

2021 Croner Software Games Survey - International

Survey Position Grids - Core Families

Family Level	STUDIO MANAGEMENT	Producing	Game Design	Software Engineering	Art	Marketing	International Sales (Country)	International Sales (Multi-Country Region)
	100	220	230	260	310	600	820	822
Brief Job Family Descriptions	Directs the development and production of all or a major group of software products to achieve targeted financial and content quality results. Typically has P&L responsibility for studio or product line.	Directs the design of software products, owns the technical and creative vision, and is accountable for on-time, on-budget production of assigned software games.	Designs games at the interface, content and engineering levels.	Designs, develops and tests software code for products and games under development.	Implements established artistic direction into game-ready art. May include character design, 2D art, 2D animation, 3D art, environmental design, illustration and general art.	Creates and implements marketing programs to improve the organization's position in the market. Creates marketing and advertising campaigns and related materials.	Plans and directs all sales activities. Generates all or a significant portion of the organization's revenue through product sales. Develops and implements sales tactics. May manage international sales.	Sells to accounts in an area. Executes sales and promotional campaigns for new and existing software products.
Top Executive	10009 Head of Studios							
Senior Vice President						60011 SVP, Mktg (Excluding Sales)		
Vice President	10012 General Mgr, Studio 10012.5 COO, Studio (#2 Position)	22012 VP, Exec Producer	23012 VP, Game Design	26012 VP, SW Engineering	31012 VP, Art Dept	60012 VP, Mktg (Excluding Sales)	82012 Country Head, Sales	
Senior Director		22013 Sr Exec Producer	23013 Sr Dir, Game Design	26013 Sr Dir, SW Engineering	31013 Sr Dir, Art Dept	60013 Sr Dir, Mktg		
Director		22014 Exec Producer	23014 Dir, Game Design	26014 Dir, SW Engineering	31014 Dir, Art Dept	60014 Dir, Mktg	82014 Dir, Regional Sales (Country)	82214 Dir, Regional Sales (Multi-Country Region)
Senior Manager		22015 Sr Producer (Mgmt)	23015 Sr Mgr, Game Design	26015 Sr Mgr, SW Engineering	31015 Sr Mgr, Art Dept	60015 Sr Mgr, Mktg	82015 Sr Mgr, Regional Sales (Country)	82215 Sr Mgr, Regional Sales (Multi-Country Region)
Manager			23016 Mgr, Game Design	26016 Mgr, SW Engineering	31016 Mgr, Art Dept / Art Dir	60016 Mgr, Mktg	82016 Mgr, Regional Sales (Country)	82216 Mgr, Regional Sales (Multi-Country Region)
Supervisor					31017 Supv, Art Dept			
Lead			23018 Lead Game Designer	26018 Lead SW Engineer	31018 Lead Artist			
Principal IC			23021 Principal Game Designer	26021 Principal SW Engineer	31021 Principal Artist			
Sr Adv IC		22022 Sr Adv Producer	23022 Sr Adv Game Designer	26022 Sr Adv SW Engineer	31022 Sr Adv Artist			
Advanced IC		22023 Adv Producer	23023 Adv Game Designer	26023 Adv SW Engineer	31023 Adv Artist			
Senior IC		22024 Sr Producer	23024 Sr Game Designer	26024 Sr SW Engineer	31024 Sr Artist	60024 Sr Mktg Specialist	82024 Key Accounts Rep (Selling)	
Journey IC		22025 Producer	23025 Game Designer	26025 SW Engineer	31025 Artist	60025 Mktg Specialist		
Associate IC		22026 Assoc Producer	23026 Assoc Game Designer	26026 Assoc SW Engineer	31026 Assoc Artist	60026 Assoc Mktg Specialist		
Coordinator		22027 Asst Producer				60027 Mktg Coord (Any Area of Mktg)		
Assistant								
Lead Support								
Senior Support								
Journey Support								
Entry Support			23034 Scripter					