

2021 Digital Content and Technology Survey – Survey Position Grids

EXECUTIVE MANAGEMENT	Family		CONTENT PRODUCING							
	Level	GENERAL MANAGEMENT	VIRTUAL REALITY	Producing	Content Strategy	Content	Content Partner Account Management	Content Operations (New Family)	Content Curating	
		100	190	200	205	210	213	214	215	
20 Chief Executive Officer (Independent Company) 22 Chief Executive Officer (Online Subsidiary / Division) 24 Chief Operating Officer 26 Chief Financial Officer 28 General Counsel 29 Chief Human Resources Officer 29.5 Chief Information Security Officer 31 Chief Data Officer	Brief Job Family Descriptions		Directs ops of business unit(s) / product line(s) to achieve strategic, operational, financial content quality results. Typically has P&L responsibility.	Designs and develops virtual reality applications, content and products to deliver immersive, interactive user experiences. Establishes the creative and technical vision for virtual reality products / projects and determines how virtual reality technology can be adopted into the organization's product offerings.	Sets, communicates, implements, maintains creative and technical vision for content. Coordinates resources.	Determines the types, categories, brands, pace and forms of content that will be delivered by the company across multiple digital platforms to maximize brand awareness, audience engagement, conversion rates and retention. Creates, curates, delivers and governs content for digital platforms.	Secures a continuous flow of content for digital distribution.	Implements terms of content partner agreements. Develops relationships with content partners.	Oversees, develops and executes operational strategies and/or activities that ensure timely and accurate distribution of content on digital platforms.	Identifies, collects, creates, edits and delivers the most relevant and desirable content, including videos, images, written content and music, to enhance digital presence, drive traffic to websites and develop an audience following.
Top	10	10010 Group Head of Online Units / GM								
EVP	10.5	10010.5 EVP, Online Unit / GM								
SVP	11	10011 SVP, Online Unit / GM				21011 SVP, Content				
VP	12	10012 VP, Online Unit / GM	19012 VP, Virtual Reality		20512 VP, Content Strategy	21012 VP, Content	21312 VP, Content Ptnr Acct Mgmt	21412 VP, Content Ops (New)		
Sr Director	13	10013 Sr Dir, Online Unit / GM		20013 Sr Exec Producer	20513 Sr Dir, Content Strategy	21013 Sr Dir, Content		21413 Sr Dir, Content Ops (New)	21513 Sr Dir, Content Curating	
Director	14	10014 Dir, Online Unit / GM	19014 Dir, Virtual Reality	20014 Exec Producer	20514 Dir, Content Strategy	21014 Dir, Content	21314 Dir, Content Ptnr Acct Mgmt	21414 Dir, Content Ops (New)	21514 Dir, Content Curating	
Sr Manager	15		19015 Sr Mgr, Virtual Reality	20015 Sr Mgr, Producing	20515 Sr Mgr, Content Strategy	21015 Sr Mgr, Content		21415 Sr Mgr, Content Ops (New)	21515 Sr Mgr, Content Curating	
Manager	16			20016 Mgr, Producing	20516 Mgr, Content Strategy	21016 Mgr, Content	21316 Mgr, Content Ptnr Acct Mgmt	21416 Mgr, Content Ops (New)	21516 Mgr, Content Curating	
Supervisor	17			20017 Supv, Producing						
Lead	18									
Distinguished IC	20									
Principal IC	21									21521 Principal Content Curator
Sr Advanced IC	22						21322 Sr Adv Content Ptnr Acct Mgr			21522 Sr Adv Content Curator
Advanced IC	23			20023 Adv Producer	20523 Adv Content Strategist	21023 Adv Content Mgr (New)	21323 Adv Content Ptnr Acct Mgr			21523 Adv Content Curator
Senior IC	24			20024 Sr Producer	20524 Sr Content Strategist	21024 Sr Content Mgr	21324 Sr Content Ptnr Acct Mgr	21424 Sr Content Ops Spec (New)		21524 Sr Content Curator
Journey IC	25			20025 Producer	20525 Content Strategist	21025 Content Mgr	21325 Content Ptnr Acct Mgr	21425 Content Ops Spec (New)		21525 Content Curator
Assoc IC	26			20026 Assoc Producer	20526 Assoc Content Strategist	21026 Assoc Content Mgr (New)	21326 Assoc Content Ptnr Acct Mgr	21426 Assoc Content Ops Spec (New)		
Coordinator	27						21027 Content Coordinator			
Assistant	28			20028 Asst Producer						

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Family Level		CONTENT PRODUCING (CONTINUED)					AUDIO / VIDEO PRODUCING				
		Digital Content Scheduling	Native Producing	Multimedia Producing	Multimedia Editorial	Prediting	Digital Video Creative Development	Video Producing	Video Editing / Shooting	Audio Design / Producing	Podcast Producing
		216	218	220	225	227	228	230	232	235	237
Brief Job Family Descriptions		Plans, develops and executes the content scheduling process, ensuring compelling lineups across all digital platforms. Evaluates and adjusts content delivery schedules as appropriate.	Develops and produces client-sponsored "native" content for distribution on the organization's website(s) and/or social media platforms. "Native" refers to the coherence of content (i.e., similar in form and style) with other media appearing on the platform. Creates or enhances clients' product and/or brand recognition by delivering targeted information in a form that resembles platform's "native" or non-ad content.	Develops, prepares, implements multimedia features for websites. Sets "creative vision" for features that integrate video, art, text and sound.	Develops enhanced versions of print or television content, integrating video, text and sound to be streamed on digital websites.	Writes, produces edits multimedia content, promotions, original productions, special projects for websites, integrating video, art, text and sound.	Identifies, develops or acquires creative concepts, stories, films or features for videos made by the organization. Establishes and maintains the creative vision for the organization's digital video content throughout the development process.	Conceives, produces, edits, readies videos for digital distribution on multiple platforms.	Shoots and edits video in preparation for upload to websites.	Conceives, shapes, designs, implements and edits audio for assigned projects.	Conceives, produces, manages, edits and readies podcasts for digital distribution on multiple platforms.
Top	10										
EVP	10.5										
SVP	11										
VP	12						22812 VP, Digital Video Creative Dev	23012 VP, Video Producing			23712 VP, Podcast Producing
Sr Director	13			22013 Sr Exec MM Producer				23013 Sr Dir, Video Producing			
Director	14			22014 Exec MM Producer	22514 Dir, Multimedia Editorial		22814 Dir, Digital Video Creative Dev	23014 Dir, Video Producing			23714 Dir, Podcast Producing
Sr Manager	15			22015 Sr Mgr, MM Producing	22515 Sr Mgr, Multimedia Editorial		22815 Sr Mgr, Digital Video Creative Dev	23015 Sr Mgr, Video Producing			
Manager	16			22016 Mgr, MM Producing	22516 Mgr, Multimedia Editorial	22716 Mgr, Prediting (New)	22816 Mgr, Digital Video Creative Dev	23016 Mgr, Video Producing	23216 Mgr, Video Editing / Shooting	23516 Mgr, Audio Design / Producing	23716 Mgr, Podcast Producing
Supervisor	17			22017 Supv, MM Producing				23017 Supv, Video Producing			
Lead	18							23018 Lead Video Producer			
Distinguished IC	20										
Principal IC	21										
Sr Advanced IC	22						22822 Sr Adv Digital Video Creative Dev Exec				
Advanced IC	23						22823 Adv Digital Video Creative Dev Exec	23023 Adv Video Producer		23523 Adv Audio Designer / Producer (New)	
Senior IC	24	21624 Sr Digital Content Scheduler	21824 Sr Native Producer	22024 Sr MM Producer	22524 Sr MM Editor	22724 Sr Preditor	22824 Sr Digital Video Creative Dev Exec	23024 Sr Video Producer	23224 Sr Video Editor / Shooter	23524 Sr Audio Designer / Producer	23724 Sr Podcast Producer
Journey IC	25	21625 Digital Content Scheduler	21825 Native Producer	22025 MM Producer	22525 MM Editor	22725 Preditor		23025 Video Producer	23225 Video Editor / Shooter	23525 Audio Designer / Producer	23725 Podcast Producer
Assoc IC	26							23026 Assoc Video Producer		23526 Assoc Audio Designer / Producer (New)	23726 Assoc Podcast Producer
Coordinator	27							23027 Video Coord			
Assistant	28							23028 Video Asst			

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Family		SHOW PRODUCING			PRODUCT MANAGEMENT AND MONETIZATION			
		TECHNICAL PRODUCING 240	Digital Show Host 245	Show Booking 246	Talent Management 248	Product Management 250	Product Technology Management (New Family) 252	Monetization 255
Level		Develops technical website specifications and maintains the "technical vision" for websites.	Presents video features on websites.	Implements and coordinates on-screen guest booking for digital productions and/or features.	Manages relationships with talent working on digital productions, promotions or projects.	Defines and develops new products, manages cross-organization efforts to ensure approval, and then directs their introduction, typically for technology-based products.	Defines and builds the technical infrastructure that enables the organization to develop and scale technology-based products and applications. Develops tools and systems to expand product capabilities.	Develops strategies to generate enhanced revenues from digitally-generated traffic.
Brief Job Family Descriptions								
Top	10							
EVP	10.5					25010 EVP, Prdt Mgmt (New)		
SVP	11					25011 SVP, Prdt Mgmt		
VP	12				24812 VP, Talent Mgmt	25012 VP, Prdt Mgmt	25212 VP, Prdt Technology Mgmt (New)	25512 VP, Monetization
Sr Director	13					25013 Sr Dir, Prdt Mgmt	25213 Sr Dir, Prdt Technology Mgmt (New)	25513 Sr Dir, Monetization
Director	14				24814 Dir, Talent Mgmt	25014 Dir, Prdt Mgmt	25214 Dir, Prdt Technology Mgmt (New)	25514 Dir, Monetization
Sr Manager	15	24015 Sr Mgr, Techn Producing				25015 Sr Mgr, Prdt Mgmt	25215 Sr Mgr, Prdt Technology Mgmt (New)	25515 Sr Mgr, Monetization
Manager	16	24016 Mgr, Techn Producing			24816 Mgr, Talent Mgmt	25016 Mgr, Prdt Mgmt	25216 Mgr, Prdt Technology Mgmt (New)	25516 Mgr, Monetization
Supervisor	17					25017 Supv, Prdt Mgmt		
Lead	18					25018 Lead Prdt Mgr		
Distinguished IC	20					25020 Distinguished Prdt Mgr		
Principal IC	21					25021 Princ Prdt Mgr		25521 Princ Monetization Analyst
Sr Advanced IC	22					25022 Sr Adv Prdt Mgr		
Advanced IC	23		24523 Sr Digital Show Host		24823 Adv Talent Mgr	25023 Adv Prdt Mgr		
Senior IC	24	24024 Sr Techn Producer	24524 Digital Show Host		24824 Sr Talent Mgr	25024 Sr Prdt Mgr	25224 Sr Prdt Technology Mgr (New)	25524 Sr Monetization Analyst
Journey IC	25	24025 Techn Producer		24625 Show Booker	24825 Talent Mgr	25025 Prdt Mgr	25225 Prdt Technology Mgr (New)	25525 Monetization Analyst
Assoc IC	26	24026 Assoc Techn Producer			24826 Assoc Talent Mgr	25026 Assoc Prdt Mgr		
Coordinator	27					25027 Prdt Mgmt Coord		
Assistant	28							

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Family Level		ECOMMERCE CONTENT AND OPERATIONS					PRODUCTION / POST PRODUCTION MANAGEMENT				
		Site Merchandising	Merchandising Planning	Buying	Inventory	Fulfillment	Supply Chain Optimization	Production Management	Post Production	Localization Engineering (New Family)	Quality Control
		260	262	264	272	273	274	275	280	283	285
Brief Job Family Descriptions		Develops and executes site merchandising strategies to drive sales and guest conversion on e-commerce websites across multiple platforms. Enhances customer experience and maximizes customer engagement.	Develops and monitors merchandising plans that span several seasons, to optimize sales and inventory efficiency.	Plans and selects a range of products to sell on e-commerce websites.	Reviews, analyzes and maintains inventory to meet targeted sales and fulfillment levels.	Ensures comprehensive product fulfillment and delivery support and service after close of sale. Coordinates and monitors fulfillment and return service per agreement terms.	Develops and implements, for the e-commerce organizations, innovative solutions to maximize chain efficiency and minimize costs.	Conducts the management and coordination of production activities required for website operations of multiple continuously refreshed digital websites.	Plans and executes activities required to ready final content for digital distribution on variety of digital platforms. Builds content elements, including video, sound and graphics to create finished content that is ready to distribute.	Converts domestic digital applications and/or website content, features, audio and metadata into the languages of, and interactive designs appropriate for, targeted countries. The localization engineering process extracts source files, ensures localization elements are translated, and reintegrates them after the translation is complete.	Identifies and resolves quality problems with created content either prior to or post-distribution.
Top	10										
EVP	10.5										
SVP	11										
VP	12	26012 VP, Site Merchandising				27312 VP, Fulfillment		27512 VP, Prodn Mgmt	28012 VP, Post Prodn	28312 VP, Localization Engrg (New)	28512 VP, QC
Sr Director	13	26013 Sr Dir, Site Merchandising									
Director	14	26014 Dir, Site Merchandising	26214 Dir, Merch Planning	26414 Dir, Buying		27314 Dir, Fulfillment	27414 Dir, Supply Chain Optimztn	27514 Dir, Prodn Mgmt	28014 Dir, Post Prodn	28314 Dir, Localization Engrg (New)	28514 Dir, QC
Sr Manager	15			26415 Sr Mgr, Buying							
Manager	16	26016 Mgr, Site Merchandising	26216 Mgr, Merch Planning	26416 Mgr, Buying		27316 Mgr, Fulfillment	27416 Mgr, Supply Chain Optimztn	27516 Mgr, Prodn Mgmt	28016 Mgr, Post Prodn	28316 Mgr, Localization Engrg (New)	28516 Mgr, QC
Supervisor	17										
Lead	18					27318 Lead Fulfillment Rep					
Distinguished IC	20										
Principal IC	21										
Sr Advanced IC	22										
Advanced IC	23								28023 Adv Post Prodn Producer	28323 Adv Localization Engrg (New)	
Senior IC	24	26024 Sr Site Merchandiser	26224 Sr Merch Planner	26424 Sr Buyer/Catg Mgr				27524 Sr Prodn Mgr	28024 Sr Post Prodn Producer	28324 Sr Localization Engrg (New)	28524 Sr QC Analyst
Journey IC	25	26025 Site Merchandiser	26225 Merch Planner	26425 Buyer/Catg Mgr	27225 Inventory Spec		27425 Supply Chain Optimzr	27525 Prodn Mgr	28025 Post Prodn Producer	28325 Localization Engrg (New)	28525 QC Analyst
Assoc IC	26	26026 Assoc Site Merchandiser		26426 Assoc Buyer/Catg Mgr				27526 Assoc Prodn Mgr		28326 Assoc Localization Engrg (New)	28526 Assoc QC Analyst
Coordinator	27	26027 Site Merchandising Coord									
Assistant	28	26028 Asst Site Merchandiser		26428 Asst Buyer				27528 Asst Prodn Mgr			

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Family Level		DESIGN			USER INTERFACE			
		Art 300	Digital Animation 305	Production Art 310	User Experience Design 320	User Experience Writing (New Family) 321	User Experience Research 322	User Accessibility Design (New Family) 323
		Brief Job Family Descriptions						
Brief Job Family Descriptions		Develops and executes design and layout solutions for digital content, determining the "look and feel" of existing content and developing design concepts for new products and content.	Implements artistic direction into animation (i.e. bringing life to characters and objects) in digital content. May include: modeling, sculpting, layout, character animation, character set up / rigging, look development, texture painting, character simulations, lighting, rendering, motion capture, stereoscopic imaging and cinematics.	Processes and renders images, text and graphics.	Establishes and executes interface design solutions for information layout and the user's experience with functionality and content.	Shapes product and user experiences with content by creating clear, compelling and on-brand copy and communications that guide users and help them complete desired actions as they interact with products, websites or digital platforms.	Designs and implements user experience research studies to support the development of product user interface (UI) designs.	Designs and implements user accessibility solutions to ensure the organization's digital products, applications and/or website(s) are accessible and adapted for users with disabilities.
Top	10							
EVP	10.5							
SVP	11				32011 SVP, User Experience Design (New)			
VP	12	30012 VP, Creative			32012 VP, User Experience Design		32212 VP, User Experience Research	
Sr Director	13	30013 Sr Creative Dir			32013 Sr Dir, User Experience Design		32213 Sr Dir, User Experience Research	32313 Sr Dir, User Accessibility Design (New)
Director	14	30014 Creative Dir	30514 Dir, Digital Animation		32014 Dir, User Experience Design		32214 Dir, User Experience Research	32314 Dir, User Accessibility Design (New)
Sr Manager	15	30015 Sr Art Dir	30515 Sr Mgr, Digital Animation		32015 Sr Mgr, User Experience Design		32215 Sr Mgr, User Experience Research	32315 Sr Mgr, User Accessibility Design (New)
Manager	16	30016 Art Dir	30516 Mgr, Digital Animation		32016 Mgr, User Experience Design		32216 Mgr, User Experience Research	32316 Mgr, User Accessibility Design (New)
Supervisor	17							
Lead	18	30018 Lead Designer			32018 Lead User Experience Designer (New)			
Distinguished IC	20							
Principal IC	21	30021 Princ Designer	30521 Princ Digital Animator		32021 Princ User Experience Designer		32221 Princ User Experience Researcher	
Sr Advanced IC	22				32022 Sr Adv User Experience Designer		32222 Sr Adv User Experience Researcher	
Advanced IC	23	30023 Adv Designer			32023 Adv User Experience Designer	32123 Adv User Experience Writer (New)	32223 Adv User Experience Researcher	32323 Adv User Accessibility Designer (New)
Senior IC	24	30024 Sr Designer	30524 Sr Digital Animator	31024 Sr Prodn Artist	32024 Sr User Experience Designer	32124 Sr User Experience Writer (New)	32224 Sr User Experience Researcher	32324 Sr User Accessibility Designer (New)
Journey IC	25	30025 Designer	30525 Digital Animator	31025 Prodn Artist	32025 User Experience Designer	32125 User Experience Writer (New)	32225 User Experience Researcher	32325 User Accessibility Designer (New)
Assoc IC	26	30026 Assoc Designer	30526 Assoc Digital Animator (New)		32026 Assoc User Experience Designer	32126 Assoc User Experience Writer (New)	32226 Assoc User Experience Researcher	32326 Assoc User Accessibility Designer (New)
Coordinator	27	30027 Design Coord (New)					32227 User Experience Research Coord	
Assistant	28							

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Family Level		EDITORIAL						PHOTOGRAPHY AND DIGITAL ASSETS				SEARCH EDITORIAL / ONTOLOGY 390	MEDIA TECHNICAL PRODUCTION 410
		Editorial 330	Managing Editorial 340	Writing 360	Technical Writing 362	Digital Reporting 365	Content Research 367	Photography 370	Styling 375	Photography Editing or Administration 380	Digital Assets 382		
		Brief Job Family Descriptions											
Top	10												
EVP	10.5	33010.5 EVP, Editor in Chief											
SVP	11												
VP	12	33012 VP, Editor in Chief											
Sr Director	13	33013 Sr Exec Editor						37013 Sr Dir, Phtgphy					
Director	14	33014 Exec Editor						37014 Dir, Phtgphy	37514 Dir, Styling		38214 Dir, Digital Assets	39014 Dir, Search Editorial / Ontology	41014 Dir, Media Technical Prodn
Sr Manager	15	33015 Sr Section Editor					36715 Sr Mgr, Content Research	37015 Sr Mgr, Phtgphy					41015 Sr Mgr, Media Technical Prodn
Manager	16	33016 Section Editor	34016 Managing Editor		36216 Mgr, Technical Writing		36716 Mgr, Content Research	37016 Mgr, Phtgphy	37516 Mgr, Styling		38216 Mgr, Digital Assets	39016 Mgr, Search Editorial / Ontology	41016 Mgr, Media Technical Prodn
Supervisor	17	33017 Supervising Editor (New)											
Lead	18	33018 Lead Editor	34018 Chief Copy Editor										
Distinguished IC	20												
Principal IC	21	33021 Princ Editor (New)		36021 Columnist / Blogger									
Sr Advanced IC	22	33022 Sr Adv Editor (New)											
Advanced IC	23	33023 Adv Editor (New)		36023 Adv Writer	36223 Adv Technical Writer	36523 Adv Digital Reporter		37023 Adv Photographer	37523 Adv Stylist			39023 Adv Search Editor / Ontologist	
Senior IC	24	33024 Sr Editor	34024 Sr Copy Editor	36024 Sr Writer	36224 Sr Technical Writer	36524 Sr Digital Reporter		37024 Sr Photographer	37524 Sr Stylist	38024 Sr Phtgphy Editor	38224 Sr Digital Asset Curator	39024 Sr Search Editor / Ontologist	41024 Sr Tech Prodn Spec
Journey IC	25	33025 Editor	34025 Copy Editor	36025 Writer	36225 Technical Writer	36525 Digital Reporter	36725 Content Researcher	37025 Photographer	37525 Stylist	38025 Phtgphy Editor	38225 Digital Asset Curator	39025 Search Editor / Ontologist	41025 Tech Prodn Spec
Assoc IC	26	33026 Assoc Editor	34026 Assoc Copy Editor	36026 Assoc Writer							38226 Digital Assets Admnr		
Coordinator	27							37027 Phtgphy Coord			38227 Digital Asset Coord		
Assistant	28	33028 Editorial Asst						37028 Phtgphy Asst		38028 Phtgphy Digitizer			

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Family Level		NETWORK SYSTEMS									
		Network Operations 420	Network Engineering 425	Systems Engineering 440	Back-End Development 445	Security Engineering 457	Application Security Engineering (New Family) 459	Security Analysis 463	Digital Forensics (New Family) 464	Ethical Hacking 470	Security Compliance 475
Brief Job Family Descriptions		Monitors, maintains and troubleshoots organization's network systems to ensure continuous service, performance and reliability in delivering content to users.	Plans, designs, develops and deploys network infrastructure and technologies that deliver and support content to users and ensure site reliability.	Designs, deploys, troubleshoots systems; ensures that servers, infrastructure are reliable and secure. Performs live fixes.	Designs, implements and maintains hardware and software systems that link databases and hardware platforms with transactional software, typically to enable e-commerce.	Designs, implements programs to protect networks, systems, applications, data; conducts, maintains security operations.	Designs, defines and implements security requirements and processes to ensure the secure development and function of software applications. Reviews programming code, and conducts penetration testing and threat modeling, to minimize vulnerabilities throughout the stages of the application development lifecycle.	Monitors, identifies, analyzes, and responds to cyber threats to help protect the organization from harmful infiltration of networks and computer systems.	Identifies, extracts, analyzes and documents evidence from computers, digital devices or networks, typically in relation to cybercrimes, such as network intrusion, system hacks and intellectual property theft.	Develops and executes scenarios to test the security of networks or system infrastructures.	Ensures that organization's information systems meet regulatory requirements. Oversees information technology governance for the organization.
Top	10										
EVP	10.5										
SVP	11	42011 SVP, Ntwk Ops									
VP	12	42012 VP, Ntwk Ops	42512 VP, Ntwk Engr	44012 VP, Systems Engr		45712 VP, Security Engr			46312 VP, Security Analysis		
Sr Director	13	42013 Sr Dir, Ntwk Ops	42513 Sr Dir, Ntwk Engr	44013 Sr Dir, Systems Engr		45713 Sr Dir, Security Engr					
Director	14	42014 Dir, Ntwk Ops	42514 Dir, Ntwk Engr	44014 Dir, Systems Engr	44514 Dir, Back-End Dev	45714 Dir, Security Engr	45914 Dir, App Security Engr (New)		46314 Dir, Security Analysis	46414 Dir, Digital Forensics (New)	47514 Dir, Security Compl
Sr Manager	15	42015 Sr Mgr, Ntwk Ops	42515 Sr Mgr, Ntwk Engr	44015 Sr Mgr, Systems Engr		45715 Sr Mgr, Security Engr	45915 Sr Mgr, App Security Engr (New)				47515 Sr Mgr, Security Compl
Manager	16	42016 Mgr, Ntwk Ops	42516 Mgr, Ntwk Engr	44016 Mgr, Systems Engr	44516 Mgr, Back-End Dev	45716 Mgr, Security Engr	45916 Mgr, App Security Engr (New)				47516 Mgr, Security Compl
Supervisor	17	42017 Supv, Ntwk Ops									
Lead	18	42018 Lead Ntwk Ops Tech	42518 Lead Ntwk Engr	44018 Lead Systems Engr						47018 Lead Ethical Hacker	
Distinguished IC	20										
Principal IC	21	42021 Princ Ntwk Ops Tech	42521 Princ Ntwk Engr	44021 Princ Systems Engr	44521 Back-End Architect	45721 Princ Security Engr				47021 Princ Ethical Hacker	
Sr Advanced IC	22	42022 Sr Adv Ntwk Ops Tech	42522 Sr Adv Ntwk Engr	44022 Sr Adv Systems Engr		45722 Sr Adv Security Engr					
Advanced IC	23	42023 Adv Ntwk Ops Tech	42523 Adv Ntwk Engr	44023 Adv Systems Engr	44523 Adv Back-End Devr	45723 Adv Security Engr	45923 Adv App Security Engr (New)		46323 Adv Security Analyst	46423 Adv Digital Forensic Analyst (New)	47024 Sr Ethical Hacker 47523 Adv Security Compl Analyst
Senior IC	24	42024 Sr Ntwk Ops Tech	42524 Sr Ntwk Engr	44024 Sr Systems Engr	44524 Sr Back-End Devr	45724 Sr Security Engr	45924 Sr App Security Engr (New)		46324 Sr Security Analyst	46424 Sr Digital Forensic Analyst (New)	47025 Ethical Hacker 47524 Sr Security Compl Analyst
Journey IC	25	42025 Ntwk Ops Tech	42525 Ntwk Engr	44025 Systems Engr	44525 Back-End Devr	45725 Security Engr	45925 App Security Engr (New)		46325 Security Analyst	46425 Digital Forensic Analyst (New)	47525 Security Compl Analyst
Assoc IC	26	42026 Assoc Ntwk Ops Tech	42526 Assoc Ntwk Engr	44026 Assoc Systems Engr	44526 Assoc Back-End Devr	45726 Assoc Security Engr	45926 Assoc App Security Engr (New)		46326 Assoc Security Analyst	46426 Assoc Digital Forensic Analyst (New)	47026 Assoc Ethical Hacker 47526 Assoc Security Compl Analyst
Coordinator	27										
Assistant	28										

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Family Level		SOFTWARE ENGINEERING							
		SW Engineering	Artificial Intelligence / Machine Learning (New Family)	Web Development (F-E=Front-End)	Mobile App Development	Mobile Submissions	DevOps Engineering	Business Functional Analysis	SW Architecture
		500	502	510	515	516	517	520	530
Brief Job Family Descriptions		Designs, develops and deploys software engineering solutions that provide desired functionality to digital platforms, products and services.	Structures and deploys artificial intelligence systems and applies machine learning methods in the design and development of models, algorithms and tools to improve the usefulness of big data. Works closely with data scientists, application developers and product managers in the development of new software architectures that use data to improve products.	Designs, develops and implements front-end functionality for online websites, products and programs.	Develops apps for embedded mobile operating systems, such as iOS and Android.	Ensures that the organization's mobile applications / products developed or acquired for delivery to third party hosts meet internal and external configuration and quality requirements and are delivered against committed timelines.	Ensures the quality, reliability and stability of production systems / websites. Engages with software developers and infrastructure engineers to integrate software development and delivery from inception to full operation.	Gathers and analyzes internal business requirements to translate users' business requirements into detailed functional designs for development, testing and implementation.	Ensures software solutions are built within a consistent framework across the organization and within systems.
Top	10	30 Top Technology Executive							
EVP	10.5								
SVP	11	50011 SVP, SW Engrg							
VP	12	50012 VP, SW Engrg	50212 VP, AI / Machine Learning (New)	51012 VP, Web Dev (F-E)	51512 VP, Mobile App Dev		51712 VP, DevOps Engrg		53012 VP, SW Arch
Sr Director	13	50013 Sr Dir, SW Engrg	50213 Sr Dir, AI / Machine Learning (New)	51013 Sr Dir, Web Dev (F-E)	51513 Sr Dir, Mobile App Dev		51713 Sr Dir, DevOps Engrg		53013 Sr Dir, SW Arch
Director	14	50014 Dir, SW Engrg	50214 Dir, AI / Machine Learning (New)	51014 Dir, Web Dev (F-E)	51514 Dir, Mobile App Dev		51714 Dir, DevOps Engrg		53014 Dir, SW Arch
Sr Manager	15	50015 Sr Mgr, SW Engrg	50215 Sr Mgr, AI / Machine Learning (New)	51015 Sr Mgr, Web Dev (F-E)	51515 Sr Mgr, Mobile App Dev		51715 Sr Mgr, DevOps Engrg	52015 Sr Mgr, Bus Functl Analysis	53015 Sr Mgr, SW Arch (New)
Manager	16	50016 Mgr, SW Engrg	50216 Mgr, AI / Machine Learning (New)	51016 Mgr, Web Dev (F-E)	51516 Mgr, Mobile App Dev		51716 Mgr, DevOps Engrg	52016 Mgr, Bus Functl Analysis	53016 Mgr, SW Arch
Supervisor	17								
Lead	18	50018 Lead SWE	50218 Lead AI / Machine Learning Engr (New)	51018 Lead Web Devr (F-E)	51518 Lead Mobile App Devr		51718 Lead DevOps Engr		
Distinguished IC	20	50020 Distinguished SWE							
Principal IC	21	50021 Princ SWE	50221 Princ AI / Machine Learning Engr (New)	51021 Princ Web Devr (F-E)	51521 Princ Mobile App Devr		51721 Princ DevOps Engr	52021 Princ Bus Functl Analyst	53021 Princ SW Arch
Sr Advanced IC	22	50022 Sr Adv SWE	50222 Sr Adv AI / Machine Learning Engr (New)	51022 Sr Adv Web Devr (F-E)	51522 Sr Adv Mobile App Devr		51722 Sr Adv DevOps Engr		53022 Sr Adv SW Arch
Advanced IC	23	50023 Adv SWE	50223 Adv AI / Machine Learning Engr (New)	51023 Adv Web Devr (F-E)	51523 Adv Mobile App Devr		51723 Adv DevOps Engr		53023 Adv SW Arch
Senior IC	24	50024 Sr SWE	50224 Sr AI / Machine Learning Engr (New)	51024 Sr Web Devr (F-E)	51524 Sr Mobile App Devr		51724 Sr DevOps Engr	52024 Sr Bus Functl Analyst	53024 Sr SW Arch
Journey IC	25	50025 SWE	50225 AI / Machine Learning Engr (New)	51025 Web Devr (F-E)	51525 Mobile App Devr		51725 DevOps Engr	52025 Bus Functl Analyst	53025 SW Arch
Assoc IC	26	50026 Assoc SWE	50226 Assoc AI / Machine Learning Engr (New)	51026 Assoc Web Devr (F-E)	51526 Assoc Mobile App Devr	51626 Assoc Mobile Submissions Spec	51726 Assoc DevOps Engr	52026 Assoc Bus Functl Analyst	
Coordinator	27								
Assistant	28								

2021 Digital Content and Technology Survey – Survey Position Grids

Family		SOFTWARE ENGINEERING (CONTINUED)				DATA AND ANALYTICS					
		SW QA Engineering 540	SW Testing 550	SW Release Engineering 560	Cloud Engineering (New Family) 562	Data Engineering 565	Database Development 570	Database Administration 580	Digital Analytics 582	Data Science 583	Business Intelligence Engineering 585
Brief Job Family Descriptions		Develops and implements software testing protocols that comply with established policies and quality assurance procedures and standards to assure the functionality and integrity of pre-released software, including development and deployment of test plans.	Executes software test plans on pre-releases of website features and applications.	Configures, compiles, assembles and delivers source code for product release.	Designs, develops, operates and maintains cloud computing solutions, systems and applications that enable engineers to build and operate applications, efficiently leverage cloud resources and integrate with cloud providers.	Develops software systems that process, store and serve data for use by others. Optimizes the availability of data to generate insights and address business needs.	Designs and develops database and data warehousing applications, and software to query databases.	Develops and designs database strategies, monitors and maintains databases, and enhances database performance and capacity.	Conducts real time data capture analysis and reporting of audience traffic and performance metrics.	Uses data mining and modeling techniques to observe trends in current behavior and predict future outcomes. Analyzes very large data sets in real time databases and develops and implements mathematical predictive modeling and algorithms.	Configures information systems to query dynamic databases and to extract, report, and analyze information for business units.
Top	10	30 Top Technology Executive (continued)									
EVP	10.5										
SVP	11	50011 SVP, SW Engrg (continued)								58311 SVP, Data Science (New)	
VP	12	54012 VP, SW QA Engrg			56212 VP, Cloud Engrg (New)				58212 VP, Digital Analytics	58312 VP, Data Science	
Sr Director	13	54013 Sr Dir, SW QA Engrg	55013 Sr Dir, SW Testing		56213 Sr Dir, Cloud Engrg (New)	56513 Sr Dir, Data Engrg			58213 Sr Dir, Digital Analytics	58313 Sr Dir, Data Science	58513 Sr Dir, Bus Intel Engrg
Director	14	54014 Dir, SW QA Engrg	55014 Dir, SW Testing	56014 Dir, SW Release Engrg	56214 Dir, Cloud Engrg (New)	56514 Dir, Data Engrg	57014 Dir, DB Dev	58014 Dir, DB Admin	58214 Dir, Digital Analytics	58314 Dir, Data Science	58514 Dir, Bus Intel Engrg
Sr Manager	15	54015 Sr Mgr, SW QA Engrg			56215 Sr Mgr, Cloud Engrg (New)	56515 Sr Mgr, Data Engrg		58015 Sr Mgr, DB Admin	58215 Sr Mgr, Digital Analytics	58315 Sr Mgr, Data Science	58515 Sr Mgr, Bus Intel Engrg
Manager	16	54016 Mgr, SW QA Engrg	55016 Mgr, SW Testing	56016 Mgr, SW Release Engrg	56216 Mgr, Cloud Engrg (New)	56516 Mgr, Data Engrg	57016 Mgr, DB Dev	58016 Mgr, DB Admin	58216 Mgr, Digital Analytics	58316 Mgr, Data Science	58516 Mgr, Bus Intel Engrg
Supervisor	17									58317 Supv, Data Science (New)	
Lead	18	54018 Lead SW QA Engr			56218 Lead Cloud Engr (New)						58518 Lead Bus Intel Engr
Distinguished IC	20					56520 Distinguished Data Engr				58320 Distinguished Data Scientist	
Principal IC	21	54021 Princ SW QA Engr			56221 Princ Cloud Engr (New)	56521 Princ Data Engr	57021 DB Architect		58221 Princ Digital Analyst (New)	58321 Principal Data Scientist	58521 Princ Bus Intel Engr (New)
Sr Advanced IC	22	54022 Sr Adv SW QA Engr			56222 Sr Adv Cloud Engr (New)	56522 Sr Adv Data Engr			58222 Sr Adv Digital Analyst	58322 Sr Adv Data Scientist	
Advanced IC	23	54023 Adv SW QA Engr		56023 Adv SW Release Engr	56223 Adv Cloud Engr (New)	56523 Adv Data Engr	57023 Adv DB Devr	58023 Adv DB Admnr	58223 Adv Digital Analyst	58323 Adv Data Scientist	58523 Adv Bus Intel Engr
Senior IC	24	54024 Sr SW QA Engr	55024 Sr SW Tester	56024 Sr SW Release Engr	56224 Sr Cloud Engr (New)	56524 Sr Data Engr	57024 Sr DB Devr	58024 Sr DB Admnr	58224 Sr Digital Analyst	58324 Sr Data Scientist	58524 Sr Bus Intel Engr
Journey IC	25	54025 SW QA Engr		56025 SW Release Engr	56225 Cloud Engr (New)	56525 Data Engr	57025 DB Devr	58025 DB Admnr	58225 Digital Analyst	58325 Data Scientist	58525 Bus Intel Engr
Assoc IC	26	54026 Assoc SW QA Engr	55026 SW Tester		56226 Assoc Cloud Engr (New)	56526 Assoc Data Engr		58026 Assoc DB Admnr	58226 Assoc Digital Analyst (New)	58326 Assoc Data Scientist	58526 Assoc Bus Intel Engr
Coordinator	27										
Assistant	28										

2021 Digital Content and Technology Survey – Survey Position Grids

Family Level		PROGRAM / PROJECT MANAGEMENT				MARKETING				
		Technical Project Management	Technical Program Management	Scrum Master	Creative Services Project Management	Marketing	Marketing Strategy (New Family)	Brand Marketing	Brand Development and Licensing	Product Marketing
		595	597	599	605	610	611	620	622	630
Brief Job Family Descriptions		Manages multi-disciplinary technology teams that manage, but do not own, specific technical projects using typical project management techniques.	Directs and manages the development of technical programs with broad organizational reach, comprised of multi-faceted technical projects that span multiple functions.	Facilitates high-quality software development of teams by practicing scrum or agile software development methodologies. Responsible for the productivity of the teams and the quality of work process and outcomes.	Oversees and coordinates project tracking for creating and producing sales and marketing materials.	Develops, executes, tracks, evaluates and adjusts multi-platform integrated marketing and promotions campaigns to enhance brand awareness and drive demand to maximize market share.	Develops and guides the execution of marketing strategies to reach target audiences, enhance brand awareness and drive demand to maximize market share.	Increases brand recognition and market share of assigned digital channels, products or services and creates or enhances brand identity.	Expands brand recognition and drives revenue by identifying, negotiating and developing opportunities to license the organization's branded content and/or products to third parties.	Develops and executes marketing programs and campaigns for specific assigned brands / products that drive demand to maximize market share. Oversees the launch of new products and supports the sales process for the lifecycle of products.
Top	10						32 Top Marketing Executive			
EVP	10.5									
SVP	11					61011 SVP, Mktg			63011 SVP, Prdt Mktg	
VP	12	59512 VP, Tech Proj Mgmt	59712 VP, Tech Prog Mgmt			61012 VP, Mktg (Gnrlist)	61112 VP, Mktg Strategy (New)	62012 VP, Brand Mktg	63012 VP, Prdt Mktg	
Sr Director	13	59513 Sr Dir, Tech Proj Mgmt	59713 Sr Dir, Tech Prog Mgmt		60513 Sr Dir, Creative Svcs Proj Mgmt	61013 Sr Dir, Mktg (Gnrlist)	61113 Sr Dir, Mktg Strategy (New)	62013 Sr Dir, Brand Mktg	63013 Sr Dir, Prdt Mktg	
Director	14	59514 Dir, Tech Proj Mgmt	59714 Dir, Tech Prog Mgmt		60514 Dir, Creative Svcs Proj Mgmt	61014 Dir, Mktg (Gnrlist)	61114 Dir, Mktg Strategy (New)	62014 Dir, Brand Mktg	62214 Dir, Brand Dev & Licensing	63014 Dir, Prdt Mktg
Sr Manager	15	59515 Sr Mgr, Tech Proj Mgmt	59715 Sr Mgr, Tech Prog Mgmt		60515 Sr Mgr, Creative Svcs Proj Mgmt	61015 Sr Mgr, Mktg (Gnrlist)	61115 Sr Mgr, Mktg Strategy (New)	62015 Sr Mgr, Brand Mktg	63015 Sr Mgr, Prdt Mktg	
Manager	16	59516 Mgr, Tech Proj Mgmt	59716 Mgr, Tech Prog Mgmt	59916 Agile Coach	60516 Mgr, Creative Svcs Proj Mgmt	61016 Mgr, Mktg (Gnrlist)	61116 Mgr, Mktg Strategy (New)	62016 Mgr, Brand Mktg	62216 Mgr, Brand Dev & Licensing	63016 Mgr, Prdt Mktg
Supervisor	17									
Lead	18									
Distinguished IC	20									
Principal IC	21									
Sr Advanced IC	22	59522 Sr Adv Tech Proj Mgr						62022 Sr Adv Brand Mktg Spec		
Advanced IC	23	59523 Adv Tech Proj Mgr	59723 Adv Tech Prog Mgr	59923 Adv Scrum Master		61023 Adv Mktg Spec (Gnrlist)	61123 Adv Mktg Strategy Spec (New)	62023 Adv Brand Mktg Spec	63023 Adv Prdt Mktg Spec	
Senior IC	24	59524 Sr Tech Proj Mgr	59724 Sr Tech Prog Mgr	59924 Sr Scrum Master	60524 Sr Creative Svcs Proj Mgr	61024 Sr Mktg Spec (Gnrlist)	61124 Sr Mktg Strategy Spec (New)	62024 Sr Brand Mktg Spec	63024 Sr Prdt Mktg Spec	
Journey IC	25	59525 Tech Proj Mgr	59725 Tech Prog Mgr	59925 Scrum Master	60525 Creative Svcs Proj Mgr	61025 Mktg Spec (Gnrlist)	61125 Mktg Strategy Spec (New)	62025 Brand Mktg Spec	62225 Brand Dev & Licensing Spec	63025 Prdt Mktg Spec
Assoc IC	26	59526 Assoc Tech Proj Mgr	59726 Assoc Tech Prog Mgr			61026 Assoc Mktg Spec (Gnrlist)	61126 Assoc Mktg Strategy Spec (New)	62026 Assoc Brand Mktg Spec	63026 Assoc Prdt Mktg Spec	
Coordinator	27									
							61027 Marketing Coordinator			
Assistant	28						61028 Marketing Assistant			

2021 Digital Content and Technology Survey – Survey Position Grids

Family Level		MARKETING (CONTINUED)						
		Lifecycle Marketing <i>(New Family)</i>	Direct Marketing	Product Copywriting	Email / Live Chat Marketing	Email Marketing Analysis	Events Marketing	Influencer Marketing
		635	650	655	660	661	670	672
Brief Job Family Descriptions		Responsible for strengthening customer engagement with the organization's digital products and services. Designs and implements marketing strategies to acquire and retain customers at all stages of the customer lifecycle.	Develops and executes customer development and retention programs to increase customer base and engender customer loyalty.	Writes copy about products, typically for inclusion in a product page displayed digitally.	Develops and executes email and live chat communication between digital organization and its customers / users.	Analyzes email marketing campaign performance.	Plans, develops and organizes events to bring the organization's message to the customer.	Expands the organization's social media presence by developing and implementing relationships and partnerships with personalities and influencers in social media.
Top	10	32 Top Marketing Executive (continued)						
EVP	10.5							
SVP	11							
VP	12	63512 VP, Lifecycle Mktg <i>(New)</i>	65012 VP, Direct Mktg					
Sr Director	13	63513 Sr Dir, Lifecycle Mktg <i>(New)</i>				67013 Sr Dir, Events Mktg		
Director	14	63514 Dir, Lifecycle Mktg <i>(New)</i>	65014 Dir, Direct Mktg		66014 Dir, Email / Live Chat Mktg	67014 Dir, Events Mktg	67214 Dir, Influencer Mktg	
Sr Manager	15	63515 Sr Mgr, Lifecycle Mktg <i>(New)</i>	65015 Sr Mgr, Direct Mktg			67015 Sr Mgr, Events Mktg		
Manager	16	63516 Mgr, Lifecycle Mktg <i>(New)</i>	65016 Mgr, Direct Mktg	65516 Mgr, Prdt Copywriting	66016 Mgr, Email / Live Chat Mktg	67016 Mgr, Events Mktg	67216 Mgr, Influencer Mktg	
Supervisor	17							
Lead	18							
Distinguished IC	20							
Principal IC	21							
Sr Advanced IC	22							
Advanced IC	23	63523 Adv Lifecycle Mktg Spec <i>(New)</i>		65523 Adv Prdt Copywriter			67223 Adv Influencer Mktg Spec	
Senior IC	24	63524 Sr Lifecycle Mktg Spec <i>(New)</i>	65024 Sr Direct Mktg Spec	65524 Sr Prdt Copywriter	66024 Sr Email / Live Chat Mktg Spec	67024 Sr Events Mktg Spec	67224 Sr Influencer Mktg Spec	
Journey IC	25	63525 Lifecycle Mktg Spec <i>(New)</i>	65025 Direct Mktg Spec	65525 Prdt Copywriter	66025 Email / Live Chat Mktg Spec	66125 Email Mktg Analyst	67025 Events Mktg Spec	67225 Influencer Mktg Spec
Assoc IC	26	63526 Assoc Lifecycle Mktg Spec <i>(New)</i>		65526 Assoc Prdt Copywriter	66026 Assoc Email / Live Chat Mktg Spec		67226 Assoc Influencer Mktg Spec	
Coordinator	27				66027 Email / Live Chat Admnr		67027 Events Mktg Coord	
		61027 Marketing Coordinator (continued)						
Assistant	28	61028 Marketing Assistant (continued)						

2021 Digital Content and Technology Survey – Survey Position Grids

Family Level		MARKETING (CONTINUED)				RESEARCH		BUSINESS DEVELOPMENT	
		Experiential Marketing 673	Audience Development 675	Integrated Marketing 678	Creative Services 679	Market Research 680	Competitive / Business Intelligence Research 700	Business Development 710	Account Service / Management 730
Brief Job Family Descriptions		Designs, creates and activates immersive events for consumers that are experienced publicly and extended through social and traditional media.	Develops, enhances and maintains sustained relationships with existing and potential audiences for digital content.	Leverages and uses corporate resources to develop multi-platform, integrated marketing programs and campaigns that meet brand strategy and objectives, maximize market share and deliver a consistent, seamless, multi-dimensional brand experience for the consumer.	Creates and produces sales and marketing materials (e.g., print, digital, video, on-air) for selling and promoting the digital organization's brand, products and/or services. Establishes creative identity and "look and feel."	Designs, conducts and analyzes quantitative and qualitative research that measures consumer response to content, products and services.	Analyzes the performance of the organization's business operations and those of competitors and emerging business, and product and service trends in the industry.	Identifies and pursues new business opportunities such as licensing, joint ventures and strategic relationships to increase revenues, page hits, market share and quality of products and services.	Manages large, complex business development deals and strategic relationships such as alliances and partnerships, including those with advertising agencies.
Top	10	32 Top Marketing Executive (continued)							
EVP	10.5								
SVP	11							71011 SVP, Bus Dev	
VP	12		67512 VP, Aud Dev	67812 VP, Integrated Mktg	67912 VP, Creative Svcs (New)	68012 VP, Mkt Rsrch	70012 VP, Comp / Bus Intel Rsrch	71012 VP, Bus Dev	73012 VP, Acct Svc / Mgmt
Sr Director	13		67513 Sr Dir, Aud Dev	67813 Sr Dir, Integrated Mktg		68013 Sr Dir, Mkt Rsrch	70013 Sr Dir, Comp / Bus Intel Rsrch	71013 Sr Dir, Bus Dev	73013 Sr Dir, Acct Svc / Mgmt
Director	14	67314 Dir, Exper	67514 Dir, Aud Dev	67814 Dir, Integrated Mktg	67914 Dir, Creative Svcs	68014 Dir, Mkt Rsrch	70014 Dir, Comp / Bus Intel Rsrch	71014 Dir, Bus Dev	73014 Dir, Acct Svc / Mgmt
Sr Manager	15		67515 Sr Mgr, Aud Dev	67815 Sr Mgr, Integrated Mktg	67915 Sr Mgr, Creative Svcs	68015 Sr Mgr, Mkt Rsrch	70015 Sr Mgr, Comp / Bus Intel Rsrch	71015 Sr Mgr, Bus Dev	73015 Sr Mgr, Acct Svc / Mgmt
Manager	16	67316 Mgr, Exper Mktg	67516 Mgr, Aud Dev	67816 Mgr, Integrated Mktg	67916 Mgr, Creative Svcs	68016 Mgr, Mkt Rsrch	70016 Mgr, Comp / Bus Intel Rsrch	71016 Mgr, Bus Dev	73016 Mgr, Acct Svc / Mgmt
Supervisor	17							71017 Supv, Bus Dev (New)	
Lead	18								
Distinguished IC	20								
Principal IC	21								
Sr Advanced IC	22							71022 Sr Adv Bus Dev Analyst (New)	
Advanced IC	23							71023 Adv Bus Dev Analyst	
Senior IC	24	67324 Sr Exper Mktg Spec	67524 Sr Aud Dev Analyst	67824 Sr Integrated Mktg Spec	67924 Sr Creative Svcs Spec	68024 Sr Mkt Rsrch Analyst	70024 Sr Comp / Bus Intel Rsrchr	71024 Sr Bus Dev Analyst	73024 Sr Acct Svc Mgr
Journey IC	25	67325 Exper Mktg Spec	67525 Aud Dev Analyst	67825 Integrated Mktg Spec	67925 Creative Svcs Spec	68025 Mkt Rsrch Analyst	70025 Comp / Bus Intel Rsrchr	71025 Bus Dev Analyst	73025 Acct Svc Mgr
Assoc IC	26	67326 Assoc Exper Mktg Spec	67526 Assoc Aud Dev Analyst	67826 Assoc Integrated Mktg Spec (New)		68026 Assoc Mkt Rsrch Analyst			73026 Assoc Acct Svc Mgr
Coordinator	27	61027 Marketing Coordinator (continued)						71027 Bus Dev Coord	73027 Acct Svc Coord
Assistant	28	61028 Marketing Assistant (continued)							

2021 Digital Content and Technology Survey – Survey Position Grids

Family Level		SOCIAL MEDIA / COMMUNITY					SEARCH ENGINE OPTIMIZATION 740	SEARCH ENGINE MARKETING 742	CUSTOMER SUPPORT	
		Social Media Management 731	Social Media Producing 732	Social Media Editorial 734	Community Management 736	User Content Review 737			Customer Support 750	Customer Experience (New Family) 752
		Brief Job Family Descriptions								
Top	10									
EVP	10.5									
SVP	11									
VP	12	73112 VP, Social Media Mgmt	73212 VP, Social Media Producing				74012 VP, Search Engine Optimization	74212 VP, Search Engine Mktg	75012 VP, CS	75212 VP, Cust Experience (New)
Sr Director	13	73113 Sr Dir, Social Media Mgmt					74013 Sr Dir, Search Engine Optimization	74213 Sr Dir, Search Engine Mktg	75013 Sr Dir, CS	75213 Sr Dir, Cust Experience (New)
Director	14	73114 Dir, Social Media Mgmt	73214 Dir, Social Media Producing	73414 Dir, Social Media Editorial	73614 Dir, Community		74014 Dir, Search Engine Optimization	74214 Dir, Search Engine Mktg	75014 Dir, CS	75214 Dir, Cust Experience (New)
Sr Manager	15	73115 Sr Mgr, Social Media Mgmt			73615 Sr Mgr, Community		74015 Sr Mgr, Search Engine Optimization		75015 Sr Mgr, CS	75215 Sr Mgr, Cust Experience (New)
Manager	16	73116 Mgr, Social Media Mgmt	73216 Mgr, Social Media Producing	73416 Mgr, Social Media Editorial	73616 Mgr, Community	73716 Mgr, User Content Review	74016 Mgr, Search Engine Optimization	74216 Mgr, Search Engine Mktg	75016 Mgr, CS	75216 Mgr, Cust Experience (New)
Supervisor	17		73217 Supv, Social Media Producing						75017 Supv, CS	
Lead	18				73618 Lead Community Spec				75018 Lead CS Rep	
Distinguished IC	20									
Principal IC	21									
Sr Advanced IC	22								75022 Sr Adv CS Rep (New)	
Advanced IC	23				73623 Adv Community Spec		74023 Adv Search Eng Optimizer	74223 Adv Search Eng Mktg Rep	75023 Adv CS Rep (New)	75223 Adv Cust Experience Spec (New)
Senior IC	24	73124 Sr Social Media Mgmt Spec	73224 Sr Social Media Producer	73424 Sr Social Media Editor	73624 Sr Community Spec		74024 Sr Search Eng Optimizer	74224 Sr Search Eng Mktg Rep	75024 Sr CS Rep	75224 Sr Cust Experience Spec (New)
Journey IC	25	73125 Social Media Mgmt Spec	73225 Social Media Producer	73425 Social Media Editor	73625 Community Spec	73725 User Content Review Rep	74025 Search Eng Optimizer	74225 Search Eng Mktg Rep	75025 CS Rep	75225 Cust Experience Spec (New)
Assoc IC	26	73126 Assoc Social Media Mgmt Spec		73426 Assoc Social Media Editor	73626 Assoc Community Spec	73726 Assoc User Content Review	74026 Assoc Search Eng Optimizer		75026 Assoc CS Rep	75226 Assoc Cust Experience Spec (New)
Coordinator	27	73127 Social Media Mgmt Coord		73427 Social Media Editorial Coord			74027 Search Engine Optimization Coord	74227 Search Engine Mktg Coord	75027 CS Coord	
Assistant	28		73228 Asst Social Media Producer				74028 Search Engine Optimization Asst	74228 Search Engine Mktg Asst		

2021 Digital Content and Technology Survey – Survey Position Grids

Family Level	ADVERTISING SALES						DIGITAL PRODUCT SALES	GENERAL SALES SUPPORT			
	Field Ad Sales	Programmatic Sales	Inside Ad Sales	Local Field Ad Sales	Ad Solutions	Integrated Sales and Marketing (New Family)		Pre-Sales	Sales Account Service / Management	Sales Marketing	
	800	805	810	811	815	817		820	823	825	830
Brief Job Family Descriptions	Sells national and regional advertising on assigned website(s).	Optimizes the selling of digital advertising inventory using real-time channels and machine-driven methods to increase yield and improve overall advertising revenues.	Sells advertising on assigned website(s) using email and telephone communication.	Sells advertising to local businesses in assigned geographic area.	Proposes and creates innovative digital advertising campaigns for new or current customers to increase advertising sales revenue and to highlight and enhance the customer's brands.	Manages advertising sales and marketing programs that use all available corporate resources across multiple platforms (e.g., website(s), mobile, television, print, sponsorships and strategic alliances) to maximize campaigns for major clients.	Sells the organization's digital products or services to clients, meeting sales metrics and quotas.	Supports a direct sales team in its efforts to sell and position new or complex products or to penetrate new markets by providing specific knowledge and/or technical expertise regarding customers and/or products.	Manages strategic relationships with advertising, paid search or digital product or service customers.	Develops, disseminates and supports promotional programs, sales pitches and new advertising products for the sales function.	
Top	10	36 Top Sales Executive									
EVP	10.5	80010.5 EVP, Ad Sales									
SVP	11	80011 SVP, Ad Sales				81511 SVP, Ad Solutions	81711 SVP, Integrated Sls & Mktg (New)	82011 SVP, Digital Prod Sales			
VP	12	80012 VP, Ad Sales	80512 VP, Programmatic Sales			81512 VP, Ad Solutions	81712 VP, Integrated Sls & Mktg (New)	82012 VP, Digital Prod Sales	82312 VP, Pre-Sales (New)	82512 VP, Sales Acct Svc / Mgmt	
Sr Director	13	80013 Sr Dir, Ad Sales	80513 Sr Dir, Programmatic Sales	81013 Sr Dir, Inside Ad Sales		81513 Sr Dir, Ad Solutions	81713 Sr Dir, Integrated Sls & Mktg (New)	82013 Sr Dir, Digital Prod Sales		82513 Sr Dir, Sales Acct Svc / Mgmt	83013 Sr Dir, Sales Mktg
Director	14	80014 Dir, Ad Sales	80514 Dir, Programmatic Sales	81014 Dir, Inside Ad Sales	81114 Dir, Local Ad Sales	81514 Dir, Ad Solutions	81714 Dir, Integrated Sls & Mktg (New)	82014 Dir, Digital Prod Sales	82314 Dir, Pre-Sales (New)	82514 Dir, Sales Acct Svc / Mgmt	83014 Dir, Sales Mktg
Sr Manager	15	80015 Sr Mgr, Ad Sales	80515 Sr Mgr, Programmatic Sales (New)	81015 Sr Mgr, Inside Ad Sales		81515 Sr Mgr, Ad Solutions	81715 Sr Mgr, Integrated Sls & Mktg (New)	82015 Sr Mgr, Digital Prod Sales	82315 Sr Mgr, Pre-Sales (New)	82515 Sr Mgr, Sales Acct Svc / Mgmt	83015 Sr Mgr, Sales Mktg
Manager	16	80016 Mgr, Ad Sales	80516 Mgr, Programmatic Sales	81016 Mgr, Inside Ad Sales	81116 Mgr, Local Ad Sales	81516 Mgr, Ad Solutions	81716 Mgr, Integrated Sls & Mktg (New)	82016 Mgr, Digital Prod Sales	82316 Mgr, Pre-Sales (New)	82516 Mgr, Sales Acct Svc / Mgmt	83016 Mgr, Sales Mktg
Supervisor	17										
Lead	18										
Distinguished IC	20										
Principal IC	21										
Sr Advanced IC	22								82322 Sr Adv Pre-Sales Spec		
Advanced IC	23	80023 Adv Acct Exec				81523 Adv Ad Solutions Spec	81723 Adv Integrated Sls & Mktg Spec (New)	82023 Adv Digital Prod Sales Acct Exec		82523 Adv Sales Acct Svc Mgr	
Senior IC	24	80024 Sr Acct Exec	80524 Sr Programmatic Sales Acct Exec	81024 Sr Inside Ad Sales Rep		81524 Sr Ad Solutions Spec	81724 Sr Integrated Sls & Mktg Spec (New)	82024 Sr Digital Prod Sales Acct Exec		82524 Sr Sales Acct Svc Mgr	83024 Sr Sales Mktg Spec
Journey IC	25	80025 Acct Exec	80525 Programmatic Sales Acct Exec	81025 Inside Ad Sales Rep	81125 Local Ad Sales Acct Exec	81525 Ad Solutions Spec	81725 Integrated Sls & Mktg Spec (New)	82025 Digital Prod Sales Acct Exec	82325 Pre-Sales Spec	82525 Sales Acct Svc Mgr	83025 Sales Mktg Spec
Assoc IC	26	80026 Assoc Acct Exec	80526 Assoc Programmatic Sales Acct Exec (New)	81026 Assoc Inside Ad Sls Rep		81526 Assoc Ad Solutions Spec	81726 Assoc Integrated Sls & Mktg Spec (New)	82026 Assoc Digital Prod Sales Acct Exec		82526 Assoc Sales Acct Svc Mgr	83026 Assoc Sales Mktg Spec
Coordinator	27									82527 Sales Acct Svc Coord	
Assistant	28	82528 Sales Assistant									

2021 Digital Content and Technology Survey – Survey Position Grids

Family Level		ADVERTISEMENT OPERATIONS											
		Sales Strategy and Planning	Sales Operations	Lead Generation Administration	Sales Analysis	Sales Training	Ad Producing	Ad Operations	Ad Inventory Management	Yield Analytics	Ad Campaign Management	Ad Traffic	
		840	860	871	874	876	881	883	885	887	889	891	
Brief Job Family Descriptions		Sets sales strategy. Provides sales force with proposals and presentations to address the priorities and preferences of assigned market segments or specified advertising customers for advertising or digital product sales.	Implements processes that support sales operations; reports on sales revenues, analyzes sales metrics; implements ad contracts. Supports the sales of advertising, products or services.	Develops the sales leads pipeline. Uses sales management software to track, qualify and allocate sales leads.	Compiles, analyzes and reports on sales revenue to supports decisions about digital sales programs and to evaluate sales performance.	Designs, prepares and delivers necessary and prescribed training courses for advertising sales and/or digital product sales personnel. Collaborates with sales management to determine sales training needs.	Prepares digital advertisements by organizing and testing creative assets, scheduling and posting of advertisements, and managing inventory and media placement in coordination with websites and media planning.	Ensures the delivery, testing, technical implementation and optimization of rich media advertisements on the organization's multiple digital platforms.	Coordinates, allocates inventory to maximize revenue; analyzes delivery, traffic; prepares forecasts, strategies, assesses opportunities / products.	Forecasts available inventory, monitors performance; collaborates with technology providers, internal ad operations.	Coordinates fulfillment of advertising campaigns to ensure timely, accurate implementation.	Ensures that digital advertisements are readied, uploaded and placed as sold, in full compliance with contract terms. Provides accurate tracking and timely, regular delivery of advertising traffic statistics to advertisers.	
Top	10	36 Top Sales Executive (continued)											
EVP	10.5												
SVP	11												
VP	12	84012 VP, Sales Strat & Plnng	86012 VP, Sales Ops						88312 VP, Ad Ops				
Sr Director	13		86013 Sr Dir, Sales Ops										
Director	14	84014 Dir, Sales Strat & Plnng	86014 Dir, Sales Ops			87614 Dir, Sales Training			88314 Dir, Ad Ops	88514 Dir, Ad Inventory Mgmt	88714 Dir, Yield Analytics	89114 Dir, Ad Traffic	
Sr Manager	15		86015 Sr Mgr, Sales Ops			87615 Sr Mgr, Sales Training			88315 Sr Mgr, Ad Ops		88715 Sr Mgr, Yield Analytics		
Manager	16	84016 Mgr, Sales Strat & Plnng	86016 Mgr, Sales Ops			87616 Mgr, Sales Training			88316 Mgr, Ad Ops	88516 Mgr, Ad Inventory Mgmt	88716 Mgr, Yield Analytics	88916 Mgr, Ad Camp Mgmt	89116 Mgr, Ad Traffic
Supervisor	17								88317 Supv, Ad Ops				89117 Supv, Ad Traffic
Lead	18								88318 Lead Ad Ops Spec				
Distinguished IC	20												
Principal IC	21												
Sr Advanced IC	22												
Advanced IC	23											88923 Adv Ad Camp Mgr	
Senior IC	24	84024 Sr Sales Strat & Plnng Spec	86024 Sr Sales Ops Spec		87424 Sr Sales Analyst	87624 Sr Sales Trainer			88324 Sr Ad Ops Spec	88524 Sr Ad Inventory Spec	88724 Sr Yield Analyst	88924 Sr Ad Camp Mgr	89124 Sr Ad Traffic Spec
Journey IC	25	84025 Sales Strat & Plnng Spec	86025 Sales Ops Spec	87125 Lead Gen Admin Specialist	87425 Sales Analyst	87625 Sales Trainer	88125 Ad Producer		88325 Ad Ops Spec	88525 Ad Inventory Spec	88725 Yield Analyst	88925 Ad Camp Mgr	89125 Ad Traffic Spec
Assoc IC	26	84026 Assoc Sales Strat & Plnng Spec	86026 Assoc Sales Ops Spec (New)			87626 Assoc Sales Trainer			88326 Assoc Ad Ops Spec	88526 Assoc Ad Inventory Spec		88926 Assoc Ad Camp Mgr	89126 Assoc Ad Traffic Spec
Coordinator	27												89127 Ad Traffic Coord
Assistant	28	82528 Sales Assistant (continued)											

2021 Digital Content and Technology Survey – Survey Position Grids

Family Level		FRAUD		GENERAL AND ADMINISTRATIVE					
		Fraud Prevention and Investigation	Fraud Analysis	Digital Recruiting	Digital Legal Counsel	Finance	Production Accounting	Human Resources	Information Technology
		920	960	970	975	976	977	978	979
Brief Job Family Descriptions		Investigates claims of fraud against the organization and its customers using software programs as well as manual reviews to monitor and analyze transactional and customer records for fraud.	Analyzes large data sets to understand customer behavior, detect unusual platform activity and prevent fraudulent payment and losses.	Sources, recommends and hires digital talent for the organization's positions through social media and traditional recruiting tools.	Protects the ordinary and special activities of the organization. Ensures regulatory compliance. Drafts and reviews binding agreements and contracts.	Develops budgets and forecasts, reports on variances and provides updated forecasts and models. Supports client groups in planning and decision making with financial and scenario modeling. Develops financial models for new ventures.	Forecasts, budgets, tracks, reports, and facilitates accounts payable and receivable to track production costs.	Directs and implements activities that optimize attraction, retention, motivation, professional growth and productivity of employees. Ensures compliance with various entities.	Plans, designs, installs, upgrades, and troubleshoots technology systems, software and data applications that support internal business operations.
Top	10								
EVP	10.5				97510.5 EVP, Digital Legal Counsel				
SVP	11				97511 SVP, Digital Legal Counsel			97811 SVP, Human Resources	
VP	12				97512 Digital Counsel	97612 VP, Finance	97712 VP, Prod Acct	97812 VP, Human Resources	97912 VP, IT
Sr Director	13				97513 Sr Dir, Digital Legal Counsel	97613 Sr Dir, Finance		97813 Sr Dir, Human Resources	
Director	14	92014 Dir, Fraud Programs		97014 Dir, Digital Recruiting	97514 Dir, Digital Legal Counsel	97614 Dir, Finance	97714 Dir, Prod Acct	97814 Dir, Human Resources	97914 Dir, IT
Sr Manager	15			97015 Sr Mgr, Digital Recruiting				97815 Sr Mgr, Human Resources	
Manager	16	92016 Mgr, Fraud Programs		97016 Mgr, Digital Recruiting	97516 Mgr, Digital Legal Counsel	97616 Mgr, Finance	97716 Mgr, Prod Acct	97816 Mgr, Human Resources	97916 Mgr, IT
Supervisor	17	92017 Supv, Fraud Programs							
Lead	18			97018 Lead Digital Recruiter					97918 Lead IT Engr
Distinguished IC	20								
Principal IC	21								
Sr Advanced IC	22								
Advanced IC	23		96023 Adv Fraud Analyst (New)						
Senior IC	24	92024 Sr Fraud Investigator	96024 Sr Fraud Analyst	97024 Sr Digital Recruiter	97524 Sr Paralegal	97624 Sr Financial Analyst	97724 Sr Prod Acctnt	97824 Sr Human Resources Generalist	97924 Sr IT Engr
Journey IC	25	92025 Fraud Investigator	96025 Fraud Analyst	97025 Digital Recruiter	97525 Paralegal	97625 Financial Analyst	97725 Production Acctnt	97825 Human Resources Generalist	97925 IT Engr
Assoc IC	26		96026 Assoc Fraud Analyst	97026 Assoc Digital Recruiter					
Coordinator	27			97027 Digital Recruiting Coord				97827 Human Resources Coord	97927 Help Desk Coord
Assistant	28								

2021 Digital Content and Technology Survey – Survey Position Grids

Family Level		INTERNATIONAL							
		International General Management <i>(New Family)</i>	International Software Engineering <i>(New Family)</i>	International Marketing <i>(New Family)</i>	International Community Management <i>(New Family)</i>	International Country Advertising Sales <i>(New Family)</i>	International Editorial <i>(New Family)</i>	International Quality Control <i>(New Family)</i>	International Producing <i>(New Family)</i>
		980	982	984	986	988	991	993	995
Brief Job Family Descriptions		Directs operations of business unit(s) / product line(s) of international country(ies) to achieve strategic, operational, financial content quality results.	Designs, develops, and deploys software engineering solutions for international country(ies) that provide desired functionality to websites, products and services.	Develops, executes, tracks, evaluates and adjusts multi-platform integrated marketing and promotions campaigns for international country(ies) to enhance brand awareness and drive demand to maximize market share.	Develops features on the organization's websites of international country(ies) to create and sustain a community platform and foster conversation with existing and potential community members.	Sells national and regional advertising on assigned website(s) of a country(ies) exclusive of company headquarter location.	Creates, develops, manages and edits content for online editorial websites for (a) country(ies), exclusive of company headquarter location. Sets and ensures the editorial "voice" and the desired "look and feel" of the editorial-based websites and content.	Identifies and resolves quality problems with created content for (a) country(ies), exclusive of company headquarter location, either prior to or post-distribution. Ensures that content and advertisements meet technical specifications and display, integrate and transition correctly on all digital platforms.	Sets, communicates, implements and maintains the creative and technical vision for digital content for (a) country(ies), exclusive of company headquarter location. Coordinates resources to meet budget, timing and quality goals.
Top	10								
EVP	10.5								
SVP	11	98011 SVP, Int'l Bus Unit/GM <i>(New)</i>							
VP	12	98012 Int'l GM <i>(New)</i>	98212 VP, Int'l SW Engrg <i>(New)</i>			98812 Int'l Country Head of Ad Sales <i>(New)</i>			
Sr Director	13	98013 Sr Dir, Int'l Bus Unit/GM <i>(New)</i>	98213 Sr Dir, Int'l SW Engrg <i>(New)</i>			98813 Sr Dir, Int'l Country Ad Sales <i>(New)</i>			
Director	14	98014 Dir, Int'l Bus Unit/GM <i>(New)</i>	98214 Dir, Int'l SW Engrg <i>(New)</i>	98414 Dir, Int'l Mktg <i>(New)</i>		98814 Dir, Int'l Country Ad Sales <i>(New)</i>		99314 Dir, Int'l Quality Control <i>(New)</i>	99514 Dir, Int'l Producing <i>(New)</i>
Sr Manager	15			98415 Sr Mgr, Int'l Mktg <i>(New)</i>		98815 Sr Mgr, Int'l Country Ad Sales <i>(New)</i>			
Manager	16		98216 Mgr, Int'l SW Engrg <i>(New)</i>	98416 Mgr, Int'l Mktg <i>(New)</i>	98616 Mgr, Int'l Community Mgmt <i>(New)</i>	98816 Mgr, Int'l Country Ad Sales <i>(New)</i>	99116 Int'l Section Editor <i>(New)</i>	99316 Mgr, Int'l Quality Control <i>(New)</i>	
Supervisor	17								
Lead	18								
Distinguished IC	20								
Principal IC	21		98221 Princ Int'l SWE <i>(New)</i>						
Sr Advanced IC	22		98222 Sr Adv Int'l SWE <i>(New)</i>						
Advanced IC	23		98223 Adv Int'l SWE <i>(New)</i>				99123 Adv Int'l Editor <i>(New)</i>	99323 Adv Int'l QC Analyst <i>(New)</i>	
Senior IC	24		98224 Sr Int'l SWE <i>(New)</i>	98424 Sr Int'l Mktg Mgr <i>(New)</i>		98824 Sr Int'l Ad Sales Rep <i>(New)</i>	99124 Sr Int'l Editor <i>(New)</i>	99324 Sr Int'l QC Analyst <i>(New)</i>	99524 Sr Int'l Producer <i>(New)</i>
Journey IC	25		98225 Int'l SWE <i>(New)</i>	98425 Int'l Mktg Mgr <i>(New)</i>	98625 Int'l Community Mgr <i>(New)</i>	98825 Int'l Ad Sales Rep <i>(New)</i>	99125 Int'l Editor <i>(New)</i>	99325 Int'l QC Analyst <i>(New)</i>	99525 Int'l Producer <i>(New)</i>
Assoc IC	26		98226 Assoc Int'l SWE <i>(New)</i>			98826 Assoc Int'l Ad Sales Rep <i>(New)</i>		99326 Assoc Int'l QC Analyst <i>(New)</i>	
Coordinator	27						99127 Int'l Editorial Coord <i>(New)</i>		
Assistant	28			98428 Int'l Mktg Asst <i>(New)</i>					