

# 2022 C2HR Content Developers Survey – Position Grids

Family		EXECUTIVE MANAGEMENT		NEW PRDTS / LINES OF BUS	NEWS					
		Multiple Ntwk Co (MN) or Natl Brdcast Ntwk (NBN) 99	Single Ntwk Co (SN)	Digital Media 100	News 150	News Producing 151	Bureau Chief 152	Content or News Editorial / Assignment Desk 154	Content or News Research 156	Other News Executive 160
<b>Brief Job Family Descriptions</b>		Top executives of the corporation or heads of networks.		Directs and implements digital media activities involving the development and/or distribution of content on digital platforms such as the internet and mobile.	Oversees all aspects of news-related programming and broadcasts across all network platforms.	Oversees the editorial development and production processes of news programs, features and/or digital content to deliver high-quality, relevant news programs across multiple platforms that build brand, ratings and audience.	Oversees all aspects of news gathering, reporting, producing and distribution of news stories from a satellite office or "bureau."	Manages the development and implementation of daily editorial content for news or sports shows for traditional and/or digital media; may also manage and/or coordinate assignments of the news gathering staff.	Researches original content for broadcast, typically for news, live sporting events, studio shows and programs.	News executives accountable for the oversight of a strategically important news function (e.g., News Operations, News Planning) not covered by other news families in this Survey (e.g., 150 News, 151 News Producing, 152 Bureau Chief, 154 Content or News Editorial / Assignment Desk, 156 Content or News Research).
<b>Management</b>	<b>Top</b>	2	1 CEO, MN and / or NBN 11 Ntwk Group Pres, MN 12 Ntwk Pres / GM, MN 13 Intl Ntwk Pres / GM, MN 13.5 COO-Intl Ops	14 CEO, SN		15002 Top News Exec				16002 Top Other News Exec
	<b>EVP</b>	10	17 COO, MN	17.5 COO, SN	10010 EVP, Digital Media	15010 Second-Level Exec, News (Typically EVP)		15210 Top Bureau Chief		16010 Second-Level Exec, Other News Exec (Typically EVP)
	<b>SVP</b>	11			10011 SVP, Digital Media	15011 Third-Level Exec, News (Typically SVP)	15111 Top News Producer	15211 Second-Level Exec, Deputy Bureau Chief (Typically SVP)		16011 Third-Level Exec, Other News Exec (Typically SVP)
	<b>VP</b>	12			10012 VP, Digital Media	15012 Fourth-Level Exec, News (Typically VP)	15112 Exec News Producer	15212 Third-Level Exec, Deputy Bureau Chief (Typically VP)	15412 VP, Content or News Editorial / Assign Desk	
	<b>Senior Director</b>	13			10013 Sr Dir, Digital Media					
	<b>Director</b>	14			10014 Dir, Digital Media	15014 Dir, News			15414 Dir, Content or News Editorial / Assign Desk	
	<b>Senior Manager</b>	15			10015 Sr Mgr, Digital Media					
	<b>Manager</b>	16			10016 Mgr, Digital Media		15116 Sr News Producer (Mgmt)		15416 Mgr, Content or News Editorial / Assign Desk	15616 Mgr, Content or News Rsrch
	<b>Supervisor</b>	17							15417 Asst Mgr, Content or News Editorial / Assign Desk	
	<b>Lead</b>	18			10018 Lead Digital Media Analyst					
<b>Professional Individual Contributor</b>	<b>Senior</b>	24				15124 Sr News Producer				
	<b>Journey</b>	25			10025 Digital Media Analyst		15125 News Producer	15425 News Assign Editor		
	<b>Assoc</b>	26				15126 Assoc News Producer				
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	37								
	<b>Senior Operator</b>	44						15444 Sr Content or News Editor		
	<b>Operator</b>	45						15445 Content or News Editor	15645 Content or News Rsrchr	
	<b>Associate</b>	46								
	<b>Senior Coordinator</b>	50					15150 Sr News Prod Coord			
	<b>Coordinator</b>	52					15152 News Prod Coord			
	<b>Assistant</b>	54				15154 News Prod Asst				



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Family		PROGRAMMING									
		Programming 200	Program Acquisitions 210	Original Programming 220	Program Development 230	Current Programming 235	International Program Development 240	Program Scheduling 250	Talent Relations 260	Show Booking 261	
Level		Oversees / supports activities in any area of programming.	Negotiates for and acquires programs that enhance the network's competitive standing, ratings, identity and advertising sales.	Develops, selects and tracks production of new and original programming for the network (i.e., new series only).	Develops pipeline of new programming content.	Provides creative direction for new and returning scripted series. Serves as creative "voice of network" to a show.	Develops pipeline of new programming content in markets outside the U.S.	Develops and distributes schedules for programming, interstitials or both.	Selects talent and coordinates logistical arrangements for on-air talent working on shows, promotions or events.	Implements and coordinates on-air guest booking for programs, typically for high-profile talent and/or shows.	
Brief Job Family Descriptions											
Management	Top	2	20002 Top Programming Executive (at Multiple Network Company, Network Group or Genre) 20002.5 Top Network Programming Executive (of Single Network Company or 2nd Level of Network Group or Genre)								
	EVP	10	21010 EVP, Prgm Acq	22010 EVP, Original Prgm	23010 EVP, Prgm Dev	23510 EVP, Current Prgm		25010 EVP, Prgm Sched	26010 EVP, Talent Relations		
	SVP	11	21011 SVP, Prgm Acq	22011 SVP, Original Prgm	23011 SVP, Prgm Dev	23511 SVP, Current Prgm	24011 SVP, Intl Prgm Dev	25011 SVP, Prgm Sched	26011 SVP, Talent Relations		
	VP	12	21012 VP, Prgm Acq	22012 VP, Original Prgm	23012 VP, Prgm Dev	23512 VP, Current Prgm	24012 VP, Intl Prgm Dev	25012 VP, Prgm Sched	26012 VP, Talent Relations		
	Senior Director	13	21013 Sr Dir, Prgm Acq	22013 Sr Dir, Original Prgm	23013 Sr Dir, Prgm Dev	23513 Sr Dir, Current Prgm		25013 Sr Dir, Prgm Sched	26013 Sr Dir, Talent Relations		
	Director	14	21014 Dir, Prgm Acq	22014 Dir, Original Prgm	23014 Dir, Prgm Dev	23514 Dir, Current Prgm	24014 Dir, Intl Prgm Dev	25014 Dir, Prgm Sched	26014 Dir, Talent Relations		
	Senior Manager	15	21015 Sr Mgr, Prgm Acq	22015 Sr Mgr, Original Prgm	23015 Sr Mgr, Prgm Dev	23515 Sr Mgr, Current Prgm		25015 Sr Mgr, Prgm Sched	26015 Sr Mgr, Talent Relations		
	Manager	16	21016 Mgr, Prgm Acq	22016 Mgr, Original Prgm	23016 Mgr, Prgm Dev	23516 Mgr, Current Prgm	24016 Mgr, Intl Prgm Dev	25016 Mgr, Prgm Sched	26016 Mgr, Talent Relations		
	Supervisor	17									
	Lead	18									
Professional Individual Contributor	Senior	24									
	Journey	25	21025 Prgm Acq Specialist	22025 Orig Prgm Specialist	23025 Prgm Dev Specialist		24025 Intl Prgm Dev Specialist		26025 Talent Relations Specialist	26125 Show Booker	
	Assoc	26									
Operating Individual Contributor / Support	Lead Operator	37									
	Senior Operator	44						25044 Sr Prgm Scheduler			
	Operator	45						25045 Prgm Scheduler			
	Associate	46									
	Senior Coordinator	50									
	Coordinator	52	20052 Programming Coord (Any Area of Programming)							26052 Talent Relations Coord	
	Assistant	54									



# 2022 C2HR Content Developers Survey – Position Grids

Family		PRODUCTION - CREATIVE							PRODUCTION MANAGEMENT	RESOURCE SCHEDULING	
		Music Content 270	Producing 300	Podcast Producing 302	Coordinating Producing 305	Prediting 310	Multimedia Producing 315	Digital Journalist 331			
<b>Brief Job Family Descriptions</b>		Supervises and produces music to be inserted into content such as live action movies, series, programs, music video and soundtrack albums.	Leads the creative and content aspects, and production processes, of programs, features and/or digital content.	Conceives, produces, manages, edits and readies podcasts for distribution on digital platforms.	Responsible for content quality and administrative and personnel management of assigned programs.	Writes, produces and edits on-air promotions and/or programming for the network. Makes the full scope of creative, content, production and many editorial decisions.	Develops, produces and directs short video clips and media projects from concept to completion for distribution across platforms.	Writes digital content and content updates for website, social media, apps, digital editions, and other editorially based digital channels.	Manages the business, logistical and technical aspects of productions.	Schedules resources required in the production and post production of programming and/or live events. Does not schedule programming for the network.	
<b>Management</b>	<b>Top</b>	<b>2</b>	26802 Top Production Executive								
	<b>EVP</b>	<b>10</b>									
	<b>SVP</b>	<b>11</b>	27011 SVP, Music Content	30011 Sr Exec Producer					34011 SVP, Prodn		
	<b>VP</b>	<b>12</b>	27012 VP, Music Content	30012 Exec Producer		30512 VP, Coordinating Producing			34012 VP, Prodn	35012 VP, Resource Scheduling	
	<b>Senior Director</b>	<b>13</b>	27013 Sr Dir, Music Content						34013 Sr Dir, Prodn		
	<b>Director</b>	<b>14</b>	27014 Dir, Music Content			30514 Sr Coordinating Producer		31514 Dir, Multimedia Producing	34014 Dir, Prodn	35014 Dir, Resource Scheduling	
	<b>Senior Manager</b>	<b>15</b>	27015 Sr Mgr, Music Content						34015 Sr Mgr, Prodn		
	<b>Manager</b>	<b>16</b>	27016 Mgr, Music Content	30016 Sr Producer (Mgmt)		30516 Coordinating Producer	31016 Mgr, Prediting	31516 Mgr, Multimedia Producing	34016 Mgr, Prodn	35016 Mgr, Resource Scheduling	
	<b>Supervisor</b>	<b>17</b>									
<b>Lead</b>	<b>18</b>						31518 Lead Multimedia Producer				
<b>Professional Individual Contributor</b>	<b>Senior</b>	<b>24</b>		30024 Sr Producer	30224 Sr Podcast Producer		31024 Sr Preditor	31524 Sr Multimedia Producer	34024 Sr Prodn Mgr	35024 Sr Resource Scheduler	
	<b>Journey</b>	<b>25</b>		30025 Producer	30225 Podcast Producer		31025 Preditor	31525 Multimedia Producer	33125 Digital Journalist	34025 Prodn Mgr	35025 Resource Scheduler
	<b>Assoc</b>	<b>26</b>		30026 Assoc Producer	30226 Assoc Podcast Producer		31026 Assoc Preditor	31526 Assoc Multimedia Producer			
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	<b>37</b>									
	<b>Senior Operator</b>	<b>44</b>									
	<b>Operator</b>	<b>45</b>									
	<b>Associate</b>	<b>46</b>									
	<b>Senior Coordinator</b>	<b>50</b>	27050 Sr Music Coord						34050 Sr Prodn Coord (Any Area of Prodn)		
	<b>Coordinator</b>	<b>52</b>	27052 Music Coord						34052 Prodn Coord (Any Area of Prodn)		
	<b>Assistant</b>	<b>54</b>	27054 Asst Music Coord						34054 Prodn Assistant (Any Area of Prodn)		

# 2022 C2HR Content Developers Survey – Position Grids

Family		PRODUCTION - TECHNICAL													
		Studio / Remote Production													
		Technical Operations 356	Show Direction 357	Technical Direction 358	Studio / Remote Operations 359	Camera Operations 363	Audio Technology 364	Editorial Graphics Production 365	Lighting 366	Photography 367	Stylists 368	Hair and Makeup 369	Digital Production Technology 373	Remote Operations 374	
<b>Brief Job Family Descriptions</b>		Manages technical production staff and equipment required to produce programs.	Plans and directs live shows and features.	Ensures smooth operation of technical equipment and services during shoots in studio or at remote locations.	Carries out a wide range of skilled production tasks, including setting up, adjusting and operating a range of technical equipment, both digital and analog, in studio or at remote locations.	Photographs subjects using TV or broadcast or video recording cameras in studio or at remote locations.	Sets up, adjusts and operates audio equipment, both digital and analog, in studio or at remote locations.	Creates and executes on-screen graphics streams for assigned programs and features which may or may not be live.	Carries out a wide range of skilled production tasks related to lighting and electricity.	Designs and arranges photographic shoots, including arranging for venues, actors, objects and lighting. Edits, evaluates and presents footage.	Develops and executes a vision for the aesthetic and styling of people, clothing or products during television broadcasts and/or photo shoots.	Develops and executes a vision for the aesthetic and styling of hair and/or makeup during television broadcasts and/or photo shoots.	Operates software and hardware systems and applications during assigned productions to support and enrich show concepts and production values for digital broadcasts.	Carries out technical and operational aspects of remote events such as live sporting events, remote studio shows, music events, special productions.	
<b>Management</b>	<b>Top</b>	2	35502 Top Engineering and Operations Executive												
	<b>EVP</b>	10													
	<b>SVP</b>	11													
	<b>VP</b>	12	35612 VP, Tech Ops							36712 VP, Photography					37412 VP, Remote Ops
	<b>Senior Director</b>	13	35613 Sr Dir, Tech Ops												
	<b>Director</b>	14	35614 Dir, Tech Ops	35714 Show Dir							36714 Dir, Photography				37414 Dir, Remote Ops
	<b>Senior Manager</b>	15	35615 Sr Mgr, Tech Ops												
	<b>Manager</b>	16	35616 Mgr, Tech Ops	35716 Asst Show Dir							36716 Mgr, Photography	36816 Mgr, Stylists			37416 Mgr, Remote Ops (New)
	<b>Supervisor</b>	17	35617 Supv, Tech Ops									36817 Supv, Stylists			37417 Supv, Remote Ops (New)
<b>Lead</b>	18													37418 Lead Remote Ops Mgr (New)	
<b>Professional Individual Contributor</b>	<b>Senior</b>	24		35724 Sr Show Direction Spec										37424 Sr Remote Ops Mgr	
	<b>Journey</b>	25		35725 Show Direction Spec										37425 Remote Ops Mgr	
	<b>Assoc</b>	26		35726 Assoc Show Direction Spec											
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	37	35637 Lead Tech Opr		35837 Lead Tech Dir		36337 Lead Camera Operator (New)	36437 Lead Audio Tech (New)							
	<b>Senior Operator</b>	44			35844 Sr Tech Dir		36344 Sr Camera Operator (New)	36444 Sr Audio Tech (New)	36544 Sr Graphics Editor	36744 Sr Photographer	36844 Sr Stylist	36944 Sr Hair & Makeup Stylist			
	<b>Operator</b>	45			35845 Tech Dir	35945 Studio / Remote Tech	36345 Camera Operator	36445 Audio Tech	36545 Graphics Editor	36645 Lighting Tech	36745 Photographer	36845 Stylist	36945 Hair & Makeup Stylist	37345 Digital Production Tech	37445 Remote Operations Coord
	<b>Associate</b>	46	35646 Assoc Tech Opr		35846 Assoc Tech Dir										
	<b>Senior Coordinator</b>	50													
	<b>Coordinator</b>	52													
<b>Assistant</b>	54														



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Family		CONTENT DISTRIBUTION								POST PRODUCTION			
		Network Operations Coordination 376	Closed Captioning 377	Quality Control 378	Media Operations 379	Broadcast Operations 382	Master Control Operations 383	Broadcast Engineering (SB=Server-Based) 384	Transmission Engineering 385	Digital Mastering / Encoding Services 391	Post Production 400	Audio Editing / Mixing / Design 401	Character Generation 402
Level		Brief Job Family Descriptions											
Brief Job Family Descriptions		Coordinates the accurate production and timely delivery of tape or digital masters to broadcast center for air.											
Brief Job Family Descriptions		Implements closed captioning activities in compliance with federally mandated standards.											
Brief Job Family Descriptions		Conducts technical quality control processes that evaluate third-party and internally produced programming.											
Brief Job Family Descriptions		Responsible for processing, readying and recording media content according to specification.											
Brief Job Family Descriptions		Manages broadcast operations staff and/or equipment required for on-air and digital delivery of programming, including ingest and outgo.											
Brief Job Family Descriptions		Carries out or coordinates technical aspects of the on-air delivery of programs, including ingest and outgo.											
Brief Job Family Descriptions		Ensures traditional broadcast equipment and server-based broadcast hardware and software systems are available, maintained, robust and upgraded.											
Brief Job Family Descriptions		Ensures the transmission of signals to the organization from remote locations and from the organization to affiliate cable operators.											
Brief Job Family Descriptions		Formats program content for broadcast or distribution over linear networks and non-linear networks such as On Demand, internet and wireless.											
Brief Job Family Descriptions		Manages or implements post production services for television or digital media platforms.											
Brief Job Family Descriptions		Designs, mixes and edits audio and sound for TV or digital media platforms using specialized editing equipment.											
Brief Job Family Descriptions		Generates text and other characters on the screen using specialized character generating equipment.											
Management	Top	2	35502 Top Engineering and Operations Executive (cont'd)										
	EVP	10					38210 EVP, Brdct Ops						
	SVP	11					38211 SVP, Brdct Ops				40011 SVP, Post Prodn		
	VP	12	37612 VP, Ntwk Ops Coord				38212 VP, Brdct Ops		38412 VP, Brdct Engr	38512 VP, Trans Engr		40012 VP, Post Prodn	
	Senior Director	13	37613 Sr Dir, Ntwk Ops Coord				38213 Sr Dir, Brdct Ops						
	Director	14	37614 Dir, Ntwk Ops Coord			37914 Dir, Media Ops	38214 Dir, Brdct Ops	38314 Dir, Mstr Cntrl Ops (New)	38414 Dir, Brdct Engr	38514 Dir, Trans Engr	39114 Dir, Dig Mastering / Encoding Servs	40014 Dir, Post Prodn	
	Senior Manager	15	37615 Sr Mgr, Ntwk Ops Coord		37815 Sr Mgr, QC		38215 Sr Mgr, Brdct Ops	38315 Sr Mgr, Mstr Cntrl Ops (New)					
	Manager	16	37616 Mgr, Ntwk Ops Coord		37816 Mgr, QC	37916 Mgr, Media Ops	38216 Mgr, Brdct Ops	38316 Mgr, Mstr Cntrl Ops	38416 Mgr, Brdct Engr	38516 Mgr, Trans Engr	39116 Mgr, Dig Mastering / Encoding Servs	40016 Mgr, Post Prodn	
	Supervisor	17		37717 Supv, Closed Cptng			38217 Supv, Brdct Ops	38317 Supv, Mstr Cntrl Ops				40017 Supv, Post Prodn	
Lead	18												
Professional Individual Contributor	Senior	24			37824 Sr QC Tech			38224 Sr Brdct Engr (Electromchncl)		38424 Sr Brdct Engineer (SB)		39124 Sr Encoder	
	Journey	25						38225 Brdct Engr (Electromchncl)		38425 Brdct Engineer (SB)			
	Assoc	26											
Operating Individual Contributor / Support	Lead Operator	37				37937 Lead Media Tech (New)		38337 Lead Mstr Cntrl Opr		38537 Lead Trans Engr Opr			
	Senior Operator	44	37644 Sr Network Ops Coord			37944 Sr Media Tech		38344 Sr Mstr Cntrl Opr		38544 Sr Trans Engr Opr		40044 Sr Editor	40144 Sound Designer / Composer
	Operator	45	37645 Network Ops Coord	37745 Closed Cptng Coord	37845 QC Tech	37945 Media Tech	38245 Brdct Coord	38345 Mstr Cntrl Opr		38545 Trans Engr Opr 38545.1 Trans Opr	39145 Encoding Operator	40045 Editor	40145 Audio Editor / Mixer 40245 Char Genrtng Equip Opr
	Associate	46				37946 Assoc Media Tech		38346 Assoc Mstr Cntrl Opr		38546 Assoc Trans Engr Opr		40046 Editing Assistant	
	Senior Coordinator	50											
	Coordinator	52									39152 Encoding Coord		
Assistant	54												

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Family		LIBRARY		ON-AIR PROMOTIONS		CREATIVE SERVICES							
		Library 430	Digital Assets 440	On-Air Promotions 445	Writing / Producing 460	Copywriting 463	Creative Design 470	Production Art 471	Motion Graphics Design 472	Effects Design 475	Creative Services 480	Creative Services Traffic Project Management 485	Photo Editing 490
<b>Brief Job Family Descriptions</b>		Develops, organizes, maintains and enhances content and asset archives, both for tapes and digital media.	Develops, organizes, maintains and enhances the organization's archive of digital assets.	Designs, directs and implements on-air promotions, including spots for individual programs, interstitial, generic spots.	Writes and edits scripts, assembles talent and production resources of assigned on-air promotions or programs for TV or digital media platforms.	Copywrites marketing communications, such as print brochures, website content, social media communications and online promotional content.	Responsible for art and design work for internal clients. Ensures that the creative objectives and needs of internal broadcast, print or digital clients are fully defined and met.	Implements retouching, cleanup, color correction and image manipulation of high volume of art assets in an art production environment.	Designs and produces animations and graphics in motion for show and brand promotions using current graphic design software.	Designs, creates and animates visual effects needed to create a believable and enhanced world for animated or live action productions and integrates effects into shots.	Executes creative content of marketing programs and materials, on-air, print and/or digital.	Administers and guides creative services projects from concept through implementation to ensure projects are delivered on time, within budget and to the satisfaction of the client.	Plans, researches, secures, reviews, selects and readies photographs to meet editorial direction.
<b>Management</b>	<b>Top</b>	<b>2</b>											
	<b>EVP</b>	<b>10</b>			44510 EVP, On-Air Promos								
	<b>SVP</b>	<b>11</b>			44511 SVP, On-Air Promos		47011 SVP, Creative Design				48011 SVP, Creative Svcs		
	<b>VP</b>	<b>12</b>	43012 VP, Library and/or Dig Assets		44512 VP, On-Air Promos		47012 VP, Creative Design				48012 VP, Creative Svcs		
	<b>Senior Director</b>	<b>13</b>			44513 Sr Dir, On-Air Promos		47013 Sr Dir, Creative Design				48013 Sr Dir, Creative Svcs		
	<b>Director</b>	<b>14</b>	43014 Dir, Library and/or Dig Assets		44514 Dir, On-Air Promos		47014 Dir, Creative Design		47214 Dir, Motion Graphics Design		48014 Dir, Creative Svcs	48514 Dir, CS Traffic Proj Mgmt	
	<b>Senior Manager</b>	<b>15</b>			44515 Sr Mgr, On-Air Promos		47015 Sr Art Dir				48015 Sr Mgr, Creative Svcs		
	<b>Manager</b>	<b>16</b>	43016 Mgr, Library and/or Dig Assets		44516 Mgr, On-Air Promos		47016 Art Dir		47216 Mgr, Motion Graphics Design		48016 Mgr, Creative Svcs	48516 Mgr, CS Traffic Proj Mgmt	
	<b>Supervisor</b>	<b>17</b>											
	<b>Lead</b>	<b>18</b>				47018 Lead Designer		47218 Lead Motion Graphics Artist					
<b>Professional Individual Contributor</b>	<b>Senior</b>	<b>24</b>			46024 Sr Writer / Producer	46324 Sr Copywriter	47024 Sr Designer		47224 Sr Motion Graphics Artist			48524 Sr CS Traffic Proj Mgr	49024 Sr Photo Editor
	<b>Journey</b>	<b>25</b>			46025 Writer / Producer	46325 Copywriter	47025 Designer		47225 Motion Graphics Artist	47525 Effects Artist	48025 Creative Svcs Spec	48525 CS Traffic Proj Mgr	49025 Photo Editor
	<b>Assoc</b>	<b>26</b>			46026 Assoc Writer / Producer		47026 Assoc Designer		47226 Assoc Motion Graphics Artist	47526 Assoc Effects Artist		48526 Assoc CS Traffic Proj Mgr	
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	<b>37</b>											
	<b>Senior Operator</b>	<b>44</b>	43044 Sr Librarian	44044 Sr Dig Assets Specialist				47144 Sr Prodn Artist					
	<b>Operator</b>	<b>45</b>	43045 Librarian	44045 Dig Assets Specialist				47145 Prodn Artist					
	<b>Associate</b>	<b>46</b>											
	<b>Senior Coordinator</b>	<b>50</b>											
	<b>Coordinator</b>	<b>52</b>	43052 Library Coord		44552 On-Air Promos Coord								
	<b>Assistant</b>	<b>54</b>											



# 2022 C2HR Content Developers Survey – Position Grids

Family		MARKETING								
		Marketing 500	Marketing Strategy 505	Consumer Marketing 510	Brand / Product Marketing 515	Digital / Social Media Marketing 570	Growth Marketing (New Family) 575	Digital Partner Marketing 580	Media Planning 585	Events Marketing 590
<b>Brief Job Family Descriptions</b>		Includes consumer marketing, events marketing, advertising sales marketing and affiliate marketing.	Develops and guides the execution of marketing strategies to reach target audiences and drive viewership.	Develops and oversees marketing programs directed to consumers to increase viewership, brand awareness, subscribers and market share.	Develops and oversees execution of marketing programs and campaigns for specific assigned brands / products across multiple platforms, including streaming.	Develops and oversees the execution of marketing strategies and campaigns on digital and social media platforms.	Drives customer acquisition, retention and value throughout the entire marketing lifecycle (i.e., awareness, acquisition, activation, engagement, retention, referral). Leverages data and analytics to test, analyze, iterate and inform strategy, content / campaign creation and marketing spend.	Develops marketing strategies and campaigns to maximize reach across digital distribution partners, including digital media properties, aggregators and other emerging digital distribution vehicles.	Develops corporate / network media plans that specify the channels, platforms and resources used in campaigns.	Develops, executes organization-sponsored special events or organization's participation in outside special events.
<b>Management</b>	<b>Top</b>	2	50002 Top Marketing Executive (at Multiple Network Company, Network Group or Genre) 50002.5 Top Network Marketing Executive (of Single Network Company or 2nd Level of Network Group or Genre)							
	<b>EVP</b>	10	50010 EVP, Marketing							
	<b>SVP</b>	11	50511 SVP, Mktg Strategy	51011 SVP, Consumer Mktg	51511 SVP, Brand / Product Mktg	57011 SVP, Digital / Social Media Mktg		58011 SVP, Digital Partner Mktg	58511 SVP, Media Planning	59011 SVP, Events Mktg
	<b>VP</b>	12	50512 VP, Mktg Strategy	51012 VP, Consumer Mktg	51512 VP, Brand / Product Mktg	57012 VP, Digital / Social Media Mktg	57512 VP, Growth Mktg (New)	58012 VP, Digital Partner Mktg	58512 VP, Media Planning	59012 VP, Events Mktg
	<b>Senior Director</b>	13	50513 Sr Dir, Mktg Strategy	51013 Sr Dir, Consumer Mktg	51513 Sr Dir, Brand / Product Mktg	57013 Sr Dir, Digital / Social Media Mktg			58513 Sr Dir, Media Planning	59013 Sr Dir, Events Mktg
	<b>Director</b>	14	50514 Dir, Mktg Strategy	51014 Dir, Consumer Mktg	51514 Dir, Brand / Product Mktg	57014 Dir, Digital / Social Media Mktg	57514 Dir, Growth Mktg (New)	58014 Dir, Digital Partner Mktg	58514 Dir, Media Planning	59014 Dir, Events Mktg
	<b>Senior Manager</b>	15	50515 Sr Mgr, Mktg Strategy	51015 Sr Mgr, Consumer Mktg	51515 Sr Mgr, Brand / Product Mktg	57015 Sr Mgr, Digital / Social Media Mktg			58515 Sr Mgr, Media Planning	59015 Sr Mgr, Events Mktg
	<b>Manager</b>	16	50516 Mgr, Mktg Strategy	51016 Mgr, Consumer Mktg	51516 Mgr, Brand / Product Mktg	57016 Mgr, Digital / Social Media Mktg	57516 Mgr, Growth Mktg (New)	58016 Mgr, Digital Partner Mktg	58516 Mgr, Media Planning	59016 Mgr, Events Mktg
	<b>Supervisor</b>	17								
<b>Lead</b>	18									
<b>Professional Individual Contributor</b>	<b>Senior</b>	24	50524 Sr Mktg Strategy IC	51024 Sr Consumer Mktg IC		57024 Sr Digital / Social Media Mktg IC	57524 Sr Growth Mktg IC (New)			
	<b>Journey</b>	25	50525 Mktg Strategy IC	51025 Consumer Mktg IC	51525 Brand / Product Mktg IC	57025 Digital / Social Media Mktg IC	57525 Growth Mktg IC (New)	58025 Digital Partner Mktg IC	58525 Media Planner	59025 Events Mktg IC
	<b>Assoc</b>	26	50526 Assoc Mktg Strategy IC	51026 Assoc Consumer Mktg IC		57026 Assoc Digital / Social Media Mktg IC	57526 Assoc Growth Mktg IC (New)			
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	37								
	<b>Senior Operator</b>	44								
	<b>Operator</b>	45								
	<b>Associate</b>	46								
	<b>Senior Coordinator</b>	50								
	<b>Coordinator</b>	52	50052 Mktg Coord (Any Area of Mktg)							
	<b>Assistant</b>	54								

# 2022 C2HR Content Developers Survey – Position Grids

Family		COMMUNICATIONS			RESEARCH AND ANALYTICS					
		Media Relations 610	Community Affairs 615	Government Relations 617	Market and/or Audience Research 620	Consumer Insights and Analytics 622	Digital Analytics 624	Data Science 625	Business Intelligence Engineering 630	Extract Transform and Load Developing 632
<b>Brief Job Family Descriptions</b>		Develops, directs, implements media relations strategies, tactics, plans that enhance positive coverage of the organization.	Develops, implements community outreach efforts demonstrating the organization's commitment to communities.	Plans and implements activities that promote the interests of the organization at the federal, state, and/or local government levels to shape emerging issues and to ensure operation without undue legislation, regulation or taxation restrictions.	Develops, directs, implements the conduct or acquisition of research information to increase sales and market share.	Conducts research and analysis and delivers consumer insights to inform business decisions and improve the consumer experience on all platforms.	Conducts real-time data capture analysis and reporting of audience traffic and performance metrics.	Analyzes very large data sets in real time databases to inform business decisions and improve products and processes.	Configures information systems to query dynamic databases and to extract, report, and analyze information for business units.	Designs, develops and maintains data solutions and processes that extract data from various sources, transform the data based on internal and external user needs and load the data into a destination database.
<b>Management</b>	<b>Top</b>	2	60002 Top Communications Exec (at Multiple Network Company, Network Group or Genre) 60002.5 Top Network Communications Exec (of Single Network Company or 2nd Level of Network Group or Genre)			62202 Top Consumer Insights and Analytics Executive				
	<b>EVP</b>	10								
	<b>SVP</b>	11	61011 SVP, Media Relations		61711 SVP, Gov't Relations	62011 SVP, Research	62211 SVP, Consumer Insights & Analytics			
	<b>VP</b>	12	61012 VP, Media Relations	61512 VP, Community Affairs	61712 VP, Gov't Relations	62012 VP, Research	62212 VP, Consumer Insights & Analytics	62412 VP, Digital Analytics	62512 VP, Data Science	63012 VP, Bus Intell Engrng
	<b>Senior Director</b>	13	61013 Sr Dir, Media Relations			62013 Sr Dir, Research	62213 Sr Dir, Consumer Insights & Analytics			
	<b>Director</b>	14	61014 Dir, Media Relations	61514 Dir, Community Affairs	61714 Dir, Gov't Relations	62014 Dir, Research	62214 Dir, Consumer Insights & Analytics	62414 Dir, Digital Analytics	62514 Dir, Data Science	63014 Dir, Bus Intell Engrng
	<b>Senior Manager</b>	15	61015 Sr Mgr, Media Relations		61715 Sr Mgr, Gov't Relations	62015 Sr Mgr, Research	62215 Sr Mgr, Consumer Insights & Analytics	62415 Sr Mgr, Digital Analytics	62515 Sr Mgr, Data Science	
	<b>Manager</b>	16	61016 Mgr, Media Relations	61516 Mgr, Community Affairs		62016 Mgr, Research	62216 Mgr, Consumer Insights & Analytics	62416 Mgr, Digital Analytics	62516 Mgr, Data Science	63016 Mgr, Bus Intell Engrng
	<b>Supervisor</b>	17								
	<b>Lead</b>	18								
<b>Professional Individual Contributor</b>	<b>Senior</b>	24	61024 Sr Publicist			62024 Sr Research Analyst	62224 Sr Consumer Insights & Analytics Analyst	62424 Sr Digital Analyst	62524 Sr Data Scientist	63024 Sr Bus Intell Engr
	<b>Journey</b>	25	61025 Publicist	61525 Community Affairs IC		62025 Research Analyst	62225 Consumer Insights & Analytics Analyst	62425 Digital Analyst	62525 Data Scientist	63025 Bus Intell Engr
	<b>Assoc</b>	26	61026 Assoc Publicist			62026 Assoc Research Analyst				63225 Extract Transform & Load Devr
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	37								
	<b>Senior Operator</b>	44								
	<b>Operator</b>	45								
	<b>Associate</b>	46								
	<b>Senior Coordinator</b>	50								
	<b>Coordinator</b>	52		61552 Community Affairs Coord						
	<b>Assistant</b>	54	61054 Publicity Assistant							



# 2022 C2HR Content Developers Survey – Position Grids

Family		ADVERTISING SALES				ADVERTISING SALES (cont'd)				
		Advertising Sales 700	Programmatic Sales 703	Sales Account Management 705	Sales Planning 710	Sales Analysis 715	Integrated Sales and Marketing 720	Advertising Solutions 722	Advertising Sales Marketing 725	
<b>Brief Job Family Descriptions</b>		Advertising sales personnel responsible for achieving assigned advertising revenue targets on television and digital platforms.	Optimizes the selling of digital advertising inventory using real-time channels and machine-driven methods to increase yield and improve overall advertising revenues.	Supports sales personnel during the sales cycle, manages accounts on a daily basis after the close of sale, maintaining regular contact.	Provides pricing and profitability analyses and sales planning support to the sales organization.	Compiles, analyzes and reports on sales revenues to support decisions about sales programs and to evaluate sales performance.	Manages integrated advertising sales and marketing activities that use all available corporate resources to maximize campaigns for major clients.	Proposes and creates innovative television and/or digital advertising campaigns for new or current customers to increase advertising sales revenue and to highlight and enhance the customer's brands.	Develops marketing programs, advertising products and pricing packages to be presented by advertising sales personnel.	
<b>Management</b>	<b>Top</b>	2	70002 Top Ad Sales Executive							
	<b>EVP</b>	10	70010 EVP, Ad Sales		71010 EVP, Sales Planning					
	<b>SVP</b>	11	70011 SVP, Ad Sales		71011 SVP, Sales Planning		72011 SVP, Int. Sales & Mktg	72211 SVP, Ad Solutions	72511 SVP, Ad Sales Mktg	
	<b>VP</b>	12	70012 VP, Ad Sales	70312 VP, Programmatic Sales	71012 VP, Sales Planning		72012 VP, Int. Sales & Mktg	72212 VP, Ad Solutions	72512 VP, Ad Sales Mktg	
	<b>Senior Director</b>	13			71013 Sr Dir, Sales Planning		72013 Sr Dir, Int. Sales & Mktg		72513 Sr Dir, Ad Sales Mktg	
	<b>Director</b>	14	70014 Dir, Ad Sales	70314 Dir, Programmatic Sales	71014 Dir, Sales Planning		72014 Dir, Int. Sales & Mktg	72214 Dir, Ad Solutions	72514 Dir, Ad Sales Mktg	
	<b>Senior Manager</b>	15			71015 Sr Mgr, Sales Planning		72015 Sr Mgr, Int. Sales & Mktg		72515 Sr Mgr, Ad Sales Mktg	
	<b>Manager</b>	16		70316 Mgr, Programmatic Sales	71016 Mgr, Sales Planning		72016 Mgr, Int. Sales & Mktg	72216 Mgr, Ad Solutions	72516 Mgr, Ad Sales Mktg	
	<b>Supervisor</b>	17					72017 Supv, Int. Sales & Mktg	72217 Supv, Ad Solutions		
<b>Professional Individual Contributor</b>	<b>Senior</b>	24	70024 Sr Ad Sales Acct Exec	70324 Sr Programmatic Sales Acct Exec	71024 Sr Sales Planner	71524 Sr Sales Analyst	72024 Sr Int. Sales & Mktg Analyst			
	<b>Journey</b>	25	70025 Ad Sales Acct Exec	70325 Programmatic Sales Acct Exec	71025 Sales Planner	71525 Sales Analyst	72025 Int. Sales & Mktg Analyst			
	<b>Assoc</b>	26	70026 Assoc Ad Sales Acct Exec	70326 Assoc Programmatic Sales Acct Exec	71026 Assoc Sales Planner		72026 Assoc Int. Sales & Mktg Analyst			
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	37								
	<b>Senior Operator</b>	44								
	<b>Operator</b>	45								
	<b>Associate</b>	46								
	<b>Senior Coordinator</b>	50			70550 Ad Sales Acct Svc Rep			72250 Sr Ad Solutions Coord		
	<b>Coordinator</b>	52	70052 Sales Coord (Any Area of Sales)							
	<b>Assistant</b>	54	70054 Sales Assistant (Any Area of Sales)							



# 2022 C2HR Content Developers Survey – Position Grids

Family		AFFILIATE SALES						SYNDICATION SALES	
		Affiliate Sales 730	Broadcaster Affiliate Relations 732	Affiliate Marketing 735	Digital Distribution 736	Digital Distribution Operations 737	International Distribution 738		
Level		Affiliate sales personnel responsible for achieving assigned subscriber targets on television and digital platforms.	Manages, maintains and enhances relationships with affiliated television broadcast stations.	Develops marketing programs to be presented to and executed by affiliate networks and cable operators.	Negotiates contracts and deals that ensure distribution of current and post-release content on digital platforms.	Develops and executes operational strategies and/or activities that ensure distribution of current and post-release content on digital platforms.	Accountable for sales and distribution of programming content to cable operators, television broadcast networks and digital distributors in international markets.	Drives sales and distribution of shows and series to cable and TV broadcast distributors in international markets and digital clients such as Hulu and Netflix.	
Brief Job Family Descriptions									
Management	Top	2	73002 Top Aff Sales Executive	73202 Top Brcdster Aff Rel Executive					
	EVP	10	73010 EVP, Aff Sales						
	SVP	11	73011 SVP, Aff Sales	73211 SVP, Brcdster Aff Rel	73511 SVP, Aff Mktg	73611 SVP, Digital Distribution	73711 SVP, Digital Distribution Ops	73811 SVP, Intl Distribution	73911 SVP, Syndication Sales
	VP	12	73012 VP, Aff Sales	73212 VP, Brcdster Aff Rel	73512 VP, Aff Mktg	73612 VP, Digital Distribution	73712 VP, Digital Distribution Ops	73812 VP, Intl Distribution	73912 VP, Syndication Sales
	Senior Director	13	73013 Sr Dir, Aff Sales			73613 Sr Dir, Digital Distribution	73713 Sr Dir, Digital Distribution Ops		
	Director	14	73014 Dir, Aff Sales	73214 Dir, Brcdster Aff Rel	73514 Dir, Aff Mktg	73614 Dir, Digital Distribution	73714 Dir, Digital Distribution Ops		73914 Dir, Syndication Sales
	Senior Manager	15							
	Manager	16	73016 Mgr, Aff Sales	73216 Mgr, Brcdster Aff Rel	73516 Mgr, Aff Mktg	73616 Mgr, Digital Distribution	73716 Mgr, Digital Distribution Ops		73916 Mgr, Syndication Sales
	Supervisor	17							
	Lead	18							
Professional Individual Contributor	Senior	24	73024 Sr Aff Sales Acct Exec		73524 Sr Aff Mktg IC	73624 Sr Digital Distribution IC	73724 Sr Digital Distribution Ops IC	73824 Sr Intl Distribution IC	73924 Sr Syndication Sales IC
	Journey	25	73025 Aff Sales Acct Exec		73525 Aff Mktg IC	73625 Digital Distribution IC	73725 Digital Distribution Ops IC		73925 Syndication Sales IC
	Assoc	26					73726 Assoc Digital Distribution Ops IC		
Operating Individual Contributor / Support	Lead Operator	37							
	Senior Operator	44							
	Operator	45							
	Associate	46							
	Senior Coordinator	50							
	Coordinator	52	73052 Aff Sales Coord (New)						
	Assistant	54							

# 2022 C2HR Content Developers Survey – Position Grids

Family		SALES OPERATIONS				LEGAL AND/OR BUSINESS AFFAIRS								
		Sales Operations 740	Advertisement Inventory 750	Advertisement Traffic 760	Sales Training 765	Legal and/or Business Affairs 800	Legal Counsel 805	Paralegal 806	Contract Administration 807	Standards and Practices 810	Rights and Clearances 820	Anti-Piracy 825	Licensing 830	
<b>Brief Job Family Descriptions</b>		Directs and implements operational activities that support the sales force pre- and post-sale.	Directs, implements operational activities that analyze, identify and allocate available commercial inventory, either for TV or digital platforms.	Directs, manages, implements operational activities to ensure timely, accurate upload, tracking and billing of TV or digital ads.	Designs, prepares and delivers necessary and prescribed training courses for sales personnel, collaborating with sales management to determine sales training needs.	Directs, implements legal activities that protect the interests of the organization and/or negotiate deals for talent and production services.	Provides legal counsel to protect the interests of assigned clients.	Provides legal support to corporate attorneys.	Manages and administers executed contracts.	Evaluates content for compliance with approved standards and practices of the organization and the FTC.	Obtains and verifies the rights of the organization to air or use material owned or created by others.	Carry out anti-piracy activities that protect the intellectual property of the organization.	Licenses the use of organization's properties to other parties, or the use by organization of the intellectual property of others.	
<b>Management</b>	<b>Top</b>	2	80002 Top Legal and/or Business Affairs Executive (at Multiple Network Company, Network Group or Genre) 80002.5 Top Network Legal and/or Business Affairs Executive (of Single Network Company or 2nd Level of Network Group or Genre)											
	<b>EVP</b>	10	74010 EVP, Sales Ops				80010 EVP, Legal and / or Bus Aff							
	<b>SVP</b>	11	74011 SVP, Sales Ops				80011 SVP, Legal and / or Bus Aff			81011 SVP, Stdrd & Prcts				
	<b>VP</b>	12	74012 VP, Sales Ops	75012 VP, Inventory	76012 VP, Traffic		80012 VP, Legal and / or Bus Aff	80512 Executive Counsel		80712 VP, Contract Admin	81012 VP, Stdrd & Prcts	82012 VP, Rghts & Clrncls	82512 VP, Anti-Piracy	83012 VP, Licensing
	<b>Senior Director</b>	13	74013 Sr Dir, Sales Ops	75013 Sr Dir, Inventory	76013 Sr Dir, Traffic		80013 Sr Dir, Legal and / or Bus Aff							
	<b>Director</b>	14	74014 Dir, Sales Ops	75014 Dir, Inventory	76014 Dir, Traffic	76514 Dir, Sales Training	80014 Dir, Legal and / or Bus Aff	80514 Sr Counsel		80714 Dir, Contract Admin	81014 Dir, Stdrd & Prcts	82014 Dir, Rghts & Clrncls	82514 Dir, Anti-Piracy	83014 Dir, Licensing
	<b>Senior Manager</b>	15	74015 Sr Mgr, Sales Ops	75015 Sr Mgr, Inventory	76015 Sr Mgr, Traffic	76515 Sr Mgr, Sales Training	80015 Sr Mgr, Legal and / or Bus Aff				81015 Sr Mgr, Stdrd & Prcts	82015 Sr Mgr, Rghts & Clrncls		
	<b>Manager</b>	16	74016 Mgr, Sales Ops	75016 Mgr, Inventory	76016 Mgr, Traffic	76516 Mgr, Sales Training	80016 Mgr, Legal and / or Bus Aff	80516 Counsel		80716 Mgr, Contract Admin	81016 Mgr, Stdrd & Prcts	82016 Mgr, Rghts & Clrncls	82516 Mgr, Anti-Piracy	83016 Mgr, Licensing
	<b>Supervisor</b>	17			76017 Supv, Traffic									
	<b>Lead</b>	18				76518 Lead Sales Trainer			80618 Lead Paralegal					
<b>Professional Individual Contributor</b>	<b>Senior</b>	24	74024 Sr Sales Ops Spec	75024 Sr Inventory Analyst	76024 Sr Traffic Spec	76524 Sr Sales Trainer		80524 Sr Assoc Counsel (New)	80624 Sr Paralegal	80724 Sr Contract Mgr	81024 Sr Stdrd & Prcts Editor		82524 Sr Anti-Piracy Spec	
	<b>Journey</b>	25	74025 Sales Ops Spec	75025 Inventory Analyst	76025 Traffic Spec	76525 Sales Trainer			80625 Paralegal	80725 Contract Mgr	81025 Stdrd & Prcts Editor	82025 Rghts & Clrncls Admnstr	82525 Anti-Piracy Spec	83025 Licensing Specialist
	<b>Assoc</b>	26	74026 Assoc Sales Ops Spec		76026 Assoc Traffic Spec				80626 Assoc Paralegal	80726 Assoc Contract Mgr				
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	37												
	<b>Senior Operator</b>	44												
	<b>Operator</b>	45												
	<b>Associate</b>	46												
	<b>Senior Coordinator</b>	50			76050 Sr Traffic Coord		80050 Sr Legal Coord			80750 Contract Admnstr				
	<b>Coordinator</b>	52			76052 Traffic Coord		80052 Legal Coord				81052 Stdrd & Prcts Coord	82052 Rghts & Clrncls Coord		83052 Licensing Coord
<b>Assistant</b>	54													

# 2022 C2HR Content Developers Survey – Position Grids

Family		GENERAL AND ADMINISTRATIVE											
		BUSINESS DEVELOPMENT 840	CUSTOMER SUPPORT 880	Human Resources 900	Recruiting (New Family) 902	Inclusion and Diversity 905	Finance 910	Controller 912	Production Accounting 920	Royalty Accounting 923	Production Financial Analysis 925	Financial Compliance / Audit (New Family) 926	Participation and Residuals 927
Brief Job Family Descriptions		Researches, evaluates, negotiates and then manages new ventures, partnerships, barter arrangements, joint ventures for non-traditional revenue streams.	Provides technical support, and sales and billing support. Develops, implements and executes policies and procedures to facilitate a quality customer service experience.	Directs and implements activities that maximize attraction, retention, motivation, professional growth and productivity of employees.	Develops, administers and executes staffing strategies, programs and processes to ensure the organization recruits required talent. Sources, interviews and supports the selection of employees.	Develops, administers and monitors strategies, programs and initiatives to achieve a diverse and inclusive environment both within the organization and in distributed content.	Directs and implements activities related to financial forecasting, analysis and controls at the organization.	Directs and implements activities related to corporate accounting and financial reporting at the organization.	Forecasts, budgets, tracks, reports, facilitates accounts payable and receivable to track production costs for productions.	Ensures that royalties owed to or by the organization are recorded, entered into the accounting system, paid, received.	Collects, analyzes and reports on status of production costs.	Oversees, develops and administers programs to ensure compliance with financial regulatory requirements (e.g., Sarbanes-Oxley) and adherence to internal procedures and processes for financial reporting.	Directs and implements fulfillment of contractual obligations entered into by the organization for participation and residuals.
Management	Top	2			90002 Top HR Executive 90002.5 Top Network HR Executive		90502 Chief Inclusion & Diversity Officer	91002 CFO 91002.5 Top Ntwk Finance Exec					
	EVP	10	84010 EVP, Bus Dev		90010 EVP, HR		90510 EVP, Inclusion & Diversity	91010 EVP, Finance					
	SVP	11	84011 SVP, Bus Dev	88011 SVP, Cust Support	90011 SVP, HR		90511 SVP, Inclusion & Diversity	91011 SVP, Finance	91211 SVP, Controller				
	VP	12	84012 VP, Bus Dev	88012 VP, Cust Support	90012 VP, HR	90212 VP, Recruiting (New)	90512 VP, Inclusion & Diversity	91012 VP, Finance	91212 VP, Controller	92012 VP, Prodn Accounting		92512 VP, Prodn Finance	92712 VP, Partcip & Residuals
	Senior Director	13	84013 Sr Dir, Bus Dev	88013 Sr Dir, Cust Support	90013 Sr Dir, HR		90513 Sr Dir, Inclusion & Diversity	91013 Sr Dir, Finance	91213 Sr Dir, Controller				
	Director	14	84014 Dir, Bus Dev	88014 Dir, Cust Support	90014 Dir, HR	90214 Dir, Recruiting (New)	90514 Dir, Inclusion & Diversity	91014 Dir, Finance	91214 Dir, Controller	92014 Dir, Prodn Accounting		92514 Dir, Prodn Finance	92614 Dir, Financial Compliance / Audit (New) 92714 Dir, Partcip & Residuals
	Senior Manager	15	84015 Sr Mgr, Bus Dev	88015 Sr Mgr, Cust Support	90015 Sr Mgr, HR (Business Partner)		90515 Sr Mgr, Inclusion & Diversity	91015 Sr Mgr, Finance	91215 Sr Mgr, Controller	92015 Sr Mgr, Prodn Accounting			
	Manager	16	84016 Mgr, Bus Dev	88016 Mgr, Cust Support	90016 Mgr, HR (Business Partner)	90216 Mgr, Recruiting (New)	90516 Mgr, Inclusion & Diversity	91016 Mgr, Finance	91216 Mgr, Controller	92016 Mgr, Prodn Accounting		92516 Mgr, Prodn Finance	92616 Mgr, Financial Compliance / Audit (New) 92716 Mgr, Partcip & Residuals
	Supervisor	17											
Lead	18				90218 Lead Recruiter (New)								
Professional Individual Contributor	Senior	24	84024 Sr Bus Dev Analyst		90024 Sr HR Generalist	90224 Sr Recruiter (New)		91024 Sr Financial Analyst			92524 Sr Prodn Financial Analyst		92724 Sr Partcip & Residuals Analyst
	Journey	25	84025 Bus Dev Analyst		90025 HR Generalist	90225 Recruiter (New)	90525 Inclusion & Diversity IC	91025 Financial Analyst		92025 Prodn Accountant	92325 Royalty Accountant	92525 Prodn Financial Analyst	92725 Partcip & Residuals Analyst
	Assoc	26	84026 Assoc Bus Dev Analyst			90226 Assoc Recruiter (New)		91026 Assoc Financial Analyst					
Operating Individual Contributor / Support	Lead Operator	37											
	Senior Operator	44											
	Operator	45											
	Associate	46											
	Senior Coordinator	50		88050 Sr Cust Support Rep	90050 Sr HR Coord								
	Coordinator	52		88052 Cust Support Rep	90052 HR Coord	90252 Recruiting Coord (New)				92052 Prodn Accounting Coord			92752 Partcip & Residuals Coord
	Assistant	54		88054 Cust Support Asst	90054 HR Asst								

# 2022 C2HR Content Developers Survey – Position Grids

Family		TECHNOLOGY				INTERNATIONAL						
		Technology 930	Information Technology 935	Advanced Technology 940	Digital Media Delivery Engineering 945	International General Management 950	International Programming 952	International Producing 954	International Marketing 956	International Head of Advertising Sales 960	International Business Development 962	
<b>Brief Job Family Descriptions</b>		Plans, develops implements and administers one or more technology functions, including broadcast and/or digital media technologies, and may include information technology.	Designs, installs, upgrades, troubleshoots technology systems, software and data applications that support internal business operations.	Identifies and investigates new and emerging digital content distribution technologies.	Digital media distribution typically includes broadcast, broadband, information technology and distribution services to support various revenue models, including subscription-based, ad-supported and transaction-based delivery of content.	Directs operations of assigned region(s) to achieve strategic current and long-range objectives for assigned region(s) exclusive of organization's headquarter location. Typically has P&L responsibility.	Oversees / supports activities in any area of programming for assigned region(s).	Leads the creative and content aspects, and production processes, of programs, features and/or digital content for assigned region(s).	Develops, executes, tracks, evaluates and adjusts multi-platform integrated marketing and promotions campaigns for assigned region(s) to enhance brand awareness and drive demand to maximize market share.	Oversees achievement of advertising revenue targets on television and digital platforms for (a) country(ies) exclusive of organization's headquarter location.	Identifies, analyzes, negotiates for and develops new international business opportunities and strategic alliances that support growth objectives in assigned region(s).	
<b>Management</b>	<b>Top</b>	2	93002 Chief Technology Officer									
	<b>EVP</b>	10	93010 EVP, Technology	93510 EVP, IT								
	<b>SVP</b>	11	93011 SVP, Technology	93511 SVP, IT	94011 SVP, Advanced Tech							
	<b>VP</b>	12	93012 VP, Technology	93512 VP, IT	94012 VP, Advanced Tech	94512 VP, Dig Media Delv Engring						
	<b>Senior Director</b>	13		93513 Sr Dir, IT	94013 Sr Dir, Advanced Tech		95012 Intl General Manager	95212 Intl Head of Programming	95412 Intl Executive Producer	95612 Intl Head of Marketing	96012 Intl Head of Ad Sales	96212 Intl Head of Bus Dev
	<b>Director</b>	14		93514 Dir, IT	94014 Dir, Advanced Tech	94514 Dir, Dig Media Delv Engring						
	<b>Senior Manager</b>	15		93515 Sr Mgr, IT	94015 Sr Mgr, Advanced Tech							
	<b>Manager</b>	16		93516 Mgr, IT	94016 Mgr, Advanced Tech	94516 Mgr, Dig Media Delv Engring						
	<b>Supervisor</b>	17										
	<b>Lead</b>	18										
<b>Professional Individual Contributor</b>	<b>Senior</b>	24		93524 Sr System Administrator		94524 Sr Dig Media Delv Design Engr						
	<b>Journey</b>	25		93525 System Administrator		94525 Dig Media Delv Design Engr		95425 Intl Producer	95625 Intl Marketing Manager	96025 Intl Ad Sales Account Executive	96225 Intl Bus Dev Analyst	
	<b>Assoc</b>	26		93526 Assoc System Administrator		94526 Assoc Dig Media Delv Design Engr						
<b>Operating Individual Contributor / Support</b>	<b>Lead Operator</b>	37										
	<b>Senior Operator</b>	44										
	<b>Operator</b>	45										
	<b>Associate</b>	46										
	<b>Senior Coordinator</b>	50										
	<b>Coordinator</b>	52					95252 Intl Programming Coord	95452 Intl Production Coord	95652 Intl Marketing Coord			
	<b>Assistant</b>	54										

