

2024 C2HR Content Developers Survey – Position Grids

Family		EXECUTIVE MANAGEMENT		NEW PRDTS / LINES OF BUS	NEWS							
		Multiple Ntwk Org (MN) or Natl Brdcst Ntwk (NBN) 99	Single Ntwk Org (SN)	Digital Media 100	News 150	News Producing 151	Bureau Chief 152	Content or News Editorial / Assignment Desk 154	Content or News Research 156	Social Media News Producing (New Family) 158	Other News Executive 160	
Brief Job Family Descriptions		Top executives of the organization 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.	Oversees the editorial development and production processes of news content, including video, graphic and written content, for regular distribution on social media.	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).	
Management	Top	2	1 CEO, MN and/or NBN 11 Ntwk Group Pres, MN 12 Ntwk Pres / GM, MN 13 Int'l. Ntwk Pres / GM, MN 13.5 COO-Int'l. Ops	14 CEO, SN		15002 Top News Exec						16002 Top Other News Exec
	EVP	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)
	SVP	11			10011 SVP, Digital Media	15011 Third-Level Exec, News (Typically SVP)	15111 Top News Producer	15211 Bureau (or Deputy Bureau) Chief (SVP level)				16011 Third-Level Exec, Other News Exec (Typically SVP)
	VP	12			10012 VP, Digital Media	15012 Fourth-Level Exec, News (Typically VP)	15112 Exec News Producer	15212 Bureau (or Deputy Bureau) Chief (VP level)	15412 VP, Content or News Editorial / Assign Desk			
	Senior Director	13			10013 Sr Dir, Digital Media							
	Director	14			10014 Dir, Digital Media	15014 Dir, News		15214 Bureau (or Deputy Bureau) Chief (Dir level) (New)	15414 Dir, Content or News Editorial / Assign Desk			
	Senior Manager	15			10015 Sr Mgr, Digital Media							
	Manager	16			10016 Mgr, Digital Media		15116 Sr News Producer (Mgmt)		15416 Mgr, Content or News Editorial / Assign Desk	15616 Mgr, Content or News Rsrch		
	Supervisor	17					15117 News Producer (Mgmt) (New)		15417 Asst Mgr, Content or News Editorial / Assign Desk		15817 Supv, Social Media News Producing (New)	
	Lead	18			10018 Lead Digital Media Analyst							
Professional Individual Contributor	Senior	24					15124 Sr News Producer				15824 Sr Social Media News Producer (New)	
	Journey	25			10025 Digital Media Analyst		15125 News Producer		15425 News Assign Editor		15825 Social Media News Producer (New)	
	Assoc	26					15126 Assoc News Producer				15826 Assoc Social Media News Producer (New)	
Operating Individual Contributor / Support	Lead Operator	37										
	Senior Operator	44						15444 Sr Content or News Editor				
	Operator	45						15445 Content or News Editor	15645 Content or News Rsrchr			
	Associate	46										
	Senior Coordinator	50					15150 Sr News Prodn Coord					
	Coordinator	52					15152 News Prodn Coord					
	Assistant	54				15154 News Prodn Asst						

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Family Level		PROGRAMMING									
		Programming	Program Acquisitions	Original Programming	Program Development	Current Programming	International Program Development	Program Scheduling	Talent Relations	Show Booking	
		200	210	220	230	235	240	250	260	261	
Brief Job Family Descriptions		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, 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.	
Management	Top	2	20002 Top Programming Executive (at Multiple Network Organization, Network Group or Genre) 20002.5 Top Network Programming Executive (of Single Network Organization or 2nd Level of Network Group or Genre)								
	EVP	10	21010 EVP, Prgm Acq	22010 EVP, Original Prgmg	23010 EVP, Prgm Dev	23510 EVP, Current Prgmg		25010 EVP, Prgm Sched	26010 EVP, Talent Relations		
	SVP	11	21011 SVP, Prgm Acq	22011 SVP, Original Prgmg	23011 SVP, Prgm Dev	23511 SVP, Current Prgmg	24011 SVP, Int'l. Prgm Dev	25011 SVP, Prgm Sched	26011 SVP, Talent Relations		
	VP	12	21012 VP, Prgm Acq	22012 VP, Original Prgmg	23012 VP, Prgm Dev	23512 VP, Current Prgmg	24012 VP, Int'l. Prgm Dev	25012 VP, Prgm Sched	26012 VP, Talent Relations		
	Senior Director	13	21013 Sr Dir, Prgm Acq	22013 Sr Dir, Original Prgmg	23013 Sr Dir, Prgm Dev	23513 Sr Dir, Current Prgmg		25013 Sr Dir, Prgm Sched	26013 Sr Dir, Talent Relations		
	Director	14	21014 Dir, Prgm Acq	22014 Dir, Original Prgmg	23014 Dir, Prgm Dev	23514 Dir, Current Prgmg	24014 Dir, Int'l. Prgm Dev	25014 Dir, Prgm Sched	26014 Dir, Talent Relations		
	Senior Manager	15	21015 Sr Mgr, Prgm Acq	22015 Sr Mgr, Original Prgmg	23015 Sr Mgr, Prgm Dev	23515 Sr Mgr, Current Prgmg		25015 Sr Mgr, Prgm Sched	26015 Sr Mgr, Talent Relations		
	Manager	16	21016 Mgr, Prgm Acq	22016 Mgr, Original Prgmg	23016 Mgr, Prgm Dev	23516 Mgr, Current Prgmg	24016 Mgr, Int'l. Prgm Dev	25016 Mgr, Prgm Sched	26016 Mgr, Talent Relations		
	Supervisor	17	21017 Supv, Prgm Acq <i>(New)</i>					25017 Supv, Prgm Sched <i>(New)</i>	26017 Supv, Talent Relations <i>(New)</i>		
Professional Individual Contributor	Senior	24			23024 Sr Prgm Dev Spec <i>(New)</i>				26024 Sr Talent Relations Spec	26124 Sr Show Booker <i>(New)</i>	
	Journey	25	21025 Prgm Acq Spec	22025 Orig Prgmg Spec	23025 Prgm Dev Spec		24025 Int'l. Prgm Dev Spec		26025 Talent Relations Spec	26125 Show Booker	
	Assoc	26							26026 Assoc Talent Relations Spec	26126 Assoc Show Booker <i>(New)</i>	
Operating Individual Contributor / Support	Lead Operator	37									
	Senior Operator	44						25044 Sr Prgm Scheduler			
	Operator	45						25045 Prgm Scheduler			
	Associate	46									
	Senior Coordinator	50	20050 Sr Programming Coordinator (Any Area of Programming) <i>(New)</i>								
	Coordinator	52	20052 Programming Coordinator (Any Area of Programming)							26052 Talent Relations Coord	
Assistant	54										

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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			Data Journalism (New Family) 334	
Brief Job Family Descriptions		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.	Identifies, acquires and analyzes data sets used to develop, present and/or elevate a news story. Collaborates with producers, editors and/or reporters to deliver broadcast, streaming and/or digital news content based in data.	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.	
Management	Top	2	26802 Top Production Executive									
	EVP	10										
	SVP	11	27011 SVP, Music Content	30011 Sr Exec Producer						34011 SVP, Prodn		
	VP	12	27012 VP, Music Content	30012 Exec Producer		30512 VP, Coordinating Producing			33412 VP, Data Journalism (New)	34012 VP, Prodn	35012 VP, Resource Scheduling	
	Senior Director	13	27013 Sr Dir, Music Content	30013 Sr Dir-Level Producer (Mgmt) (New)						34013 Sr Dir, Prodn		
	Director	14	27014 Dir, Music Content	30014 Dir-Level Producer (Mgmt) (New)		30514 Sr Coordinating Producer	31014 Dir, Prediting (New)	31514 Dir, Multimedia Producing	33414 Dir, Data Journalism (New)	34014 Dir, Prodn	35014 Dir, Resource Scheduling	
	Senior Manager	15	27015 Sr Mgr, Music Content	30015 Sr Mgr-Level Producer (Mgmt) (New)				31515 Sr Mgr, Multimedia Producing		34015 Sr Mgr, Prodn		
	Manager	16	27016 Mgr, Music Content	30016 Mgr-Level Producer (Mgmt)	30216 Mgr, Podcast Producing (New)	30516 Coordinating Producer	31016 Mgr, Prediting	31516 Mgr, Multimedia Producing	33416 Mgr, Data Journalism (New)	34016 Mgr, Prodn	35016 Mgr, Resource Scheduling	
	Supervisor	17		30017 Supv-Level Producer (Mgmt) (New)	30217 Supv, Podcast Producing (New)					34017 Supv, Prodn (New)	35017 Supv, Resource Scheduling (New)	
	Lead	18					31518 Lead Multimedia Producer					
Professional Individual Contributor	Senior	24		30024 Sr Producer	30224 Sr Podcast Producer		31024 Sr Preditor	31524 Sr Multimedia Producer		34024 Sr Prodn Mgr	35024 Sr Resource Scheduler	
	Journey	25		30025 Producer	30225 Podcast Producer		31025 Preditor	31525 Multimedia Producer	33125 Digital Journalist	33425 Data Journalist (New)	34025 Prodn Mgr	35025 Resource Scheduler
	Assoc	26		30026 Assoc Producer	30226 Assoc Podcast Producer		31026 Assoc Preditor	31526 Assoc Multimedia Producer		33426 Assoc Data Journalist (New)	35026 Assoc Resource Scheduler	
Operating Individual Contributor / Support	Lead Operator	37										
	Senior Operator	44										
	Operator	45										
	Associate	46										
	Senior Coordinator	50	27050 Sr Music Coord	34050 Sr Production Coordinator (Any Area of Production)								
	Coordinator	52	27052 Music Coord	34052 Production Coordinator (Any Area of Production)								
	Assistant	54	27054 Asst Music Coord	34054 Production Assistant (Any Area of Production)								

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Family Level		PRODUCTION - TECHNICAL							
		Studio / Remote Production							
		Technical Operations	Show Direction	Technical Direction	Studio / Remote Operations	Camera Operations	Drone Operations	Audio Technology	
		356	357	358	359	361	362	364	
Brief Job Family Descriptions		Manages technical production staff and equipment required to produce programs.	Plans and directs live shows and features in studio or at remote locations.	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 broadcasting or video recording cameras in studio or at remote locations.	Operates, maintains and troubleshoots unmanned aircraft systems ("UAS") or drones typically used for capturing aerial footage.	Sets up, adjusts and operates audio equipment, both digital and analog, in studio or at remote locations.	
Management	Top	2	35502 Top Engineering and Operations Executive						
	EVP	10							
	SVP	11	35611 SVP, Technical Ops <i>(New)</i>						
	VP	12	35612 VP, Technical Ops						
	Senior Director	13	35613 Sr Dir, Technical Ops						
	Director	14	35614 Dir, Technical Ops	35714 Show Dir					
	Senior Manager	15	35615 Sr Mgr, Technical Ops		35815 Sr Mgr, Technical Dir <i>(New)</i>				
	Manager	16	35616 Mgr, Technical Ops	35716 Asst Show Dir	35816 Mgr, Technical Dir <i>(New)</i>		36216 Mgr, Drone Ops		
	Supervisor	17	35617 Supv, Technical Ops						
	Lead	18							
Professional Individual Contributor	Senior	24		35724 Sr Show Direction Spec					
	Journey	25		35725 Show Direction Spec					
	Assoc	26		35726 Assoc Show Direction Spec					
Operating Individual Contributor / Support	Lead Operator	37	35637 Lead Technical Opr		35837 Lead Technical Dir		36137 Lead Camera Operator	36437 Lead Audio Tech	
	Senior Operator	44			35844 Sr Technical Dir		36144 Sr Camera Operator	36244 Sr Drone Operator	36444 Sr Audio Tech
	Operator	45	35645 Technical Opr <i>(New)</i>		35845 Technical Dir	35945 Studio / Remote Tech	36145 Camera Operator	36245 Drone Operator / Pilot	36445 Audio Tech
	Associate	46	35646 Assoc Technical Opr		35846 Assoc Technical Dir				
	Senior Coordinator	50							
	Coordinator	52						36252 Drone Ops Coordinator	
	Assistant	54							

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Family		PRODUCTION - TECHNICAL (CONT'D)							
		Studio / Remote Production (cont'd)							
		Editorial Graphics Production 365	Lighting 366	Photography 367	Stylists 368	Hair and Makeup 369	Digital Production Technology 373	Remote Operations 374	
Level		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 in studio or at remote locations.	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 and special productions.	
Brief Job Family Descriptions									
Management	Top	2	35502 Top Engineering and Operations Executive (cont'd)						
	EVP	10							
	SVP	11							
	VP	12			36712 VP, Photography			37412 VP, Remote Ops	
	Senior Director	13							
	Director	14			36714 Dir, Photography			37414 Dir, Remote Ops	
	Senior Manager	15							
	Manager	16	36516 Mgr, Editorial Graphics Prod (New)		36716 Mgr, Photography	36816 Mgr, Stylists		37416 Mgr, Remote Ops	
	Supervisor	17				36817 Supv, Stylists		37417 Supv, Remote Ops	
	Lead	18						37418 Lead Remote Ops Mgr	
Professional Individual Contributor	Senior	24						37424 Sr Remote Ops Mgr	
	Journey	25						37425 Remote Ops Mgr	
	Assoc	26							
Operating Individual Contributor / Support	Lead Operator	37							
	Senior Operator	44	36544 Sr Graphics Editor		36744 Sr Photographer	36844 Sr Stylist	36944 Sr Hair & Makeup Stylist		
	Operator	45	36545 Graphics Editor	36645 Lighting Tech	36745 Photographer	36845 Stylist	36945 Hair & Makeup Stylist	37345 Digital Production Tech	37445 Remote Ops Coord
	Associate	46	36546 Assoc Graphics Editor (New)						
	Senior Coordinator	50							
	Coordinator	52							
	Assistant	54							

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Family Level			CONTENT DISTRIBUTION									
			Network Operations Coordination 376	Closed Captioning 377	Quality Control 378	Media Operations 379	Broadcast Operations 382	Master Control Operations 383	Broadcast Engineering (Server-Based) 384	Transmission Engineering 385	Digital Mastering / Encoding Services 391	
			Brief Job Family Descriptions									
			Coordinates the accurate production and timely delivery of tape or digital masters to broadcast center for air.	Implements closed captioning activities in compliance with federally mandated standards.	Conducts technical quality control processes that evaluate third-party and internally produced programming.	Responsible for processing, readying and recording media content according to specification.	Manages broadcast operations staff and/or equipment required for on-air and digital delivery of programming, including ingest and outgo.	Leverages data and analytics to efficiently test, analyze, iterate and inform strategy, content / campaign creation and marketing spend throughout the full marketing funnel to optimize customer acquisition, retention and value.	Ensures traditional broadcast equipment and server-based broadcast hardware and software systems are available, maintained, robust and upgraded.	Ensures the transmission of signals to the organization from remote locations and from the organization to affiliate cable operators.	Formats program content for broadcast or distribution over linear networks and non-linear networks such as On Demand, internet and wireless.	
Management	Top	2	35502 Top Engineering and Operations Executive (cont'd)									
	EVP	10					38210 EVP, Brcdst Ops					
	SVP	11					38211 SVP, Brcdst Ops					
	VP	12	37612 VP, Ntwk Ops Coordination				38212 VP, Brcdst Ops		38412 VP, Brcdst Engrg	38512 VP, Trans Engrg		
	Senior Director	13	37613 Sr Dir, Ntwk Ops Coordination				38213 Sr Dir, Brcdst Ops				39113 Sr Dir, Dig Mastering / Encoding Servs (New)	
	Director	14	37614 Dir, Ntwk Ops Coordination		37914 Dir, Media Ops		38214 Dir, Brcdst Ops	38314 Dir, Mstr Cntrl Ops	38414 Dir, Brcdst Engrg	38514 Dir, Trans Engrg	39114 Dir, Dig Mastering / Encoding Servs	
	Senior Manager	15	37615 Sr Mgr, Ntwk Ops Coordination		37815 Sr Mgr, QC		38215 Sr Mgr, Brcdst Ops	38315 Sr Mgr, Mstr Cntrl Ops	38415 Sr Mgr, Brcdst Engrg (New)			
	Manager	16	37616 Mgr, Ntwk Ops Coordination		37816 Mgr, QC	37916 Mgr, Media Ops	38216 Mgr, Brcdst Ops	38316 Mgr, Mstr Cntrl Ops	38416 Mgr, Brcdst Engrg	38516 Mgr, Trans Engrg	39116 Mgr, Dig Mastering / Encoding Servs	
	Supervisor	17	37617 Supv, Ntwk Ops Coordination (New)	37717 Supv, Closed Cptng			38217 Supv, Brcdst Ops	38317 Supv, Mstr Cntrl Ops	38417 Supv, Brcdst Engrg (New)	38517 Supv, Trans Engrg		
Lead	18											
Professional Individual Contributor	Senior	24			37824 Sr QC Tech		38224 Sr Brcdst Engr (Electromechanical)		38424 Sr Brcdst Engineer (Server-Based)		39124 Sr Encoder	
	Journey	25					38225 Brcdst Engr (Electromechanical)		38425 Brcdst Engineer (Server-Based)			
	Assoc	26										
Operating Individual Contributor / Support	Lead Operator	37				37937 Lead Media Tech		38337 Lead Mstr Cntrl Opr		38537 Lead Trans Engrg Opr		
	Senior Operator	44	37644 Sr Network Ops Coord			37944 Sr Media Tech		38344 Sr Mstr Cntrl Opr		38544 Sr Trans Engrg Opr		
	Operator	45	37645 Network Ops Coord	37745 Closed Cptng Coord	37845 QC Tech	37945 Media Tech	38245 Brcdst Coord	38345 Mstr Cntrl Opr		38545 Trans Engrg Opr 38545.1 Trans Opr	39145 Encoding Opr	
	Associate	46				37946 Assoc Media Tech		38346 Assoc Mstr Cntrl Opr		38546 Assoc Trans Engrg Opr		
	Senior Coordinator	50										
	Coordinator	52									39152 Encoding Coord	
Assistant	54											

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Family		POST PRODUCTION			LIBRARY		ON-AIR PROMOTIONS	
		Post Production 400	Audio Editing / Mixing / Design 401	Character Generation 402	Library 430	Digital Assets 440	On-Air Promotions 445	Writing / Producing 460
Brief Job Family Descriptions		Manages or implements post production services for television or digital media platforms.	Designs, mixes and edits audio and sound for TV or digital media platforms using specialized editing equipment.	Generates text and other characters on the screen using specialized character-generating equipment.	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.
Management	Top	2						
	EVP	10	40010 EVP, Post Prodn <i>(New)</i>				44510 EVP, On-Air Promos	
	SVP	11	40011 SVP, Post Prodn				44511 SVP, On-Air Promos	
	VP	12	40012 VP, Post Prodn			43012 VP, Library and/or Dig Assets	44512 VP, On-Air Promos	
	Senior Director	13	40013 Sr Dir, Post Prodn <i>(New)</i>				44513 Sr Dir, On-Air Promos	
	Director	14	40014 Dir, Post Prodn			43014 Dir, Library and/or Dig Assets	44514 Dir, On-Air Promos	
	Senior Manager	15	40015 Sr Mgr, Post Prodn <i>(New)</i>			43015 Sr Mgr, Library and/or Dig Assets <i>(New)</i>	44515 Sr Mgr, On-Air Promos	
	Manager	16	40016 Mgr, Post Prodn			43016 Mgr, Library and/or Dig Assets	44516 Mgr, On-Air Promos	
	Supervisor	17	40017 Supv, Post Prodn		40217 Supv, Char Genrtn <i>(New)</i>	43017 Supv, Library and/or Dig Assets <i>(New)</i>		
	Lead	18						
Professional Individual Contributor	Senior	24						46024 Sr Writer / Producer
	Journey	25						46025 Writer / Producer
	Assoc	26						46026 Assoc Writer / Producer
Operating Individual Contributor / Support	Lead Operator	37			40237 Lead Char Genrtn Equip Opr <i>(New)</i>			
	Senior Operator	44	40044 Sr Editor	40144 Sound Designer / Composer	40244 Sr Char Genrtn Equip Opr <i>(New)</i>	43044 Sr Librarian	44044 Sr Dig Assets Spec	
	Operator	45	40045 Editor	40145 Audio Editor / Mixer	40245 Char Genrtn Equip Opr	43045 Librarian	44045 Dig Assets Spec	
	Associate	46	40046 Editing Assistant		40246 Assoc Char Genrtn Equip Opr <i>(New)</i>			
	Senior Coordinator	50	40050 Sr Post Prodn Coord <i>(New)</i>			43050 Sr Library Coord <i>(New)</i>	44050 Sr Dig Assets Coord <i>(New)</i>	44550 Sr On-Air Promos Coord <i>(New)</i>
	Coordinator	52	40052 Post Prodn Coord <i>(New)</i>			43052 Library Coord		44552 On-Air Promos Coord
	Assistant	54						

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Family Level			CREATIVE SERVICES							
			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
			Brief Job Family Descriptions	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.
Management	Top	2								
	EVP	10					48010 EVP, Creative Svcs <i>(New)</i>			
	SVP	11		47011 SVP, Creative Design				48011 SVP, Creative Svcs		
	VP	12		47012 VP, Creative Design				48012 VP, Creative Svcs	48512 VP, CS Traffic Proj Mgmt <i>(New)</i>	
	Senior Director	13		47013 Sr Dir, Creative Design				48013 Sr Dir, Creative Svcs	48513 Sr Dir, CS Traffic Proj Mgmt <i>(New)</i>	
	Director	14		47014 Dir, Creative Design		47214 Dir, Motion Graphics Design		48014 Dir, Creative Svcs	48514 Dir, CS Traffic Proj Mgmt	
	Senior Manager	15		47015 Sr Art Dir		47215 Sr Mgr, Motion Graphics Design <i>(New)</i>		48015 Sr Mgr, Creative Svcs		
	Manager	16		47016 Art Dir		47216 Mgr, Motion Graphics Design		48016 Mgr, Creative Svcs	48516 Mgr, CS Traffic Proj Mgmt	49016 Mgr, Photo Editing <i>(New)</i>
	Supervisor	17						48017 Supv, Creative Svcs <i>(New)</i>	48517 Supv, CS Traffic Proj Mgmt <i>(New)</i>	49017 Supv, Photo Editing <i>(New)</i>
Lead	18		47018 Lead Designer		47218 Lead Motion Graphics Artist					
Professional Individual Contributor	Senior	24	46324 Sr Copywriter	47024 Sr Designer		47224 Sr Motion Graphics Artist		48024 Sr Creative Svcs Spec <i>(New)</i>	48524 Sr CS Traffic Proj Mgr	49024 Sr Photo Editor
	Journey	25	46325 Copywriter	47025 Designer		47225 Motion Graphics Artist	47525 Effects Artist	48025 Creative Svcs Spec	48525 CS Traffic Proj Mgr	49025 Photo Editor
	Assoc	26		47026 Assoc Designer		47226 Assoc Motion Graphics Artist	47526 Assoc Effects Artist	48026 Assoc Creative Svcs Spec <i>(New)</i>	48526 Assoc CS Traffic Proj Mgr	
Operating Individual Contributor / Support	Lead Operator	37								
	Senior Operator	44			47144 Sr Prodn Artist					
	Operator	45			47145 Prodn Artist					
	Associate	46								
	Senior Coordinator	50								
	Coordinator	52								
Assistant	54									

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Family		MARKETING									
		Marketing 500	Marketing Strategy 505	Consumer Marketing 510	Brand / Product Marketing 515	Digital / Social Media Marketing 570	Growth / Performance Marketing 575	Digital Partner Marketing 580	Media Planning 585	Events Marketing 590	
Brief Job Family Descriptions		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.	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.	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.	
Management	Top	2	50002 Top Marketing Executive (at Multiple Network Organization, Network Group or Genre) 50002.5 Top Network Marketing Executive (of Single Network Organization or 2nd Level of Network Group or Genre)								
	EVP	10	50010 EVP, Marketing								
	SVP	11		50511 SVP, Mktg Strategy	51011 SVP, Consumer Mktg	51511 SVP, Brand / Product Mktg	57011 SVP, Digital / Social Media Mktg	57511 SVP, Growth / Performance Mktg (New)	58011 SVP, Digital Partner Mktg	58511 SVP, Media Planning	59011 SVP, Events Mktg
	VP	12		50512 VP, Mktg Strategy	51012 VP, Consumer Mktg	51512 VP, Brand / Product Mktg	57012 VP, Digital / Social Media Mktg	57512 VP, Growth / Performance Mktg	58012 VP, Digital Partner Mktg	58512 VP, Media Planning	59012 VP, Events Mktg
	Senior Director	13		50513 Sr Dir, Mktg Strategy	51013 Sr Dir, Consumer Mktg	51513 Sr Dir, Brand / Product Mktg	57013 Sr Dir, Digital / Social Media Mktg	57513 Sr Dir, Growth / Performance Mktg (New)		58513 Sr Dir, Media Planning	59013 Sr Dir, Events Mktg
	Director	14		50514 Dir, Mktg Strategy	51014 Dir, Consumer Mktg	51514 Dir, Brand / Product Mktg	57014 Dir, Digital / Social Media Mktg	57514 Dir, Growth / Performance Mktg	58014 Dir, Digital Partner Mktg	58514 Dir, Media Planning	59014 Dir, Events Mktg
	Senior Manager	15		50515 Sr Mgr, Mktg Strategy	51015 Sr Mgr, Consumer Mktg	51515 Sr Mgr, Brand / Product Mktg	57015 Sr Mgr, Digital / Social Media Mktg	57515 Sr Mgr, Growth / Performance Mktg (New)		58515 Sr Mgr, Media Planning	59015 Sr Mgr, Events Mktg
	Manager	16		50516 Mgr, Mktg Strategy	51016 Mgr, Consumer Mktg	51516 Mgr, Brand / Product Mktg	57016 Mgr, Digital / Social Media Mktg	57516 Mgr, Growth / Performance Mktg	58016 Mgr, Digital Partner Mktg	58516 Mgr, Media Planning	59016 Mgr, Events Mktg
	Supervisor	17									
Lead	18										
Professional Individual Contributor	Senior	24		50524 Sr Mktg Strategy IC	51024 Sr Consumer Mktg IC	51524 Sr Brand / Product Mktg IC (New)	57024 Sr Digital / Social Media Mktg IC	57524 Sr Growth / Performance Mktg IC		58524 Sr Media Planner (New)	
	Journey	25		50525 Mktg Strategy IC	51025 Consumer Mktg IC	51525 Brand / Product Mktg IC	57025 Digital / Social Media Mktg IC	57525 Growth / Performance Mktg IC	58025 Digital Partner Mktg IC	58525 Media Planner	59025 Events Mktg IC
	Assoc	26		50526 Assoc Mktg Strategy IC	51026 Assoc Consumer Mktg IC		57026 Assoc Digital / Social Media Mktg IC	57526 Assoc Growth / Performance Mktg IC			
Operating Individual Contributor / Support	Lead Operator	37									
	Senior Operator	44									
	Operator	45									
	Associate	46									
	Senior Coordinator	50	50050 Senior Marketing Coordinator (Any Area of Marketing) (New)								
	Coordinator	52	50052 Marketing Coordinator (Any Area of Marketing)								
Assistant	54										

2024 C2HR Content Developers Survey – Position Grids

Family		COMMUNICATIONS			RESEARCH AND ANALYTICS					
		Media Relations	Community Affairs	Government Relations	Market and/or Audience Research	Consumer Insights and Analytics	Digital Analytics	Data Science	Business Intelligence Engineering	Extract Transform and Load Developing
		610	615	617	620	622	624	625	630	632
Brief Job Family Descriptions		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.
Management	Top	2	60002 Top Communications Exec (at Multiple Network Organization, Network Group or Genre) 60002.5 Top Network Communications Exec (of Single Network Organization or 2nd Level of Network Group or Genre)			62202 Top Consumer Insights & Analytics Executive				
	EVP	10		61710 EVP, Gov't Relations (New)		62210 EVP, Consumer Insights & Analytics (New)				
	SVP	11	61011 SVP, Media Relations		61711 SVP, Gov't Relations	62011 SVP, Research	62211 SVP, Consumer Insights & Analytics	62411 SVP, Digital Analytics (New)	62511 SVP, Data Science (New)	63011 SVP, Bus Intell Engrg (New)
	VP	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 Engrg
	Senior Director	13	61013 Sr Dir, Media Relations			62013 Sr Dir, Research	62213 Sr Dir, Consumer Insights & Analytics			
	Director	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 Engrg
	Senior Manager	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	63015 Sr Mgr, Bus Intell Engrg (New)
	Manager	16	61016 Mgr, Media Relations	61516 Mgr, Community Affairs	61716 Mgr, Gov't Relations (New)	62016 Mgr, Research	62216 Mgr, Consumer Insights & Analytics	62416 Mgr, Digital Analytics	62516 Mgr, Data Science	63016 Mgr, Bus Intell Engrg
	Supervisor	17				62017 Supv, Research (New)				
Lead	18				62018 Lead Research Analyst (New)					
Professional Individual Contributor	Senior	24	61024 Sr Publicist		61724 Sr Gov't Relations Spec (New)	62024 Sr Research Analyst	62224 Sr Consumer Insights & Analytics Analyst	62424 Sr Digital Analyst	62524 Sr Data Scientist	63024 Sr Bus Intell Engr
	Journey	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
	Assoc	26	61026 Assoc Publicist			62026 Assoc Research Analyst				
Operating Individual Contributor / Support	Lead Operator	37								
	Senior Operator	44								
	Operator	45								
	Associate	46								
	Senior Coordinator	50								
	Coordinator	52		61552 Community Affairs Coord						
Assistant	54	61054 Publicity Asst								

2024 C2HR Content Developers Survey – Position Grids

Family Level			ADVERTISING SALES								
			Advertising Sales 700	Programmatic / Automated Advertising Sales 703	Sales Account Service / Management (New Family) 707	Sales Planning 710	Sales Analysis 715	Integrated Sales and Marketing 720	Advertising Solutions 722	Advertising Sales Marketing 725	
			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.	Develops, manages and maintains strategic relationships with advertising customers and provides ongoing support during the advertising campaign cycle.	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.	
Management	Top	2	70002 Top Ad Sales Executive								
	EVP	10	70010 EVP, Ad Sales			71010 EVP, Sales Planning					
	SVP	11	70011 SVP, Ad Sales			71011 SVP, Sales Planning		72011 SVP, Integrated Sales & Mktg	72211 SVP, Ad Solutions	72511 SVP, Ad Sales Mktg	
	VP	12	70012 VP, Ad Sales	70312 VP, Programmatic / Automated Ad Sales	70712 VP, Sales Acct Svc / Mgmt (New)	71012 VP, Sales Planning		72012 VP, Integrated Sales & Mktg	72212 VP, Ad Solutions	72512 VP, Ad Sales Mktg	
	Senior Director	13			70713 Sr Dir, Sales Acct Svc / Mgmt (New)	71013 Sr Dir, Sales Planning		72013 Sr Dir, Integrated Sales & Mktg		72513 Sr Dir, Ad Sales Mktg	
	Director	14	70014 Dir, Ad Sales	70314 Dir, Programmatic / Automated Ad Sales	70714 Dir, Sales Acct Svc / Mgmt (New)	71014 Dir, Sales Planning		72014 Dir, Integrated Sales & Mktg	72214 Dir, Ad Solutions	72514 Dir, Ad Sales Mktg	
	Senior Manager	15	70015 Sr Mgr, Ad Sales (New)	70315 Sr Mgr, Programmatic / Automated Ad Sales (New)			71015 Sr Mgr, Sales Planning		72015 Sr Mgr, Integrated Sales & Mktg		72515 Sr Mgr, Ad Sales Mktg
	Manager	16	70016 Mgr, Ad Sales (New)	70316 Mgr, Programmatic / Automated Ad Sales	70716 Mgr, Sales Acct Svc / Mgmt (New)	71016 Mgr, Sales Planning		72016 Mgr, Integrated Sales & Mktg	72216 Mgr, Ad Solutions	72516 Mgr, Ad Sales Mktg	
	Supervisor	17				71017 Supv, Sales Planning (New)		72017 Supv, Integrated Sales & Mktg	72217 Supv, Ad Solutions		
	Lead	18									
Professional Individual Contributor	Senior	24	70024 Sr Ad Sales Acct Exec	70324 Sr Programmatic / Automated Ad Sales Spec	70724 Sr Sales Acct Svc Mgr (New)	71024 Sr Sales Planner	71524 Sr Sales Analyst	72024 Sr Integrated Sales & Mktg Analyst			
	Journey	25	70025 Ad Sales Acct Exec	70325 Programmatic / Automated Ad Sales Spec	70725 Sales Acct Svc Mgr (New)	71025 Sales Planner	71525 Sales Analyst	72025 Integrated Sales & Mktg Analyst			
	Assoc	26	70026 Assoc Ad Sales Acct Exec	70326 Assoc Programmatic / Automated Ad Sales Spec		71026 Assoc Sales Planner		72026 Assoc Integrated Sales & Mktg Analyst			
Operating Individual Contributor / Support	Lead Operator	37									
	Senior Operator	44									
	Operator	45									
	Associate	46									
	Senior Coordinator	50			70750 Sr Sales Acct Svc Coord				72250 Sr Ad Solutions Coord		
	Coordinator	52	70052 Sales Coord (Any Area of Sales)								
	Assistant	54	70054 Sales Assistant (Any Area of Sales)								

2024 C2HR Content Developers Survey – Position Grids

Family Level		AFFILIATE SALES						SYNDICATION SALES 739	SALES OPERATIONS											
		Affiliate Sales 730	Broadcaster Affiliate Relations 732	Affiliate Marketing 735	Digital Distribution 736	Digital Distribution Operations 737	International Distribution 738		Sales Operations 740	Advertisement Inventory 750	Advertisement Traffic 760	Sales Training 765								
		Brief Job Family Descriptions																		
Management	Top	2	73002 Top Aff Sales Executive	73202 Top Brdcster Aff Rel Executive																
	EVP	10	73010 EVP, Aff Sales								74010 EVP, Sales Ops									
	SVP	11	73011 SVP, Aff Sales	73211 SVP, Brdcster Aff Rel	73511 SVP, Aff Mktg	73611 SVP, Digital Distribution	73711 SVP, Digital Distribution Ops	73811 SVP, Int'l. Distribution	73911 SVP, Syndication Sales	74011 SVP, Sales Ops		76011 SVP, Traffic (New)								
	VP	12	73012 VP, Aff Sales	73212 VP, Brdcster Aff Rel	73512 VP, Aff Mktg	73612 VP, Digital Distribution	73712 VP, Digital Distribution Ops	73812 VP, Int'l. Distribution	73912 VP, Syndication Sales	74012 VP, Sales Ops	75012 VP, Inventory	76012 VP, Traffic								
	Senior Director	13	73013 Sr Dir, Aff Sales			73613 Sr Dir, Digital Distribution	73713 Sr Dir, Digital Distribution Ops			74013 Sr Dir, Sales Ops	75013 Sr Dir, Inventory	76013 Sr Dir, Traffic								
	Director	14	73014 Dir, Aff Sales	73214 Dir, Brdcster Aff Rel	73514 Dir, Aff Mktg	73614 Dir, Digital Distribution	73714 Dir, Digital Distribution Ops		73914 Dir, Syndication Sales	74014 Dir, Sales Ops	75014 Dir, Inventory	76014 Dir, Traffic								76514 Dir, Sales Training
	Senior Manager	15				73615 Sr Mgr, Digital Distribution	73715 Sr Mgr, Digital Distribution Ops			74015 Sr Mgr, Sales Ops	75015 Sr Mgr, Inventory	76015 Sr Mgr, Traffic								76515 Sr Mgr, Sales Training
	Manager	16	73016 Mgr, Aff Sales	73216 Mgr, Brdcster Aff Rel	73516 Mgr, Aff Mktg	73616 Mgr, Digital Distribution	73716 Mgr, Digital Distribution Ops		73916 Mgr, Syndication Sales	74016 Mgr, Sales Ops	75016 Mgr, Inventory	76016 Mgr, Traffic								76516 Mgr, Sales Training
	Supervisor	17											76017 Supv, Traffic							
Lead	18																		76518 Lead Sales Trainer	
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 Int'l. Distribution IC	73924 Sr Syndication Sales IC	74024 Sr Sales Ops Spec	75024 Sr Inventory Analyst	76024 Sr Traffic Spec							76524 Sr Sales Trainer	
	Journey	25	73025 Aff Sales Acct Exec		73525 Aff Mktg IC	73625 Digital Distribution IC	73725 Digital Distribution Ops IC		73925 Syndication Sales IC	74025 Sales Ops Spec	75025 Inventory Analyst	76025 Traffic Spec							76525 Sales Trainer	
	Assoc	26					73726 Assoc Digital Distribution Ops IC			74026 Assoc Sales Ops Spec		76026 Assoc Traffic Spec								
Operating Individual Contributor / Support	Lead Operator	37																		
	Senior Operator	44																		
	Operator	45																		
	Associate	46																		
	Senior Coordinator	50											76050 Sr Traffic Coord							
	Coordinator	52	73052 Aff Sales Coord			73652 Digital Distribution Coord				74052 Sales Ops Coord		76052 Traffic Coord								
Assistant	54																			

2024 C2HR Content Developers Survey – Position Grids

Family Level		LEGAL AND/OR BUSINESS AFFAIRS								
		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	
		Brief Job Family Descriptions								
Brief Job Family Descriptions		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 FCC.	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.	
Management	Top	2	80002 Top Legal and/or Business Affairs Executive (at Multiple Network Organization, Network Group or Genre) 80002.5 Top Network Legal and/or Business Affairs Executive (of Single Network Organization or 2nd Level of Network Group or Genre)							
	EVP	10	80010 EVP, Legal and/or Bus Aff							
	SVP	11	80011 SVP, Legal and/or Bus Aff			80711 SVP, Contract Admin (New)	81011 SVP, Stdrd & Prcts			
	VP	12	80012 VP, Legal and/or Bus Aff	80512 Executive Counsel		80712 VP, Contract Admin	81012 VP, Stdrd & Prcts	82012 VP, Rghts & Clrncs	82512 VP, Anti-Piracy	83012 VP, Licensing
	Senior Director	13	80013 Sr Dir, Legal and/or Bus Aff			80713 Sr Dir, Contract Admin (New)		82013 Sr Dir, Rghts & Clrncs (New)		
	Director	14	80014 Dir, Legal and/or Bus Aff	80514 Sr Counsel		80714 Dir, Contract Admin	81014 Dir, Stdrd & Prcts	82014 Dir, Rghts & Clrncs	82514 Dir, Anti-Piracy	83014 Dir, Licensing
	Senior Manager	15	80015 Sr Mgr, Legal and/or Bus Aff			80715 Sr Mgr, Contract Admin	81015 Sr Mgr, Stdrd & Prcts	82015 Sr Mgr, Rghts & Clrncs		
	Manager	16	80016 Mgr, Legal and/or Bus Aff	80516 Counsel		80716 Mgr, Contract Admin	81016 Mgr, Stdrd & Prcts	82016 Mgr, Rghts & Clrncs	82516 Mgr, Anti-Piracy	83016 Mgr, Licensing
	Supervisor	17				80717 Supv, Contract Admin (New)	81017 Supv, Stdrd & Prcts	82017 Supv, Rghts & Clrncs (New)		
Lead	18			80618 Lead Paralegal						
Professional Individual Contributor	Senior	24		80524 Sr Assoc Counsel	80624 Sr Paralegal	80724 Sr Contract Mgr	81024 Sr Stdrd & Prcts Editor		82524 Sr Anti-Piracy Spec	
	Journey	25			80625 Paralegal	80725 Contract Mgr	81025 Stdrd & Prcts Editor	82025 Rghts & Clrncs Admnstr	82525 Anti-Piracy Spec	83025 Licensing Spec
	Assoc	26			80626 Assoc Paralegal	80726 Assoc Contract Mgr				
Operating Individual Contributor / Support	Lead Operator	37								
	Senior Operator	44								
	Operator	45								
	Associate	46								
	Senior Coordinator	50	80050 Sr Legal Coord			80750 Contract Admnstr				
	Coordinator	52	80052 Legal Coord			80752 Contract Admin Coord (New)	81052 Stdrd & Prcts Coord	82052 Rghts & Clrncs Coord		83052 Licensing Coord
Assistant	54									

2024 C2HR Content Developers Survey – Position Grids

Family		BUSINESS DEVELOPMENT			GENERAL AND ADMINISTRATIVE				
		Business Development 840	Account Service / Management (Non-Sales) (New Family) 845	CUSTOMER SUPPORT 880	Human Resources 900	Talent Acquisition / Recruiting 902	Inclusion and Diversity 905	Learning and Organizational Development 907	
									Level
Brief Job Family Descriptions		Researches, evaluates, negotiates and then manages new ventures, partnerships, barter arrangements, joint ventures for non-traditional revenue streams.	Manages large, complex business development deals and strategic relationships such as alliances and partnerships.	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.	Develops and administers plans, programs and processes to optimize individual and organizational productivity.	
Management	Top	2	84002 Top Bus Dev Executive (New)			90002 Top HR Executive (at Multiple Network Organization, Network Group or Genre) 90002.5 Top Network HR Executive (of Single Network Organization or 2nd Level of Network Group or Genre)	90502 Chief Inclusion & Diversity Officer		
	EVP	10	84010 EVP, Bus Dev			90010 EVP, HR	90510 EVP, Inclusion & Diversity		
	SVP	11	84011 SVP, Bus Dev		88011 SVP, Cust Support	90011 SVP, HR		90511 SVP, Inclusion & Diversity	
	VP	12	84012 VP, Bus Dev	84512 VP, Account Service / Mgmt (New)	88012 VP, Cust Support	90012 VP, HR	90212 VP, Talent Acquisition / Recruiting	90512 VP, Inclusion & Diversity	90712 VP, Learning & Org Dev
	Senior Director	13	84013 Sr Dir, Bus Dev	84513 Sr Dir, Account Service / Mgmt (New)	88013 Sr Dir, Cust Support	90013 Sr Dir, HR	90213 Sr Dir, Talent Acquisition / Recruiting	90513 Sr Dir, Inclusion & Diversity	90713 Sr Dir, Learning & Org Dev
	Director	14	84014 Dir, Bus Dev	84514 Dir, Account Service / Mgmt (New)	88014 Dir, Cust Support	90014 Dir, HR	90214 Dir, Talent Acquisition / Recruiting	90514 Dir, Inclusion & Diversity	90714 Dir, Learning & Org Dev
	Senior Manager	15	84015 Sr Mgr, Bus Dev		88015 Sr Mgr, Cust Support	90015 Sr Mgr, HR (Business Partner)	90215 Sr Mgr, Talent Acquisition / Recruiting (New)	90515 Sr Mgr, Inclusion & Diversity	90715 Sr Mgr, Learning & Org Dev
	Manager	16	84016 Mgr, Bus Dev	84516 Mgr, Account Service / Mgmt (New)	88016 Mgr, Cust Support	90016 Mgr, HR (Business Partner)	90216 Mgr, Talent Acquisition / Recruiting	90516 Mgr, Inclusion & Diversity	90716 Mgr, Learning & Org Dev
	Supervisor	17			88017 Supv, Cust Support				
	Lead	18				90218 Lead Talent Acquisition Spec / Recruiter			
Professional Individual Contributor	Senior	24	84024 Sr Bus Dev Analyst	84524 Sr Acct Service Manager (New)		90024 Sr HR Generalist	90224 Sr Talent Acquisition Spec / Recruiter		90724 Sr Learning & Org Dev Spec
	Journey	25	84025 Bus Dev Analyst	84525 Acct Service Manager (New)		90025 HR Generalist	90225 Talent Acquisition Spec / Recruiter	90525 Inclusion & Diversity IC	90725 Learning & Org Dev Spec
	Assoc	26	84026 Assoc Bus Dev Analyst				90226 Assoc Talent Acquisition Spec / Recruiter		
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	84052 Bus Dev Coord (New)	84552 Acct Service Coord (New)	88052 Cust Support Rep	90052 HR Coord	90252 Talent Acquisition / Recruiting Coord	90552 Inclusion & Diversity Coord	90752 Learning & Org Dev Coord (New)
	Assistant	54			88054 Cust Support Asst	90054 HR Asst			

2024 C2HR Content Developers Survey – Position Grids

Family Level			GENERAL AND ADMINISTRATIVE (CONT'D)							
			Strategy and Operations 908	Finance 910	Controller 912	Production Accounting 920	Royalty Accounting 923	Production Financial Analysis 925	Financial Compliance / Audit 926	Participation and Residuals 927
			Drives and implements cross-organization operational strategies, goals and initiatives, and optimizes operational effectiveness and efficiency. May be deployed to any area and/or initiative depending on evolving organizational needs.	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		91002 CFO 91002.5 Top Network Finance Exec (of Single Network Organization or 2nd Level of Network Group or Genre)						
	EVP	10		91010 EVP, Finance						
	SVP	11		91011 SVP, Finance	91211 SVP, Controller			92511 SVP, Prodn Finance (New)	92611 SVP, Financial Compliance / Audit (New)	92711 SVP, Partcip & Residuals (New)
	VP	12	90812 VP, Strategy & Ops	91012 VP, Finance	91212 VP, Controller	92012 VP, Prodn Accounting		92512 VP, Prodn Finance	92612 VP, Financial Compliance / Audit (New)	92712 VP, Partcip & Residuals
	Senior Director	13	90813 Sr Dir, Strategy & Ops	91013 Sr Dir, Finance	91213 Sr Dir, Controller	92013 Sr Dir, Prodn Accounting (New)		92513 Sr Dir, Prodn Finance (New)	92613 Sr Dir, Financial Compliance / Audit (New)	92713 Sr Dir, Partcip & Residuals (New)
	Director	14	90814 Dir, Strategy & Ops	91014 Dir, Finance	91214 Dir, Controller	92014 Dir, Prodn Accounting		92514 Dir, Prodn Finance	92614 Dir, Financial Compliance / Audit	92714 Dir, Partcip & Residuals
	Senior Manager	15	90815 Sr Mgr, Strategy & Ops	91015 Sr Mgr, Finance	91215 Sr Mgr, Controller	92015 Sr Mgr, Prodn Accounting			92615 Sr Mgr, Financial Compliance / Audit (New)	92715 Sr Mgr, Partcip & Residuals (New)
	Manager	16	90816 Mgr, Strategy & Ops	91016 Mgr, Finance	91216 Mgr, Controller	92016 Mgr, Prodn Accounting		92516 Mgr, Prodn Finance	92616 Mgr, Financial Compliance / Audit	92716 Mgr, Partcip & Residuals
	Supervisor	17								
	Lead	18								
Professional Individual Contributor	Senior	24	90824 Sr Strategy & Ops Analyst	91024 Sr Financial Analyst		92024 Sr Prodn Accountant (New)		92524 Sr Prodn Financial Analyst	92624 Sr Financial Compliance / Audit Analyst (New)	92724 Sr Partcip & Residuals Analyst
	Journey	25	90825 Strategy & Ops Analyst	91025 Financial Analyst		92025 Prodn Accountant	92325 Royalty Accountant	92525 Prodn Financial Analyst		92725 Partcip & Residuals Analyst
	Assoc	26		91026 Assoc Financial Analyst						
Operating Individual Contributor / Support	Lead Operator	37								
	Senior Operator	44								
	Operator	45								
	Associate	46								
	Senior Coordinator	50								
	Coordinator	52				92052 Prodn Accounting Coord		92552 Prodn Finance Coord (New)		92752 Partcip & Residuals Coord
	Assistant	54								

2024 C2HR Content Developers Survey – Position Grids

Family Level		TECHNOLOGY				INTERNATIONAL								
		Technology 930	Information Technology 935	Advanced Technology 940	Digital Media Delivery Engineering 945	International General Management 950	International Technology 951	International Programming 952	International Producing 954	International Marketing 956	International Head of Advertising Sales 960	International Business Development 962		
		Brief Job Family Descriptions												
Management		Top	2	93002 Chief Technology Officer										
		EVP	10	93010 EVP, Technology	93510 EVP, IT									
		SVP	11	93011 SVP, Technology	93511 SVP, IT	94011 SVP, Advanced Technology								
		VP	12	93012 VP, Technology	93512 VP, IT	94012 VP, Advanced Technology	94512 VP, Dig Media Delv Engr							
		Senior Director	13		93513 Sr Dir, IT	94013 Sr Dir, Advanced Technology		95012 Int'l. General Manager	95112 Int'l. Head of Technology	95212 Int'l. Head of Programming	95412 Int'l. Exec Producer	95612 Int'l. Head of Marketing	96012 Int'l. Head of Ad Sales	96212 Int'l. Head of Bus Dev
		Director	14		93514 Dir, IT	94014 Dir, Advanced Technology	94514 Dir, Dig Media Delv Engr							
		Senior Manager	15		93515 Sr Mgr, IT	94015 Sr Mgr, Advanced Technology								
		Manager	16		93516 Mgr, IT	94016 Mgr, Advanced Technology	94516 Mgr, Dig Media Delv Engr							
		Supervisor	17											
		Lead	18											
Professional Individual Contributor		Senior	24		93524 Sr System Administrator	94024 Sr Advanced Technology Project Mgr (New)	94524 Sr Dig Media Delv Design Engr							
		Journey	25		93525 System Administrator	94025 Advanced Technology Project Mgr (New)	94525 Dig Media Delv Design Engr		95425 Int'l. Producer	95625 Int'l. Mktg Mgr	96025 Int'l. Ad Sales Acct Exec	96225 Int'l. Bus Dev Analyst		
		Assoc	26		93526 Assoc System Administrator		94526 Assoc Dig Media Delv Design Engr							
Operating Individual Contributor / Support		Lead Operator	37											
		Senior Operator	44											
		Operator	45											
		Associate	46											
		Senior Coordinator	50											
		Coordinator	52						95252 Int'l. Prog Coord	95452 Int'l. Prodn Coord	95652 Int'l. Mktg Coord			
Assistant	54													