STAFF JUDGE ADVOCATE (00J)**

**Function.** Advise COMNAVCRUITCOM on all legal matters which impact on Navy recruiting including affixing command responsibility and accountability; act as the counsel and legal spokesman for the Command; assist and advise Headquarters and field elements in legal matters pertaining to recruiting, ethics, professional performance, and discipline; review Command policies, procedures, regulations, technical manuals, and other publications for legal sufficiency; monitor and implement Freedom of Information and Privacy Acts within the Command; and serve as Judge Advocate for the Command.

**Major Responsibilities**

1. Advise the Commander, Navy Recruiting Command on all legal matters pertaining to the mission of Navy Recruiting Command, and acts as the counsel and legal spokesman for the command.

2. Assist and advise Headquarters and field elements of the Navy Recruiting Command in legal matters pertaining to recruiting, ethics, professional performance, and discipline.

3. Foster the establishment of uniform legal policies within the NAVCRUITCOM area of concern, and provide coordination of such policies within the command and any interested components of the Navy.

4. Review command policies, procedures, regulations, technical manuals, and other publications for legal sufficiency.

5. Monitor implementation and administration of the Freedom of Information and Privacy Acts within the Command. Provide counseling and review in cases of denial of information from records.
6. Act as Ethics Counselor, providing advice and assistance on matters relating to conduct and conflicts of interest, and providing legal review of statements of affiliation and financial interests referred for review.

7. Review and prepare required endorsements for investigations in accordance with the Manual of the Judge Advocate General.

8. Serve as Staff Judge Advocate for the Commander, Navy Recruiting Command, an Officer exercising General Courts-Martial Authority.

9. Serve as agency representative in EEO and Merit Systems Protection Board.

10. Prepare responses to Article 138 complaints and endorsements on Article 1150 complaints.

11. Monitor and prepare endorsements on all Detachment for Cause packages.

12. Review and prepare responses to NJP appeals from NAVCRUITCOM claimancy.

PUBLIC AFFAIRS (00P)

Function. Serve as the principal advisor to the Command on all matters which impact on Navy Recruiting Command public affairs; direct the daily activities of the division.

Major Responsibilities

1. Advise the Commander on current DoD and Navy public affairs policy as it impacts on the command’s mission and functions.

2. Function as the principal point of contact for Navy Recruiting Command, the Navy Chief of Information (CHINFO), and CHINFO field offices on recruiting public affairs matters.

3. Foster and perpetuate a positive working relationship with CHINFO, Navy Officer of Community Outreach (NAVCO) and other public affairs functions to support mutual projects.

4. Provide DoD and Navy public affairs guidance to Navy Recruiting Region and Navy Recruiting District offices; maintain close and frequent liaison with field Public Affairs Officers.
5. Serve as Managing Editor of Navy Recruiter Magazine.

6. Plan and execute an annual public affairs training conference for all Navy Recruiting PAOs and/or their representatives.

7. Provide final approval for content on all publicly accessible command web sites.

8. Respond to media inquiries concerning command policies and activities; research inquiries with appropriate staff departments or offices to coordinate response prior to release.

9. Provide media support for the command’s annual Recruiter of the Year program.

10. Coordinate with front office for support of all trips taken by the Commander; provide public affairs background material, speeches, audience analysis, and advance liaison for media availabilities as required.

11. Accompany the Commander on trips and effect public affairs liaison and coordination with recruiting activities and other Navy commands as required.

12. Facilitate media interviews or news conferences for the Commander or other recruiting command personnel as required.


14. Monitor the news; prepare and present regular news media clippings to the Commander and other designated personnel.

15. Provide direct assistance to the field in all areas of public affairs; e.g., internal relations, media liaison, community relations.

16. Maintain close coordination with all headquarters staff departments to provide public affairs guidance.

17. Generate news releases and feature articles of general or specialized interest concerning the activities and policies of the Command; coordinate releases with the Chief of Naval Personnel and the Chief of Information as necessary.
18. Maintain an active NAVCRUITCOM Headquarters Fleet Hometown News program; encourage field activities to maintain active program at their level.

19. Provide media training to NAVCRUITDIST PCO/PXO students as required.

20. Maintain nationwide liaison with nationally organized youth organizations.

21. Maintain liaison with the National Board of Directors for the Naval Sea Cadet Corps.

22. Provide public affairs training and inspection support to the field as needed.

23. Liaison with organizations which may benefit Navy Recruiting such as the American Legion, VFW, the Navy League; and the Fleet Reserve Association.

**DEPUTY COMMANDER (00B)**

**Function.** Principal assistant and advisor to Commander, Navy Recruiting Command. The incumbent assumes the responsibilities of the Commander in the Commander’s absence.

**Major Responsibilities**

1. Assist and advise the Commander, Navy Recruiting Command on all matters of policy to include recommendations for new policies and modification to existing policies necessary for the effective operation of Navy Recruiting Command.

2. Assist the Commander in the supervision and management of Navy Recruiting Command, both at the headquarters and in the field.

3. Review the Navy Recruiting Command budget and provide justification to the Commander.

4. Review and advise the Commander on the development and implementation of the national Navy recruiting communication/advertising campaign.

**CHIEF OF STAFF (01)**

**Function.** In coordination with the Deputy Commander, organizes and administers the headquarters staff in accordance with Navy regulations and the Commander’s direction. Supports and advises the Commander and Deputy Commander concerning the plans,
operations, and administration of NAVCRUITCOM and the organization, manning and administration of the headquarters staff.

Major Responsibilities

1. Guide work efforts of staff, exercising general supervision over directorates.

2. Ensure that completed staff work is submitted to Commander for decision.

3. Perform Commanding Officer functions relating to the headquarters staff as delegated by the Commander.

4. Advise and assist the Commander in consideration of policy and non-policy issues.

5. Act as liaison between headquarters staff and all field activities.

6. Act as direct representative, signing correspondence on routine matters and determining line of action in situations where views of commander are known.


EQUAL OPPORTUNITY ADVISOR (01A)

Function. The Command Equal Opportunity Advisor (EOA) serves as the principal military advisor to Commander, NAVCRUITCOM on equal opportunity issues. Provide sustained, significant and proactive military equal opportunity support. Provide equal opportunity briefings, training, and serve as a resource and the primary point of contact involving all equal opportunity and sexual harassment issues without regard to race, color, national origin, religion, or sex within the constraints of the law to all NAVCRUITCOM active duty Navy, Navy Reserve, and civilian personnel.

Major Responsibilities

1. Provide overall direction, guidance, and leadership for the NAVCRUITCOM headquarters and field activity Command Managed Equal Opportunity (CMEO) Program.

2. Promote a positive command climate through personal example.
3. Ensure headquarters and subordinate commanders assess their command climate within 90 days of assuming command, and conduct annual follow-up assessments during their command tenure.

4. Conduct CMEO program inspections of headquarters and subordinate commands.

5. Conduct Equal Opportunity (EO) investigations of headquarters and subordinate commands as directed.

6. Conduct EO/Sexual Harassment (SH) training of headquarters and subordinate commands.

7. Liaison/coordinate with civilian Equal Employment Opportunity (EEO) personnel as necessary.

8. Monitor EO/SH status within headquarters and subordinate commands.

9. Serve as primary advisor and subject matter expert to NAVCRUITCOM Commander on all matters related to the CMEO program, EO policies, and clemency compliance.

10. Assist with the processing of EO/SH complaints for NAVCRUITCOM.

11. Review all formal EO/SH complaints and provide recommendations for action to NAVCRUITCOM.

12. Provide assistance to NAVCRUITCOM headquarters and subordinate field activities on EO training, Defense Equal Opportunity Organizational Climate Survey (DEOCS) surveys, focus groups, interviews, command assessments, and investigations.

13. Conduct EO random spot checks and formal inspections of NAVCRUITCOM Headquarters and to ensure compliance with OPNAVINST 5354.1F and pertinent governing directives.

14. Monitor EO training provided throughout NAVCRUITCOM for accuracy and compliance with current policies.

15. Monitor headquarters and subordinate commands status of NAVCRUITCOM CMEO program by evaluating command assessment results.
16. Provide a quarterly status report of CMEO programs throughout NAVCRUITCOM headquarters and subordinate field activities to 00IG.

17. Participate in Navy wide EO meetings, conferences, symposiums, and seminars.

18. Assist headquarters and field activities in planning, scheduling, and conducting equal opportunity training.

19. Apprise claimancy on recent developments in areas of equal opportunity.

20. Provide guidance, advice, and assistance to claimancy on EO related issues such as sexual harassment and discrimination complaints resolution procedures, both formal and informal.

21. Attend EOAs follow-on training at a minimum twice a year.

22. Ensure headquarters and subordinate CMEO managers receive annual follow-on training.

23. Provide supplemental EO/CMEO/CAT/CTT/Advocate training to headquarters and subordinate commands.

24. Screen all prospective EOA (NEC 9515) candidates.