2023 Digital Content and Technology Survey – Survey Position Grids

EXECUTIVE MANAGEMENT	Family / Level		GENERAL MANAGEMENT	VIRTUAL REALITY	CONTENT PRODUCING					
					Producing	Content Strategy	Content	Content Partner Account Management	Content Operations	Content Curating
			100	190	200	205	210	213	214	215
21 Chief Executive Officer 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/or apps 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		21411 SVP, Content Ops (New)	
	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	
	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	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	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	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	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	21323 Adv Content Ptnr Acct Mgr	21423 Adv Content Ops Spec (New)	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	21524 Sr Content Curator
	Journey IC	25			20025 Producer	20525 Content Strategist	21025 Content Mgr	21325 Content Ptnr Acct Mgr	21425 Content Ops Spec	21525 Content Curator
	Assoc IC	26			20026 Assoc Producer	20526 Assoc Content Strategist	21026 Assoc Content Mgr	21326 Assoc Content Ptnr Acct Mgr	21426 Assoc Content Ops Spec	
	Coordinator	27					21027 Content Coordinator			
	Assistant	28			20028 Asst Producer					

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Family / Level		CONTENT PRODUCING (CONTINUED)						VIDEO PRODUCING			
		Digital Content Scheduling 216	Native Producing 218	Multimedia Producing 220	Multimedia Editorial 225	Prediting 227	TECHNICAL PRODUCING 228	Digital Video Creative Development 229	Video Producing 230	Video Editing / Shooting 232	Audio Design / Producing 235
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 platforms, websites and/or apps. 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 multiple digital platforms.	Writes, produces original productions, special projects for multiple digital platforms, integrating video, art, text and sound.	Develops technical website specifications and maintains the "technical vision" for digital platform(s), website(s) and/or app(s).	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 digital platform(s), website(s) and/or app(s).	Conceives, shapes, designs, edits and implements audio for assigned projects.
Top	10										
EVP	10.5								23010.5 EVP, Video Producing *(New)*		23510.5 EVP, Audio Design / Producing *(New)*
SVP	11								23011 SVP, Video Producing *(New)*		23511 SVP, Audio Design / Producing *(New)*
VP	12	21612 VP, Digital Content Scheduling *(New)*						22912 VP, Digital Video Creative Dev	23012 VP, Video Producing		23512 VP, Audio Design / Producing *(New)*
Sr Director	13			22013 Sr Exec MM Producer					23013 Sr Dir, Video Producing		
Director	14	21614 Dir, Digital Content Scheduling *(New)*		22014 Exec MM Producer	22514 Dir, Multimedia Editorial			22914 Dir, Digital Video Creative Dev	23014 Dir, Video Producing		23514 Dir, Audio Design / Producing *(New)*
Sr Manager	15			22015 Sr Mgr, MM Producing	22515 Sr Mgr, Multimedia Editorial		22815 Sr Mgr, Techn Producing	22915 Sr Mgr, Digital Video Creative Dev	23015 Sr Mgr, Video Producing		
Manager	16	21616 Mgr, Digital Content Scheduling *(New)*		22016 Mgr, MM Producing	22516 Mgr, Multimedia Editorial	22716 Mgr, Prediting	22816 Mgr, Techn Producing	22916 Mgr, Digital Video Creative Dev	23016 Mgr, Video Producing	23216 Mgr, Video Editing / Shooting	23516 Mgr, Audio Design / 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							22922 Sr Adv Digital Video Creative Dev Exec			
Advanced IC	23	21623 Adv Digital Content Scheduler *(New)*						22923 Adv Digital Video Creative Dev Exec	23023 Adv Video Producer		23523 Adv Audio Designer / Producer
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 Techn Producer	22924 Sr Digital Video Creative Dev Exec	23024 Sr Video Producer	23224 Sr Video Editor / Shooter	23524 Sr Audio Designer / Producer
Journey IC	25	21625 Digital Content Scheduler	21825 Native Producer	22025 MM Producer	22525 MM Editor	22725 Preditor	22825 Techn Producer		23025 Video Producer	23225 Video Editor / Shooter	23525 Audio Designer / Producer
Assoc IC	26						22826 Assoc Techn Producer		23026 Assoc Video Producer		23526 Assoc Audio Designer / Producer
Coordinator	27								23027 Video Coord		
Assistant	28								23028 Video Asst		

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Family / Level		PODCAST PRODUCING		DIGITAL SHOW HOSTS / TALENT MANAGEMENT			PRODUCT MANAGEMENT AND MONETIZATION			
		Podcast Producing	Podcast Host	Digital Show Host	Show Booking	Talent Management	Product Management	Product Operations (New Family)	Product Technology Management	Monetization
		237	238	245	246	248	250	251	252	255
Brief Job Family Descriptions		Conceives, produces, manages, edits and readies podcasts for digital distribution on multiple platforms.	Presents audio content for podcasts. Determines, guides and maintains the creative direction of episodes, setting the editorial tone and serving as the voice of the podcast.	Presents video features on website(s) and/or app(s). Determines, guides and maintains the creative direction of productions, setting the editorial tone and serving as the voice of the digital show.	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.	Develops and executes cross-organization operational strategies and activities that support the development and delivery of new, typically technology-based products. Partners with cross-functional stakeholders to ensure alignment on product roadmap priorities.	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.
Top	10									
EVP	10.5						25010.5 EVP, Prdt Mgmt			
SVP	11						25011 SVP, Prdt Mgmt			
VP	12	23712 VP, Podcast Producing				24812 VP, Talent Mgmt	25012 VP, Prdt Mgmt		25212 VP, Prdt Technology Mgmt	25512 VP, Monetization
Sr Director	13						25013 Sr Dir, Prdt Mgmt		25213 Sr Dir, Prdt Technology Mgmt	25513 Sr Dir, Monetization
Director	14	23714 Dir, Podcast Producing				24814 Dir, Talent Mgmt	25014 Dir, Prdt Mgmt	25114 Dir, Prdt Ops (New)	25214 Dir, Prdt Technology Mgmt	25514 Dir, Monetization
Sr Manager	15						25015 Sr Mgr, Prdt Mgmt		25215 Sr Mgr, Prdt Technology Mgmt	25515 Sr Mgr, Monetization
Manager	16	23716 Mgr, Podcast Producing				24816 Mgr, Talent Mgmt	25016 Mgr, Prdt Mgmt	25116 Mgr, Prdt Ops (New)	25216 Mgr, Prdt Technology Mgmt	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		23823 Sr Podcast Host	24523 Sr Digital Show Host		24823 Adv Talent Mgr	25023 Adv Prdt Mgr			
Senior IC	24	23724 Sr Podcast Producer	23824 Podcast Host	24524 Digital Show Host		24824 Sr Talent Mgr	25024 Sr Prdt Mgr	25124 Sr Prdt Ops Spec (New)	25224 Sr Prdt Technology Mgr	25524 Sr Monetization Analyst
Journey IC	25	23725 Podcast Producer			24625 Show Booker	24825 Talent Mgr	25025 Prdt Mgr	25125 Prdt Ops Spec (New)	25225 Prdt Technology Mgr	25525 Monetization Analyst
Assoc IC	26	23726 Assoc Podcast 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 260	Merchandising Planning 262	Buying 264	Inventory 272	Fulfillment 273	Supply Chain Optimization 274	Production Management 275	Post Production 280	Localization Engineering 283	Quality Control 285
Brief Job Family Descriptions		Develops and executes site merchandising strategies to drive sales and guest conversion on e-commerce 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 platforms.	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 and/or content, features, audio and metadata into the languages of, 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	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	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	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 Engr	
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 Engr	28524 Sr QC Analyst
Journey IC	25	26025 Site Merchandiser	26225 Merch Planner	26425 Buyer/Catg Mgr	27225 Inventory Spec		27425 Supply Chain Optmzr	27525 Prodn Mgr	28025 Post Prodn Producer	28325 Localization Engr	28525 QC Analyst
Assoc IC	26	26026 Assoc Site Merchandiser		26426 Assoc Buyer/Catg Mgr				27526 Assoc Prodn Mgr		28326 Assoc Localization Engr	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	Digital Animation	Production Art	Motion Graphics (New Family)	User Experience Design	User Experience Writing	User Experience Research	User Accessibility Design
		300	305	310	315	320	321	322	323
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.	Designs and animates 2D and 3D motion graphics assets for digital content. Develops and implements graphics solutions that incorporate design principles, industry understanding and knowledge of current motion graphics software.	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 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, websites and/or apps are accessible and adapted for users with disabilities.
Top	10								
EVP	10.5								
SVP	11					32011 SVP, User Experience Design			
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
Director	14	30014 Creative Dir	30514 Dir, Digital Animation		31514 Dir, Motion Graphics (New)	32014 Dir, User Experience Design		32214 Dir, User Experience Research	32314 Dir, User Accessibility Design
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
Manager	16	30016 Art Dir	30516 Mgr, Digital Animation		31516 Mgr, Motion Graphics (New)	32016 Mgr, User Experience Design		32216 Mgr, User Experience Research	32316 Mgr, User Accessibility Design
Supervisor	17								
Lead	18	30018 Lead Designer				32018 Lead User Experience Designer			
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	32223 Adv User Experience Researcher	32323 Adv User Accessibility Designer
Senior IC	24	30024 Sr Designer	30524 Sr Digital Animator	31024 Sr Prodn Artist	31524 Sr Motion Graphics Artist (New)	32024 Sr User Experience Designer	32124 Sr User Experience Writer	32224 Sr User Experience Researcher	32324 Sr User Accessibility Designer
Journey IC	25	30025 Designer	30525 Digital Animator	31025 Prodn Artist	31525 Motion Graphics Artist (New)	32025 User Experience Designer	32125 User Experience Writer	32225 User Experience Researcher	32325 User Accessibility Designer
Assoc IC	26	30026 Assoc Designer	30526 Assoc Digital Animator			32026 Assoc User Experience Designer	32126 Assoc User Experience Writer	32226 Assoc User Experience Researcher	32326 Assoc User Accessibility Designer
Coordinator	27	30027 Design Coord						32227 User Experience Research Coord	
Assistant	28								

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Family / Level		EDITORIAL Editorial 330	Managing Editorial 340	Writing 360	Technical Writing 362	Digital Reporting 365	Content Research 367	PHOTOGRAPHY Photography 370	Styling 375	Photography Editing or Administration 380	DIGITAL ASSETS 382	SEARCH EDITORIAL / ONTOLOGY 390	MEDIA TECHNICAL PRODUCTION 410
Brief Job Family Descriptions		Creates, develops, manages and edits content for online editorial websites and/or apps. Sets and ensures the editorial "voice" and the desired "look and feel" of the editorial-based websites and content.	Coordinates the work of editorial, art and production departments to ensure and maintain established quality standards across all editorial websites and/or apps.	Researches, writes and revises material for assigned products and programs.	Provides documentation of technical processes through writing, editing and updating technical documentation for both internal and external products and functions.	Reports news and special interest stories on digital audience platforms.	Researches original content for digital platforms, typically for news, sports or special feature stories.	Creates, obtains and edits photographs to support editorial content.	Develops and executes a vision for the aesthetic and technical styling during photo shoots of products and/or apparel and/or people.	Obtains, reviews, selects and readies digital photographs to meet editorial direction.	Develops, organizes, maintains and enhances the digital asset archive.	Builds and enhances the functionality and competitive advantage of stand-alone and embedded search and directory products.	Establishes technical guidelines for and executes the specialized production of digital content that relies on back-end technology.
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											
Lead	18	33018 Lead Editor	34018 Chief Copy Editor										
Distinguished IC	20												
Principal IC	21	33021 Princ Editor		36021 Columnist / Blogger									
Sr Advanced IC	22	33022 Sr Adv Editor											
Advanced IC	23	33023 Adv Editor		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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Level		Network Operations 420	Network Engineering 425	Systems Engineering 440	Back-End Development 445	Security Engineering 457	Application Security Engineering 459	Security Analysis 463	Security Forensics 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 Engrg	44012 VP, Systems Engrg		45712 VP, Security Engrg		46312 VP, Security Analysis			
Sr Director	13	42013 Sr Dir, Ntwk Ops	42513 Sr Dir, Ntwk Engrg	44013 Sr Dir, Systems Engrg		45713 Sr Dir, Security Engrg					
Director	14	42014 Dir, Ntwk Ops	42514 Dir, Ntwk Engrg	44014 Dir, Systems Engrg	44514 Dir, Back-End Dev	45714 Dir, Security Engrg	45914 Dir, App Security Engrg	46314 Dir, Security Analysis	46414 Dir, Security Forensics		47514 Dir, Security Compl
Sr Manager	15	42015 Sr Mgr, Ntwk Ops	42515 Sr Mgr, Ntwk Engrg	44015 Sr Mgr, Systems Engrg		45715 Sr Mgr, Security Engrg	45915 Sr Mgr, App Security Engrg				47515 Sr Mgr, Security Compl
Manager	16	42016 Mgr, Ntwk Ops	42516 Mgr, Ntwk Engrg	44016 Mgr, Systems Engrg	44516 Mgr, Back-End Dev	45716 Mgr, Security Engrg	45916 Mgr, App Security Engrg				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	46323 Adv Security Analyst	46423 Adv Security Forensic Analyst	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	46324 Sr Security Analyst	46424 Sr Security Forensic Analyst	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	46325 Security Analyst	46425 Security Forensic Analyst		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	46326 Assoc Security Analyst	46426 Assoc Security Forensic Analyst	47026 Assoc Ethical Hacker	47526 Assoc Security Compl Analyst
Coordinator	27										
Assistant	28										

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Family / Level		SOFTWARE ENGINEERING							
		SW Engineering	Solutions Engineering *(New Family)*	Artificial Intelligence / Machine Learning	Web Development (F-E=Front-End)	Mobile App Development	SW Architecture	Video SW Engineering *(New Family)*	Rendering Engineering *(New Family)*
		500	501	502	510	515	530	531	532
Brief Job Family Descriptions		Designs, develops and deploys software engineering solutions that provide desired functionality to digital platforms, products and services.	Improves application lifecycles, evolves software systems to increase their reliability, monitors application performance and ensures overall system health. Develops processes, tools, metrics and documentation that improve product quality and reduce the cost of support.	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 software solutions are built within a consistent framework across the organization and within systems.	Designs, develops and deploys software engineering solutions that provide desired functionality to digital video products and services (e.g., video compression, processing, encoding, streaming and playback).	Designs, writes, debugs and refines rendering systems, features, tools and infrastructure that allow artists to create the final appearance of computer graphics.
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	51012 VP, Web Dev (F-E)	51512 VP, Mobile App Dev	53012 VP, SW Arch	53112 VP, Video SW Engrg *(New)*	
Sr Director	13	50013 Sr Dir, SW Engrg		50213 Sr Dir, AI / Machine Learning	51013 Sr Dir, Web Dev (F-E)	51513 Sr Dir, Mobile App Dev	53013 Sr Dir, SW Arch	53113 Sr Dir, Video SW Engrg *(New)*	
Director	14	50014 Dir, SW Engrg	50114 Dir, Solutions Engrg *(New)*	50214 Dir, AI / Machine Learning	51014 Dir, Web Dev (F-E)	51514 Dir, Mobile App Dev	53014 Dir, SW Arch	53114 Dir, Video SW Engrg *(New)*	53214 Dir, Rendering Engrg *(New)*
Sr Manager	15	50015 Sr Mgr, SW Engrg	50115 Sr Mgr, Solutions Engrg *(New)*	50215 Sr Mgr, AI / Machine Learning	51015 Sr Mgr, Web Dev (F-E)	51515 Sr Mgr, Mobile App Dev	53015 Sr Mgr, SW Arch	53115 Sr Mgr, Video SW Engrg *(New)*	
Manager	16	50016 Mgr, SW Engrg	50116 Mgr, Solutions Engrg *(New)*	50216 Mgr, AI / Machine Learning	51016 Mgr, Web Dev (F-E)	51516 Mgr, Mobile App Dev	53016 Mgr, SW Arch	53116 Mgr, Video SW Engrg *(New)*	53216 Mgr, Rendering Engrg *(New)*
Supervisor	17								
Lead	18	50018 Lead SWE		50218 Lead AI / Machine Learning Engr	51018 Lead Web Devr (F-E)	51518 Lead Mobile App Devr			
Distinguished IC	20	50020 Distinguished SWE							
Principal IC	21	50021 Princ SWE	50121 Princ Solutions Engr *(New)*	50221 Princ AI / Machine Learning Engr	51021 Princ Web Devr (F-E)	51521 Princ Mobile App Devr	53021 Princ SW Arch	53121 Princ Video SW Engr *(New)*	
Sr Advanced IC	22	50022 Sr Adv SWE	50122 Sr Adv Solutions Engr *(New)*	50222 Sr Adv AI / Machine Learning Engr	51022 Sr Adv Web Devr (F-E)	51522 Sr Adv Mobile App Devr	53022 Sr Adv SW Arch	53122 Sr Adv Video SW Engr *(New)*	
Advanced IC	23	50023 Adv SWE	50123 Adv Solutions Engr *(New)*	50223 Adv AI / Machine Learning Engr	51023 Adv Web Devr (F-E)	51523 Adv Mobile App Devr	53023 Adv SW Arch	53123 Adv Video SW Engr *(New)*	
Senior IC	24	50024 Sr SWE	50124 Sr Solutions Engr *(New)*	50224 Sr AI / Machine Learning Engr	51024 Sr Web Devr (F-E)	51524 Sr Mobile App Devr	53024 Sr SW Arch	53124 Sr Video SW Engr *(New)*	53224 Sr Rendering Engr *(New)*
Journey IC	25	50025 SWE	50125 Solutions Engr *(New)*	50225 AI / Machine Learning Engr	51025 Web Devr (F-E)	51525 Mobile App Devr	53025 SW Arch	53125 Video SW Engr *(New)*	53225 Rendering Engr *(New)*
Assoc IC	26	50026 Assoc SWE	50126 Assoc Solutions Engr *(New)*	50226 Assoc AI / Machine Learning Engr	51026 Assoc Web Devr (F-E)	51526 Assoc Mobile App Devr		53126 Assoc Video SW Engr *(New)*	
Coordinator	27								
Assistant	28								

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2023 Digital Content and Technology Survey – Survey Position Grids

Family / Level	INFRASTRUCTURE			SOFTWARE SUPPORT				
	DevOps Engineering 533	Business Functional Analysis 535	Cloud Engineering 537	SW QA Engineering 540	QA Analysis (New Family) 545	SW Testing 550	SW Release Engineering 560	Mobile Submissions 563
Brief Job Family Descriptions	Ensures the quality, reliability and stability of production systems / websites and/or apps. 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.	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 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.	Designs and implements software test plans on releases of software features, applications and/or digital products to ensure reliability. Writes automated tools to support test plans.	Executes software test plans on pre-releases of website features and applications.	Configures, compiles, assembles and delivers source code for product release.	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.
Top — 10	30 Top Technology Executive (continued)							
EVP — 10.5								
SVP — 11	50011 SVP, SW Engrg (continued)							
VP — 12	53312 VP, DevOps Engrg		53712 VP, Cloud Engrg	54012 VP, SW QA Engrg				
Sr Director — 13	53313 Sr Dir, DevOps Engrg		53713 Sr Dir, Cloud Engrg	54013 Sr Dir, SW QA Engrg	54513 Sr Dir, QA Analysis (New)	55013 Sr Dir, SW Testing		
Director — 14	53314 Dir, DevOps Engrg		53714 Dir, Cloud Engrg	54014 Dir, SW QA Engrg	54514 Dir, QA Analysis (New)	55014 Dir, SW Testing	56014 Dir, SW Release Engrg	
Sr Manager — 15	53315 Sr Mgr, DevOps Engrg	53515 Sr Mgr, Bus Functl Analysis	53715 Sr Mgr, Cloud Engrg	54015 Sr Mgr, SW QA Engrg				
Manager — 16	53316 Mgr, DevOps Engrg	53516 Mgr, Bus Functl Analysis	53716 Mgr, Cloud Engrg	54016 Mgr, SW QA Engrg	54516 Mgr, QA Analysis (New)	55016 Mgr, SW Testing	56016 Mgr, SW Release Engrg	
Supervisor — 17								
Lead — 18	53318 Lead DevOps Engr		53718 Lead Cloud Engr	54018 Lead SW QA Engr				
Distinguished IC — 20								
Principal IC — 21	53321 Princ DevOps Engr	53521 Princ Bus Functl Analyst	53721 Princ Cloud Engr	54021 Princ SW QA Engr				
Sr Advanced IC — 22	53322 Sr Adv DevOps Engr		53722 Sr Adv Cloud Engr	54022 Sr Adv SW QA Engr				
Advanced IC — 23	53323 Adv DevOps Engr		53723 Adv Cloud Engr	54023 Adv SW QA Engr			56023 Adv SW Release Engr	
Senior IC — 24	53324 Sr DevOps Engr	53524 Sr Bus Functl Analyst	53724 Sr Cloud Engr	54024 Sr SW QA Engr	54524 Sr QA Analyst (New)	55024 Sr SW Tester	56024 Sr SW Release Engr	
Journey IC — 25	53325 DevOps Engr	53525 Bus Functl Analyst	53725 Cloud Engr	54025 SW QA Engr	54525 QA Analyst (New)		56025 SW Release Engr	
Assoc IC — 26	53326 Assoc DevOps Engr	53526 Assoc Bus Functl Analyst	53726 Assoc Cloud Engr	54026 Assoc SW QA Engr		55026 SW Tester		56326 Assoc Mobile Submissions Spec
Coordinator — 27								
Assistant — 28								

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2023 Digital Content and Technology Survey – Survey Position Grids

Family / Level		DATA AND ANALYTICS						
		Data Engineering 565	**Database Development** 570	**Database Administration** 580	**Digital Analytics** 582	**Data Science** 583	**Business Intelligence Engineering** 585	**Data Analytics** *(New Family)* 588
Brief Job Family Descriptions		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.	Develops and uses sophisticated computational methods, prediction systems and machine learning algorithms and techniques to observe trends in current behavior and predict future outcomes. Mines, processes and analyzes very large and/or complex data sets to generate actionable insights and solutions that inform business decisions.	Configures information systems to query dynamic databases and to extract, report, and analyze information for business units.	Organizes, cleans, analyzes and models data to provide actionable, data-driven insights to optimize business performance and outcomes.
Top	10	30 Top Technology Executive (continued)						
EVP	10.5							
SVP	11					58311 SVP, Data Science		
VP	12				58212 VP, Digital Analytics	58312 VP, Data Science		
Sr Director	13	56513 Sr Dir, Data Engrg			58213 Sr Dir, Digital Analytics	58313 Sr Dir, Data Science	58513 Sr Dir, Bus Intel Engrg	58813 Sr Dir, Data Analytics *(New)*
Director	14	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	58814 Dir, Data Analytics *(New)*
Sr Manager	15	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	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	58816 Mgr, Data Analytics *(New)*
Supervisor	17					58317 Supv, Data Science		
Lead	18						58518 Lead Bus Intel Engr	
Distinguished IC	20	56520 Distinguished Data Engr				58320 Distinguished Data Scientist		
Principal IC	21	56521 Princ Data Engr	57021 DB Architect		58221 Princ Digital Analyst	58321 Principal Data Scientist	58521 Princ Bus Intel Engr	58821 Princ Data Analyst *(New)*
Sr Advanced IC	22	56522 Sr Adv Data Engr			58222 Sr Adv Digital Analyst	58322 Sr Adv Data Scientist		58822 Sr Adv Data Analyst *(New)*
Advanced IC	23	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	58823 Adv Data Analyst *(New)*
Senior IC	24	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	58824 Sr Data Analyst *(New)*
Journey IC	25	56525 Data Engr	57025 DB Devr	58025 DB Admnr	58225 Digital Analyst	58325 Data Scientist	58525 Bus Intel Engr	58825 Data Analyst *(New)*
Assoc IC	26	56526 Assoc Data Engr		58026 Assoc DB Admnr	58226 Assoc Digital Analyst	58326 Assoc Data Scientist	58526 Assoc Bus Intel Engr	58826 Assoc Data Analyst *(New)*
Coordinator	27							
Assistant	28							

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2023 Digital Content and Technology Survey – Survey Position Grids

Family / Level		Technical Project Management 595	Technical Program Management 597	Scrum Master 599	Creative Services Project Management 605	Project Management (New Family) 606	Marketing 610	Marketing Strategy 611	Brand Marketing 620	Brand Development and Licensing 622	Product Marketing 630
Brief Job Family Descriptions		Manages multi-disciplinary technology teams that manage, but do not own, specific technical projects (e.g., web development, systems infrastructure). Ensures projects are completed to specification and delivered on time, within budget and with the most efficient use of resources.	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.	Supports the planning of, and guides, multi-disciplinary teams in the advancement and achievement of project objectives. Ensures projects are completed to specification and delivered on time, within budget and with the most efficient use of resources.	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			60612 VP, Proj Mgmt (New)	61012 VP, Mktg (Gnrlst)	61112 VP, Mktg Strategy	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	60613 Sr Dir, Proj Mgmt (New)	61013 Sr Dir, Mktg (Gnrlst)	61113 Sr Dir, Mktg Strategy	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	60614 Dir, Proj Mgmt (New)	61014 Dir, Mktg (Gnrlst)	61114 Dir, Mktg Strategy	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	60615 Sr Mgr, Proj Mgmt (New)	61015 Sr Mgr, Mktg (Gnrlst)	61115 Sr Mgr, Mktg Strategy	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	60616 Mgr, Proj Mgmt (New)	61016 Mgr, Mktg (Gnrlst)	61116 Mgr, Mktg Strategy	62016 Mgr, Brand Mktg	62216 Mgr, Brand Dev & Licensing	63016 Mgr, Prdt Mktg
Supervisor	17				60517 Supv, Creative Svcs Proj Mgmt (New)						
Lead	18										
Distinguished IC	20										
Principal IC	21										
Sr Advanced IC	22	59522 Sr Adv Tech Proj Mgr				60622 Sr Adv Proj Mgr (New)			62022 Sr Adv Brand Mktg Spec		
Advanced IC	23	59523 Adv Tech Proj Mgr	59723 Adv Tech Prog Mgr	59923 Adv Scrum Master		60623 Adv Proj Mgr (New)	61023 Adv Mktg Spec (Gnrlst)	61123 Adv Mktg Strategy Spec	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	60624 Sr Proj Mgr (New)	61024 Sr Mktg Spec (Gnrlst)	61124 Sr Mktg Strategy Spec	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	60625 Proj Mgr (New)	61025 Mktg Spec (Gnrlst)	61125 Mktg Strategy Spec	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			60626 Assoc Proj Mgr (New)	61026 Assoc Mktg Spec (Gnrlst)	61126 Assoc Mktg Strategy Spec	62026 Assoc Brand Mktg Spec		63026 Assoc Prdt Mktg Spec
Coordinator	27						61027 Marketing Coordinator				
Assistant	28						61028 Marketing Assistant				

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2023 Digital Content and Technology Survey – Survey Position Grids

Family / Level		MARKETING (CONTINUED)						
		Lifecycle Marketing	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 fostering and building customer relationships and loyalty, and 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	65012 VP, Direct Mktg					
Sr Director	13	63513 Sr Dir, Lifecycle Mktg					67013 Sr Dir, Events Mktg	
Director	14	63514 Dir, Lifecycle Mktg	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	65015 Sr Mgr, Direct Mktg				67015 Sr Mgr, Events Mktg	
Manager	16	63516 Mgr, Lifecycle Mktg	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		65523 Adv Prdt Copywriter				67223 Adv Influencer Mktg Spec
Senior IC	24	63524 Sr Lifecycle Mktg Spec	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	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		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)						

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2023 Digital Content and Technology Survey – Survey Position Grids

Family / Level		MARKETING (CONTINUED)					RESEARCH			BUSINESS DEVELOPMENT	
		Experiential Marketing	Audience Development / Growth Marketing	Performance Marketing (New Family)	Integrated Marketing	Creative Services	Market Research	Consumer Insights / Analytics	Competitive / Business Intelligence Research	Business Development	Account Service / Management
		673	675	676	678	679	680	690	700	710	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.	Plans, executes and optimizes marketing campaigns through paid media, including social media, search engine marketing, display advertising, content marketing and native advertising. Leverages data and analytics to test, analyze, measure and iterate to optimize campaign performance and return on investment.	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 performance of marketing, consumer and site visitor activity to inform product and marketing strategies and drive business decisions. Identifies and analyzes new opportunities to understand, reach and influence digital consumers.	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		67511 SVP, Aud Dev / Growth Mktg (New)							71011 SVP, Bus Dev	
VP	12		67512 VP, Aud Dev / Growth Mktg		67812 VP, Integrated Mktg	67912 VP, Creative Svcs	68012 VP, Mkt Rsrch	69012 VP, Consumer Insights / Analytics	70012 VP, Comp / Bus Intel Rsrch	71012 VP, Bus Dev	73012 VP, Acct Svc / Mgmt
Sr Director	13		67513 Sr Dir, Aud Dev / Growth Mktg		67813 Sr Dir, Integrated Mktg		68013 Sr Dir, Mkt Rsrch	69013 Sr Dir, Consumer Insights / Analytics	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 / Growth Mktg	67614 Dir, Performance Mktg (New)	67814 Dir, Integrated Mktg	67914 Dir, Creative Svcs	68014 Dir, Mkt Rsrch	69014 Dir, Consumer Insights / Analytics	70014 Dir, Comp / Bus Intel Rsrch	71014 Dir, Bus Dev	73014 Dir, Acct Svc / Mgmt
Sr Manager	15		67515 Sr Mgr, Aud Dev / Growth Mktg		67815 Sr Mgr, Integrated Mktg	67915 Sr Mgr, Creative Svcs	68015 Sr Mgr, Mkt Rsrch	69015 Sr Mgr, Consumer Insights / Analytics	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 / Growth Mktg	67616 Mgr, Performance Mktg (New)	67816 Mgr, Integrated Mktg	67916 Mgr, Creative Svcs	68016 Mgr, Mkt Rsrch	69016 Mgr, Consumer Insights / Analytics	70016 Mgr, Comp / Bus Intel Rsrch	71016 Mgr, Bus Dev	73016 Mgr, Acct Svc / Mgmt
Supervisor	17									71017 Supv, Bus Dev	
Lead	18										
Distinguished IC	20										
Principal IC	21										
Sr Advanced IC	22									71022 Sr Adv Bus Dev Analyst	
Advanced IC	23									71023 Adv Bus Dev Analyst	
Senior IC	24	67324 Sr Exper Mktg Spec	67524 Sr Aud Dev / Growth Mktg Analyst	67624 Sr Performance Mktg Spec (New)	67824 Sr Integrated Mktg Spec	67924 Sr Creative Svcs Spec	68024 Sr Mkt Rsrch Analyst	69024 Sr Consumer Insights / Analytics 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 / Growth Mktg Analyst	67625 Performance Mktg Spec (New)	67825 Integrated Mktg Spec	67925 Creative Svcs Spec	68025 Mkt Rsrch Analyst	69025 Consumer Insights / Analytics 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 / Growth Mktg Analyst		67826 Assoc Integrated Mktg Spec		68026 Assoc Mkt Rsrch Analyst	69026 Assoc Consumer Insights / Analytics 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)							

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2023 Digital Content and Technology Survey – Survey Position Grids

Family / Level		SOCIAL MEDIA / COMMUNITY					SEARCH ENGINE OPTIMIZATION	SEARCH ENGINE MARKETING	CUSTOMER SUPPORT	
		Social Media Management / Marketing	Social Media Producing	Social Media Editorial	Community Management	Content Review / Content Moderation	SEARCH ENGINE OPTIMIZATION	SEARCH ENGINE MARKETING	Customer Support	Customer Experience
		731	732	734	736	737	740	742	750	752
Brief Job Family Descriptions		Uses social media campaigns to deepen existing customer relationships and to engage, attract and acquire new customers and visitors to the organization's brands, products, websites and/or apps.	Produces and directs a high volume of short video and photo content for distribution on social media platforms.	Creates, develops, manages and edits content for posting on social media to expand organization's presence and drive traffic to organization's website(s) and/or app(s).	Develops features on the organization's website(s) and/or app(s) to create and sustain a sense of community and foster conversation with existing and potential community members.	Reviews content submitted by users to ensure consistent compliance with terms of use. Ensures that user contributions meet intellectual property, brand or product reputation standards.	Adjusts or rewrites website and/or app content to achieve a higher ranking in user searches.	Promotes website(s) and/or app(s) by increasing their visibility on search engine results pages through optimization or advertising.	Provides technical support, and sales and billing support.	Develops recommendations, action plans, methods and/or tools to optimize the customer experience across all touchpoints. Identifies where customers are in their lifecycles and applies support practices that evoke positive responses and strengthen customer engagement.
Top	10									
EVP	10.5									
SVP	11									
VP	12	73112 VP, Social Media Mgmt / Mktg	73212 VP, Social Media Producing				74012 VP, Search Engine Optimization	74212 VP, Search Engine Mktg	75012 VP, CS	75212 VP, Cust Experience
Sr Director	13	73113 Sr Dir, Social Media Mgmt / Mktg					74013 Sr Dir, Search Engine Optimization	74213 Sr Dir, Search Engine Mktg	75013 Sr Dir, CS	75213 Sr Dir, Cust Experience
Director	14	73114 Dir, Social Media Mgmt / Mktg	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
Sr Manager	15	73115 Sr Mgr, Social Media Mgmt / Mktg			73615 Sr Mgr, Community		74015 Sr Mgr, Search Engine Optimization		75015 Sr Mgr, CS	75215 Sr Mgr, Cust Experience
Manager	16	73116 Mgr, Social Media Mgmt / Mktg	73216 Mgr, Social Media Producing	73416 Mgr, Social Media Editorial	73616 Mgr, Community	73716 Mgr, Content Review / Content Mod	74016 Mgr, Search Engine Optimization	74216 Mgr, Search Engine Mktg	75016 Mgr, CS	75216 Mgr, Cust Experience
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	
Advanced IC	23				73623 Adv Community Spec		74023 Adv Search Eng Optimizer	74223 Adv Search Eng Mktg Rep	75023 Adv CS Rep	75223 Adv Cust Experience Spec
Senior IC	24	73124 Sr Social Media Mgmt / Mktg 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
Journey IC	25	73125 Social Media Mgmt / Mktg Spec	73225 Social Media Producer	73425 Social Media Editor	73625 Community Spec	73725 Content Review / Content Mod Rep	74025 Search Eng Optimizer	74225 Search Eng Mktg Rep	75025 CS Rep	75225 Cust Experience Spec
Assoc IC	26	73126 Assoc Social Media Mgmt / Mktg Spec		73426 Assoc Social Media Editor	73626 Assoc Community Spec	73726 Assoc Content Review / Content Mod Rep	74026 Assoc Search Eng Optimizer		75026 Assoc CS Rep	75226 Assoc Cust Experience Spec
Coordinator	27	73127 Social Media Mgmt / Mktg 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		

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2023 Digital Content and Technology Survey – Survey Position Grids

Family / Level		ADVERTISING SALES							DIGITAL PRODUCT SALES	GENERAL SALES SUPPORT			
		Field Ad Sales	Sponsorship Sales	Programmatic Sales	Inside Ad Sales	Local Field Ad Sales	Ad Solutions	Integrated Sales and Marketing	DIGITAL PRODUCT SALES	Pre-Sales	Sales Account Service / Management	Technical Account Management *(New Family)*	Sales Marketing
		800	802	805	810	811	815	817	820	823	825	828	830
Brief Job Family Descriptions		Sells national and regional advertising on assigned digital platforms.	Sells corporate sponsorships for events and/or series. Manages negotiations. Ensures agreements fulfill all terms and conditions.	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 digital platforms 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.	Maintains strategic relationships with, and provides post-sale technical support to, customers on technical aspects of digital products and services. Communicates product performance and technical issues to internal stakeholders. Collaborates with sales team(s) to refine products and services.	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 Sales & Mktg	82011 SVP, Digital Prod Sales				
VP	12	80012 VP, Ad Sales		80512 VP, Programmatic Sales			81512 VP, Ad Solutions	81712 VP, Integrated Sales & Mktg	82012 VP, Digital Prod Sales	82312 VP, Pre-Sales	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 Sales & Mktg	82013 Sr Dir, Digital Prod Sales		82513 Sr Dir, Sales Acct Svc / Mgmt		83013 Sr Dir, Sales Mktg
Director	14	80014 Dir, Ad Sales	80214 Dir, Sponsorship Sales	80514 Dir, Programmatic Sales	81014 Dir, Inside Ad Sales	81114 Dir, Local Ad Sales	81514 Dir, Ad Solutions	81714 Dir, Integrated Sales & Mktg	82014 Dir, Digital Prod Sales	82314 Dir, Pre-Sales	82514 Dir, Sales Acct Svc / Mgmt	82814 Dir, Tech Acct Mgmt *(New)*	83014 Dir, Sales Mktg
Sr Manager	15	80015 Sr Mgr, Ad Sales		80515 Sr Mgr, Programmatic Sales	81015 Sr Mgr, Inside Ad Sales		81515 Sr Mgr, Ad Solutions	81715 Sr Mgr, Integrated Sales & Mktg	82015 Sr Mgr, Digital Prod Sales	82315 Sr Mgr, Pre-Sales	82515 Sr Mgr, Sales Acct Svc / Mgmt		83015 Sr Mgr, Sales Mktg
Manager	16	80016 Mgr, Ad Sales	80216 Mgr, Sponsorship Sales	80516 Mgr, Programmatic Sales	81016 Mgr, Inside Ad Sales	81116 Mgr, Local Ad Sales	81516 Mgr, Ad Solutions	81716 Mgr, Integrated Sales & Mktg	82016 Mgr, Digital Prod Sales	82316 Mgr, Pre-Sales	82516 Mgr, Sales Acct Svc / Mgmt	82816 Mgr, Tech Acct Mgmt *(New)*	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 Sales & Mktg Spec	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 Sales & Mktg Spec	82024 Sr Digital Prod Sales Acct Exec		82524 Sr Sales Acct Svc Mgr	82824 Sr Tech Acct Mgr *(New)*	83024 Sr Sales Mktg Spec
Journey IC	25	80025 Acct Exec	80225 Sponsorship Sales Acct Exec	80525 Programmatic Sales Acct Exec	81025 Inside Ad Sales Rep	81125 Local Ad Sales Acct Exec	81525 Ad Solutions Spec	81725 Integrated Sales & Mktg Spec	82025 Digital Prod Sales Acct Exec	82325 Pre-Sales Spec	82525 Sales Acct Svc Mgr	82825 Tech Acct Mgr *(New)*	83025 Sales Mktg Spec
Assoc IC	26	80026 Assoc Acct Exec		80526 Assoc Programmatic Sales Acct Exec	81026 Assoc Inside Ad Sls Rep		81526 Assoc Ad Solutions Spec	81726 Assoc Integrated Sales & Mktg Spec	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											

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		GENERAL SALES SUPPORT (CONTINUED)					ADVERTISEMENT OPERATIONS					
Family / **Level**		Sales Strategy and Planning **840**	Sales Operations **860**	Lead Generation Administration **871**	Sales Analysis **874**	Sales Training **876**	Ad Producing **881**	Ad Operations **883**	Ad Inventory Management **885**	Yield Analytics **887**	Ad Campaign Management **889**	Ad Traffic **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 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 platforms, websites and/or apps 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			87612 VP, Sales Training		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			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)										

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Family / Level		FRAUD		GENERAL AND ADMINISTRATIVE					
		Fraud Prevention and Investigation 920	Fraud Analysis 960	Digital Recruiting 970	Digital Legal Counsel 975	Finance 976	Production Accounting 977	Human Resources 978	Information Technology 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	97610.5 EVP, Finance *(New)*		97810.5 EVP, Human Resources *(New)*	97910.5 EVP, IT *(New)*
SVP	11				97511 SVP, Digital Legal Counsel	97611 SVP, Finance		97811 SVP, Human Resources	97911 SVP, IT
VP	12				97512 VP, Digital Legal 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						
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								

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Family / Level		INTERNATIONAL							
		International General Management **980**	International Software Engineering **982**	International Marketing **984**	International Community Management **986**	International Country Advertising Sales **988**	International Editorial **991**	International Quality Control **993**	International Producing **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							
VP	12	98012 VP, Int'l Bus Unit/GM	98212 VP, Int'l SW Engrg			98812 Int'l Country Head of Ad Sales			
Sr Director	13	98013 Sr Dir, Int'l Bus Unit/GM	98213 Sr Dir, Int'l SW Engrg			98813 Sr Dir, Int'l Country Ad Sales			
Director	14	98014 Dir, Int'l Bus Unit/GM	98214 Dir, Int'l SW Engrg	98414 Dir, Int'l Mktg		98814 Dir, Int'l Country Ad Sales		99314 Dir, Int'l Quality Control	99514 Dir, Int'l Producing
Sr Manager	15			98415 Sr Mgr, Int'l Mktg		98815 Sr Mgr, Int'l Country Ad Sales			
Manager	16		98216 Mgr, Int'l SW Engrg	98416 Mgr, Int'l Mktg	98616 Mgr, Int'l Community Mgmt	98816 Mgr, Int'l Country Ad Sales	99116 Int'l Section Editor	99316 Mgr, Int'l Quality Control	
Supervisor	17								
Lead	18								
Distinguished IC	20								
Principal IC	21		98221 Princ Int'l SWE						
Sr Advanced IC	22		98222 Sr Adv Int'l SWE						
Advanced IC	23		98223 Adv Int'l SWE				99123 Adv Int'l Editor	99323 Adv Int'l QC Analyst	
Senior IC	24		98224 Sr Int'l SWE	98424 Sr Int'l Mktg Mgr		98824 Sr Int'l Ad Sales Rep	99124 Sr Int'l Editor	99324 Sr Int'l QC Analyst	99524 Sr Int'l Producer
Journey IC	25		98225 Int'l SWE	98425 Int'l Mktg Mgr	98625 Int'l Community Mgr	98825 Int'l Ad Sales Rep	99125 Int'l Editor	99325 Int'l QC Analyst	99525 Int'l Producer
Assoc IC	26		98226 Assoc Int'l SWE			98826 Assoc Int'l Ad Sales Rep		99326 Assoc Int'l QC Analyst	
Coordinator	27						99127 Int'l Editorial Coord		
Assistant	28			98428 Int'l Mktg Asst					

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