

Survey Position Grids

SENIOR MANAGEMENT 99	Level	Family	STUDIO MANAGEMENT 100	LINE OF BUSINESS MANAGEMENT 101	PRODUCT DEVELOPMENT												
					Production Management 200	Product Development - Creative 210	Producing 220	Publishing Producing 221	Live Operations Producing 222	Monetization 224							
25 Chief Executive Officer 28 Chief Operating Officer 29 Chief Technology Officer 30 Chief Commercial Officer 32 Chief Product Officer 38 Top Legal Executive (General Counsel) 40 Top Finance Executive (Chief Financial Officer) 44 Chief Marketing Officer 46 Chief Human Resources		Directs the development and production of all or a major group of software products to achieve targeted financial and content quality results. Typically has P&L responsibility for studio or product line.		Directs the operations of multiple business units that are not studios. Typically has P&L responsibility for business unit.		Manages and coordinates production activities and allocates resources to achieve product development goals.		Establishes and maintains the creative vision for the company's or studio's portfolio of products throughout the development process.		Directs the design of software products, owns the technical and creative vision, and is accountable for on-time, on-budget production of assigned software games.		Directs all phases of game development by third parties from concept through release. Manages external game developers to ensure on-time, on-budget publication of assigned software games.		Refines game content and implements new features in real time after online release of product to increase engagement and product revenue. Conducts data analyses to provide key insights into product performance and identify opportunities for further engagement and monetization.		Develops monetization and pricing strategies and implements strategies into games and promotional opportunities.	
Top Executive		10	10009 Head of Studios														
Senior Vice President		11		10111 SVP, Strategic Bus Unit	20011 SVP, Prdn Mgmt												
Vice President		12	10012 General Mgr, Studio 10012.5 COO, Studio (#2 Position)	10112 General Mgr, Strategic Bus Unit	20012 VP, Prdn Mgmt	21012 VP, Creative Direction	22012 VP, Exec Producer										22412 VP, Monetization
Senior Director		13	10013 Sr Dir, Studio Management		20013 Sr Dir, Prdn Mgmt	21013 Sr Dir, Creative	22013 Sr Exec Producer	22113 Sr Exec Publishing Producer									22413 Sr Dir, Monetization
Director		14	10014 Dir, Studio Management		20014 Dir, Prdn Mgmt	21014 Dir, Creative	22014 Exec Producer	22114 Exec Publishing Producer	22214 Exec Live Ops Producer								22414 Dir, Monetization
Senior Manager		15			20015 Sr Prdn Mgr (Mgmt)		22015 Sr Producer (Mgmt)	22115 Sr Publishing Producer (Mgmt)	22215 Sr Live Ops Producer (Mgmt)								22415 Sr Mgr, Monetization
Manager		16					22016 Producer (Mgmt)	22116 Publishing Producer (Mgmt)	22216 Live Ops Producer (Mgmt)								22416 Mgr, Monetization
Supervisor		17															
Lead		18				21018 Lead Creative											
Principal IC		21															
Sr Adv IC		22						22022 Sr Adv Producer									
Advanced IC		23				20023 Adv Prdn Mgr		22023 Adv Producer				22223 Adv Live Ops Producer					
Senior IC		24				20024 Sr Prdn Mgr		22024 Sr Producer	22124 Sr Publishing Producer	22224 Sr Live Ops Producer							22424 Sr Monetization Analyst
Journey IC		25				20025 Prdn Mgr		22025 Producer	22125 Publishing Producer	22225 Live Ops Producer							22425 Monetization Analyst
Associate IC		26				20026 Assoc Prdn Mgr		22026 Assoc Producer	22126 Assoc Publishing Producer	22226 Assoc Live Ops Producer							22426 Assoc Monetization Analyst
Coordinator		27				20027 Prdn Coord		22027 Asst Producer	22127 Asst Publishing Producer								
Assistant		28						20028 Prdn Asst (Any Area of Prod Dev)									
Lead Support		31															
Senior Support		32															
Journey Support		33															
Entry Support		34															



Survey Position Grids

Family Level		PRODUCT DEVELOPMENT (CONT'D)									
		Product Management 225	Technical Product Management 226	Game Directing 227	Systems Design 229	Game Design 230	Technical Game Design 232	Level Layout Design 234	Incentive Game Design 235	Content Design 236	Combat Design 237
Brief Job Family Descriptions		Defines and develops games, ancillary products or features. Manages development of cross-functional products deployed across organization.	Defines and builds the technical infrastructure capabilities that enable internal development teams and external developers to develop and scale games. Accountable for development of tools and systems to expand product and game capabilities.	Defines and delivers the creative vision for a game by directing player experience and interactive gameplay elements. May supervise design team.	Designs the mechanics that result in desirable gameplay dynamics. Translates high-level game concepts into complex models of scoring, difficulty and economy.	Designs games at the interface, content and engineering levels.	Designs and implements technical aspects of gameplay features, such as interactive content or solutions that require programming.	Designs and creates game levels, translating game concepts into specific playable levels.	Designs and oversees implementation of economic aspects of gameplay that drive game monetization.	Designs and creates the game's story, characters and plot. Ensures that content is suitable for the game's world / environment.	Designs and creates combat interactions from initial concept, to prototype, asset integration, tuning and polish.
Top Executive	10										
Senior Vice President	11										
Vice President	12		22612 VP, Technical Prod Mgmt	22712 VP, Game Directing		23012 VP, Game Design					
Senior Director	13	22513 Sr Dir, Prod Mgmt	22613 Sr Dir, Technical Prod Mgmt	22713 Sr Game Dir		23013 Sr Dir, Game Design					
Director	14	22514 Dir, Prod Mgmt	22614 Dir, Technical Prod Mgmt	22714 Game Dir		23014 Dir, Game Design		23414 Dir, Level Layout Design			
Senior Manager	15	22515 Sr Mgr, Prod Mgmt	22615 Sr Mgr, Technical Prod Mgmt	22715 Assoc Game Dir		23015 Sr Mgr, Game Design					
Manager	16	22516 Mgr, Prod Mgmt	22616 Mgr, Technical Prod Mgmt			23016 Mgr, Game Design					
Supervisor	17	22517 Supv, Prod Mgmt	22617 Supv, Technical Prod Mgmt								
Lead	18				22918 Lead Systems Designer	23018 Lead Game Designer	23218 Lead Technical Game Designer	23418 Lead Level Layout Designer		23618 Lead Content Designer	23718 Lead Combat Designer
Principal IC	21					23021 Principal Game Designer			23521 Principal Incentive Game Designer	23621 Principal Content Designer	23721 Principal Combat Designer
Sr Adv IC	22	22522 Sr Adv Prod Mgr	22622 Sr Adv Technical Prod Mgr	22922 Sr Adv Systems Designer		23022 Sr Adv Game Designer	23222 Sr Adv Technical Game Designer	23422 Sr Adv Level Layout Designer	23522 Sr Adv Incentive Game Designer	23622 Sr Adv Content Designer	23722 Sr Adv Combat Designer
Advanced IC	23	22523 Adv Prod Mgr	22623 Adv Technical Prod Mgr	22923 Adv Systems Designer		23023 Adv Game Designer	23223 Adv Technical Game Designer	23423 Adv Level Layout Designer	23523 Adv Incentive Game Designer	23623 Adv Content Designer	23723 Adv Combat Designer
Senior IC	24	22524 Sr Prod Mgr	22624 Sr Technical Prod Mgr	22924 Sr Systems Designer		23024 Sr Game Designer	23224 Sr Technical Game Designer	23424 Sr Level Layout Designer	23524 Sr Incentive Game Designer	23624 Sr Content Designer	23724 Sr Combat Designer
Journey IC	25	22525 Prod Mgr	22625 Technical Prod Mgr	22925 Systems Designer		23025 Game Designer	23225 Technical Game Designer	23425 Level Layout Designer	23525 Incentive Game Designer	23625 Content Designer	23725 Combat Designer
Associate IC	26					23026 Assoc Game Designer	23226 Assoc Technical Game Designer	23426 Assoc Level Layout Designer		23626 Assoc Content Designer	23726 Assoc Combat Designer
Coordinator	27										
Assistant	28	20028 Prdn Asst (Any Area of Prod Dev) (cont'd)									
Lead Support	31										
Senior Support	32										
Journey Support	33										
Entry Support	34					23034 Scriptor					



Survey Position Grids

Family Level		PRODUCT DEVELOPMENT (CONT'D)										
		Mission / Quest Design 238	Mathematics 240	Writing / Story 241	Narrative Design 245	Dialogue 246	Sound / Audio 252	Technical Sound / Audio Design 253	Composing 255	Software Engineering 260	AI / Machine Learning Engineering 265	Gameplay Engineering 275
Brief Job Family Descriptions		Designs and creates content for focused missions / quests, typically within an overarching story.	Develops the mathematical properties of game design primarily for casino games. Ensures that mathematical and statistical principles within games engage player interest, pay out accurately and comply with applicable gaming regulations.	Develops creative concepts and creates treatments, stories, scripts and dialogue for games. Match writing and/or story functions to this survey job family. Develops narrative options, alternatives and solutions for game elements.	Creates the story experiences within the game. Ensures that compelling thematic visual and story elements are incorporated into game development. Incorporates written and navigational design to provide story context to game design.	Casts, records and edits dialogue for games. May localize dialogue into product for international distribution.	Directs the creation and implementation of sound and audio elements for software games.	Creates, implements, maintains and debugs complex audio playback systems for software games.	Creates original musical arrangements for assigned components of software games.	Designs, develops and tests software code for products and games under development.	Designs, develops and implements artificial intelligence systems, algorithms and tools that help build and play software games.	Designs, develops and tests software in support of cross-functional game teams to implement gameplay features.
Top Executive	10											
Senior Vice President	11											
Vice President	12								26012 VP, SW Engrng			
Senior Director	13				24513 Sr Dir, Narrative Design		25213 Sr Dir, Sound / Audio			26013 Sr Dir, SW Engrng		
Director	14		24014 Dir, Mathematics	24114 Dir, Writing / Story	24514 Dir, Narrative Design		25214 Dir, Sound / Audio			26014 Dir, SW Engrng	26514 Dir, AI / Machine Learning Engrng	27514 Dir, Gameplay Engrng
Senior Manager	15				24515 Sr Mgr, Narrative Design		25215 Sr Mgr, Sound / Audio			26015 Sr Mgr, SW Engrng	26515 Sr Mgr, AI / Machine Learning Engrng	27515 Sr Mgr, Gameplay Engrng
Manager	16			24116 Mgr, Writing / Story	24516 Mgr, Narrative Design		25216 Mgr, Sound / Audio		25516 Mgr, Composing	26016 Mgr, SW Engrng	26516 Mgr, AI / Machine Learning Engrng	27516 Mgr, Gameplay Engrng
Supervisor	17						25217 Supv, Sound / Audio					
Lead	18	23818 Lead Mission / Quest Designer		24118 Lead Writer			25218 Lead Sound / Audio Designer			26018 Lead SW Engr	26518 Lead AI / Machine Learning Engr	27518 Lead Gameplay Engr
Principal IC	21	23821 Principal Mission / Quest Designer					25221 Principal Sound / Audio Designer	25321 Principal Tech Sound / Audio Designer		26021 Principal SW Engr	26521 Principal AI / Machine Learning Engr	27521 Principal Gameplay Engr
Sr Adv IC	22	23822 Sr Adv Mission / Quest Designer					25222 Sr Adv Sound / Audio Designer	25322 Sr Adv Tech Sound / Audio Designer	25522 Sr Adv Composer	26022 Sr Adv SW Engr	26522 Sr Adv AI / Machine Learning Engr	27522 Sr Adv Gameplay Engr
Advanced IC	23	23823 Adv Mission / Quest Designer	24023 Adv Mathematician	24123 Adv Writer	24523 Adv Narrative Designer	24623 Adv Dialogue Editor	25223 Adv Sound / Audio Designer	25323 Adv Tech Sound / Audio Designer	25523 Adv Composer	26023 Adv SW Engr	26523 Adv AI / Machine Learning Engr	27523 Adv Gameplay Engr
Senior IC	24	23824 Sr Mission / Quest Designer	24024 Sr Mathematician	24124 Sr Writer	24524 Sr Narrative Designer	24624 Sr Dialogue Editor	25224 Sr Sound / Audio Designer	25324 Sr Tech Sound / Audio Designer	25524 Sr Composer	26024 Sr SW Engr	26524 Sr AI / Machine Learning Engr	27524 Sr Gameplay Engr
Journey IC	25	23825 Mission / Quest Designer	24025 Mathematician	24125 Writer	24525 Narrative Designer	24625 Dialogue Editor	25225 Sound / Audio Designer	25325 Tech Sound / Audio Designer	25525 Composer	26025 SW Engr	26525 AI / Machine Learning Engr	27525 Gameplay Engr
Associate IC	26	23826 Assoc Mission / Quest Designer		24126 Assoc Writer	24526 Assoc Narrative Designer		25226 Assoc Sound / Audio Designer	25326 Assoc Tech Sound / Audio Designer		26026 Assoc SW Engr	26526 Assoc AI / Machine Learning Engr	27526 Assoc Gameplay Engr
Coordinator	27											
Assistant	28	20028 Prdn Asst (Any Area of Prod Dev) (cont'd)										
Lead Support	31											
Senior Support	32											
Journey Support	33											
Entry Support	34											



Survey Position Grids

Family		PRODUCT DEVELOPMENT (CONT'D)									
		Concept Art 305	Art 310	3D Art 312	Character Art 316	Effects Art 318	Lighting 319	Technical Art 324	User Experience Design 325	User Interface / User Experience Art 326	User Interface Engineering 328
Brief Job Family Descriptions		Develops concepts for game treatments, including look, feel, color and mood. Illustrates concepts traditionally and digitally.	Implements established artistic direction into game-ready art. May include character design, 2D art, 2D animation, 3D art, environmental design, illustration and general art.	Implements established artistic direction into 3D art assets. May include 3D characters, animations, environments, models (modeling and texturing) and graphics.	Implements established artistic direction into game-ready character art, including look, personality, movement and expression.	Creates digital effects for natural and supernatural phenomena and integrates effects into sequences and scenes.	Designs and implements lighting and shadows of objects, scenes or effects.	Ensures that art and animation are enhanced by the use of advanced technical processes, systems and software.	Develops user interfaces for games that contribute to compelling user experience and player engagement, including layout, site maps and navigation design.	Translates user interface design into art prototypes art assets for assigned game elements.	Designs, develops and tests software for user interfaces that complement the gameplay visuals and experience.
Top Executive	10										
Senior Vice President	11										
Vice President	12		31012 VP, Art Dept								
Senior Director	13		31013 Sr Dir, Art Dept	31213 Sr Dir, 3D Art Dept				32413 Sr Dir, Technical Art	32513 Sr Dir, UX Design		
Director	14	30514 Dir, Concept Art	31014 Dir, Art Dept	31214 Dir, 3D Art Dept	31614 Dir, Character Art	31814 Dir, Effects Art	31914 Dir, Lighting	32414 Dir, Technical Art	32514 Dir, UX Design		
Senior Manager	15		31015 Sr Mgr, Art Dept	31215 Sr Mgr, 3D Art Dept				32415 Sr Mgr, Technical Art	32515 Sr Mgr, UX Design		
Manager	16	30516 Mgr, Concept Art	31016 Mgr, Art Dept / Art Dir	31216 Mgr, 3D Art Dept / 3D Art Dir	31616 Mgr, Character Art	31816 Mgr, Effects Art	31916 Mgr, Lighting	32416 Mgr, Technical Art	32516 Mgr, UX Design		
Supervisor	17		31017 Supv, Art Dept	31217 Supv, 3D Art Dept							
Lead	18	30518 Lead Concept Artist	31018 Lead Artist	31218 Lead 3D Artist	31618 Lead Character Artist	31818 Lead Effects Artist	31918 Lead Lighting Artist	32418 Lead Technical Artist	32518 Lead UX Designer	32618 Lead UI / UX Artist	32818 Lead UI Engineer
Principal IC	21	30521 Principal Concept Artist	31021 Principal Artist	31221 Principal 3D Artist	31621 Principal Character Artist	31821 Principal Effects Artist	31921 Principal Lighting Artist	32421 Principal Technical Artist	32521 Principal UX Designer	32621 Principal UI / UX Artist	
Sr Adv IC	22	30522 Sr Adv Concept Artist	31022 Sr Adv Artist	31222 Sr Adv 3D Artist	31622 Sr Adv Character Artist	31822 Sr Adv Effects Artist	31922 Sr Adv Lighting Artist	32422 Sr Adv Technical Artist	32522 Sr Adv UX Designer	32622 Sr Adv UI / UX Artist	
Advanced IC	23	30523 Adv Concept Artist	31023 Adv Artist	31223 Adv 3D Artist	31623 Adv Character Artist	31823 Adv Effects Artist	31923 Adv Lighting Artist	32423 Adv Technical Artist	32523 Adv UX Designer	32623 Adv UI / UX Artist	
Senior IC	24	30524 Sr Concept Artist	31024 Sr Artist	31224 Sr 3D Artist	31624 Sr Character Artist	31824 Sr Effects Artist	31924 Sr Lighting Artist	32424 Sr Technical Artist	32524 Sr UX Designer	32624 Sr UI / UX Artist	32824 Sr UI Engineer
Journey IC	25	30525 Concept Artist	31025 Artist	31225 3D Artist	31625 Character Artist	31825 Effects Artist	31925 Lighting Artist	32425 Technical Artist	32525 UX Designer	32625 UI / UX Artist	32825 UI Engineer
Associate IC	26	30526 Assoc Concept Artist	31026 Assoc Artist	31226 Assoc 3D Artist	31626 Assoc Character Artist	31826 Assoc Effects Artist	31926 Assoc Lighting Artist	32426 Assoc Technical Artist	32526 Assoc UX Designer	32626 Assoc UI / UX Artist	32826 Assoc UI Engineer
Coordinator	27										
Assistant	28	20028 Prdn Asst (Any Area of Prod Dev) (cont'd)									
Lead Support	31										
Senior Support	32										
Journey Support	33										
Entry Support	34										



Survey Position Grids

Family		PRODUCT DEVELOPMENT (CONT'D)										
		Animation 330	Technical Animation / Rigging 335	Motion Capture 336	Art Outsourcing Management 337	Artist Management 338	Design Management 340	Engineering Management 342	Video Editing 400	Localization 405	Translation (New Family) 406	Trust and Safety 407
Brief Job Family Descriptions		Implements artistic direction into animation for software products. May include: modeling, sculpting, layout, character animation / setup / rigging, look development, texture painting, character simulations, lighting, rendering, motion capture, stereoscopic imaging and in-game cinematics.	Creates character setups, including animation rigs, systems and workflows. May develop tools to optimize animation processes.	Directs and produces the necessary motion capture shots and sequences for software games. Manages motion capture studio and equipment.	Evaluates the quality and ensures delivery of artwork created by third-party art resources and vendors for games in development. Communicates expectations regarding visual quality standards and schedule of deliverables. Provides qualitative feedback to artists to ensure outsourced work meets visual consistency of internally produced art for game. Sources and cultivates relationships with outside artists and vendors and ensures capacity.	Manages the professional development of artist and creative talent. Assesses skills and creates professional development plans. Assigns talent to projects. Sources and evaluates artist talent.	Manages the professional development of game design talent. Assesses skills and creates professional development plans. May assign talent to projects. Sources and evaluates game design talent.	Manages the professional development of engineering talent. Assesses skills and creates professional development plans. May assign talent to projects. Sources and evaluates engineering talent.	Delivers finished, edited video segments for inclusion in products.	Designs and develops software products into targeted countries, ensuring conversion of titles into localized versions to meet meaningful translation and international standards.	Provides business translation and interpretation services (both spoken and written). Facilitates an accurate and collaborative communication process.	Develops and enforces principles and policies that define acceptable behavior and content online.
Top Executive	10											
Senior Vice President	11											
Vice President	12											
Senior Director	13											
Director	14	33014 Dir, Animation Dept				33814 Dir, Artist Mgmt	34014 Dir, Design Mgmt	34214 Dir, Engineering Mgmt		40514 Dir, Localization	40714 Dir, Trust and Safety	
Senior Manager	15	33015 Sr Mgr, Animation / Animation Dir			33715 Sr Mgr, Art Outsourcing Mgmt	33815 Sr Mgr, Artist Mgmt	34015 Sr Mgr, Design Mgmt	34215 Sr Mgr, Engineering Mgmt	40015 Sr Mgr, Video Editing			
Manager	16	33016 Mgr, Animation / Animation Dir	33516 Mgr, Technical Animation / Rigging		33716 Mgr, Art Outsourcing Mgmt	33816 Mgr, Artist Mgmt	34016 Mgr, Design Mgmt	34216 Mgr, Engineering Mgmt	40016 Mgr, Video Editing	40516 Mgr, Localization	40616 Mgr, Translation (New)	40716 Mgr, Trust and Safety
Supervisor	17			33617 Supv, Motion Capture								
Lead	18	33018 Lead Animator	33518 Lead Technical Animator / Rigger						40018 Lead Video Editor			40718 Lead Trust and Safety Specialist
Principal IC	21	33021 Principal Animator	33521 Principal Technical Animator / Rigger						40021 Principal Video Editor			
Sr Adv IC	22	33022 Sr Adv Animator										
Advanced IC	23	33023 Adv Animator	33523 Adv Technical Animator / Rigger		33723 Adv Art Outsourcing Mgr							
Senior IC	24	33024 Sr Animator	33524 Sr Technical Animator / Rigger	33624 Sr Motion Capture Technical Director	33724 Sr Art Outsourcing Mgr				40024 Sr Video Editor	40524 Sr Localization Producer	40624 Sr Translator (New)	
Journey IC	25	33025 Animator	33525 Technical Animator / Rigger	33625 Motion Capture Technical Director	33725 Art Outsourcing Mgr				40025 Video Editor	40525 Localization Producer	40625 Translator (New)	
Associate IC	26	33026 Assoc Animator	33526 Assoc Technical Animator / Rigger		33726 Assoc Art Outsourcing Mgr				40026 Assoc Video Editor	40526 Localization Specialist	40626 Assoc Translator (New)	
Coordinator	27								40027 Video Editing Coord	40527 Localization Coord		
Assistant	28	20028 Prdn Asst (Any Area of Prod Dev) (cont'd)										
Lead Support	31											
Senior Support	32											
Journey Support	33											
Entry Support	34											



Survey Position Grids

Family		TECHNOLOGY SUPPORT											
		Technology and Infrastructure 410	Data Engineering (New Family) 411	Server Engineering 412	Platform Engineering 413	Database Engineering 415	DevOps Engineering 416	Engine Software Engineering 420	Tools Software Engineering 430	Audio Engineering 431	Graphics / Rendering Engineer 432	Security Engineering 435	Anti-Cheat Engineering 438
Brief Job Family Descriptions		Develops and implements technology, infrastructure, architecture and applications that support product development, production and online gaming operations.	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, enhances and calibrates the organization's server environment underlying games. Calibrates and scales server systems to ensure that systems meet performance requirements.	Designs and develops software to manage and scale the organization's transactional infrastructure.	Designs and develops, tests and ensures the integrity of database structures. Plans for capacity and scalability.	Develops production systems that support online gaming. Engages with software developers and infrastructure engineers to integrate software development and delivery from inception to full operation.	Designs, develops and upgrades proprietary engine software on which the organization's games are run.	Designs, develops and maintains software tools to automate and enhance production processes. Evaluates commercial tools and technologies.	Creates and maintains the audio systems that enable creative freedom for the sound / audio team.	Designs, writes, debugs and refines rendering systems, features, tools and infrastructure. Ensures that rendering features meet game's artistic vision.	Designs, builds, operates and automates security solutions and processes to protect the integrity of the organization's digital network, systems, applications and data.	Develops, executes and maintains anti-cheat technologies to detect and prevent cheating and fraud and to ensure fair and secure gameplay.
Top Executive	10												
Senior Vice President	11												
Vice President	12	41012 VP, Technology & Infrastructure	41112 VP, Data Engineering (New)		41312 VP, Platform Engineering			42012 VP, Engine SW Engineering				43512 VP, Security Engineering	
Senior Director	13	41013 Sr Dir, Technology & Infrastructure			41313 Sr Dir, Platform Engineering							43513 Sr Dir, Security Engineering	
Director	14	41014 Dir, Technology & Infrastructure	41114 Dir, Data Engineering (New)	41214 Dir, Server Engineering	41314 Dir, Platform Engineering	41514 Dir, DB Engineering	41614 Dir, DevOps Engineering	42014 Dir, Engine SW Engineering	43014 Dir, Tools SW Engineering		43214 Dir, Graphics / Rendering Engineering	43514 Dir, Security Engineering	
Senior Manager	15	41015 Sr Mgr, Technology & Infrastructure		41215 Sr Mgr, Server Engineering	41315 Sr Mgr, Platform Engineering	41515 Sr Mgr, DB Engineering	41615 Sr Mgr, DevOps Engineering	42015 Sr Mgr, Engine SW Engineering	43015 Sr Mgr, Tools SW Engineering		43215 Sr Mgr, Graphics / Rendering Engineering	43515 Sr Mgr, Security Engineering	
Manager	16	41016 Mgr, Technology & Infrastructure	41116 Mgr, Data Engineering (New)	41216 Mgr, Server Engineering	41316 Mgr, Platform Engineering	41516 Mgr, DB Engineering	41616 Mgr, DevOps Engineering	42016 Mgr, Engine SW Engineering	43016 Mgr, Tools SW Engineering		43216 Mgr, Graphics / Rendering Engineering	43516 Mgr, Security Engineering	
Supervisor	17			41217 Supv, Server Engineering									
Lead	18	41018 Lead System Admin			41318 Lead Platform Engineer		41618 Lead DevOps Engineer	42018 Lead Engine SW Engineer	43018 Lead Tools SW Engineer	43118 Lead Audio Engineer	43218 Lead Graphics / Rendering Engineer		43818 Lead Anti-Cheat Engineer
Principal IC	21				41321 Principal Platform Engineer		41621 Principal DevOps Engineer	42021 Principal Engine SW Engineer				43521 Principal Security Engineer	43821 Principal Anti-Cheat Engineer
Sr Adv IC	22							42022 Sr Adv Engine SW Engineer				43522 Sr Adv Security Engineer	
Advanced IC	23	41023 Adv System Admin	41123 Adv Data Engineer (New)	41223 Adv Server Engineer	41323 Adv Platform Engineer	41523 Adv DB Engineer	41623 Adv DevOps Engineer	42023 Adv Engine SW Engineer	43023 Adv Tools SW Engineer	43123 Adv Audio Engineer	43223 Adv Graphics / Rendering Engineer	43523 Adv Security Engineer	
Senior IC	24	41024 Sr System Admin	41124 Sr Data Engineer (New)	41224 Sr Server Engineer	41324 Sr Platform Engineer	41524 Sr DB Engineer	41624 Sr DevOps Engineer	42024 Sr Engine SW Engineer	43024 Sr Tools SW Engineer	43124 Sr Audio Engineer	43224 Sr Graphics / Rendering Engineer	43524 Sr Security Engineer	43824 Sr Anti-Cheat Engineer
Journey IC	25	41025 System Admin	41125 Data Engineer (New)	41225 Server Engineer	41325 Platform Engineer	41525 DB Engineer	41625 DevOps Engineer	42025 Engine SW Engineer	43025 Tools SW Engineer	43125 Audio Engineer	43225 Graphics / Rendering Engineer	43525 Security Engineer	43825 Anti-Cheat Engineer
Associate IC	26	41026 Assoc System Admin	41126 Assoc Data Engineer (New)		41326 Assoc Platform Engineer	41526 Assoc DB Engineer		42026 Assoc Engine SW Engineer	43026 Assoc Tools SW Engineer	43126 Assoc Audio Engineer	43226 Assoc Graphics / Rendering Engineer	43526 Assoc Security Engineer	43826 Assoc Anti-Cheat Engineer
Coordinator	27												
Assistant	28												
Lead Support	31												
Senior Support	32												
Journey Support	33	41033 Prdn Support Technician											
Entry Support	34												



Survey Position Grids

Family Level		TECHNOLOGY SUPPORT (CONT'D)							
		Release Engineering 440	Release Management 442	Technical Writing 445	Digital Assets Management 447	Quality Assurance 450	Quality Assurance Engineering 452	Quality Assurance Analysis 455	Quality Assurance Testing 460
Brief Job Family Descriptions		Configures, compiles, assembles and delivers source code for product release.	Develops release manifests and roadmaps; implements releases and release versions.	Writes, edits and maintains technical documentation of software products.	Manages the distribution, collection and archiving of digital assets. Manages cataloging and retrieval systems.	Ensures that software is reviewed, fixed and released bug free.	Accountable for automating test processes and testing software code. Sets technical direction for "QA" software programs.	Designs software test plans for multiple software products. Writes automated tools to support test plans.	Executes test plans on pre-release versions of software to detect and record product defects. Conducts compliance testing and maintains bug reports.
Top Executive	10								
Senior Vice President	11								
Vice President	12								
Senior Director	13					45013 Sr Dir, QA			
Director	14					45014 Dir, QA	45214 Dir, QA Engineering		
Senior Manager	15					45015 Sr Mgr, QA	45215 Sr Mgr, QA Engineering		
Manager	16	44016 Mgr, Release Engineering				45016 Mgr, QA	45216 Mgr, QA Engineering		
Supervisor	17					45017 Supv, QA			
Lead	18	44018 Lead Release Engineer	44218 Lead Release Mgr					45518 Lead QA Analyst	
Principal IC	21						45221 Principal QA Engineer	45521 Principal QA Analyst	
Sr Adv IC	22						45222 Sr Adv QA Engineer	45522 Sr Adv QA Analyst	
Advanced IC	23		44223 Adv Release Mgr				45223 Adv QA Engineer	45523 Adv QA Analyst	
Senior IC	24	44024 Sr Release Engineer	44224 Sr Release Mgr	44524 Sr Technical Writer			45224 Sr QA Engineer	45524 Sr QA Analyst	
Journey IC	25	44025 Release Engineer	44225 Release Mgr	44525 Technical Writer	44725 Digital Assets Mgr		45225 QA Engineer	45525 QA Analyst	
Associate IC	26	44026 Assoc Release Engineer	44226 Assoc Release Mgr				45226 Assoc QA Engineer	45526 Assoc QA Analyst	
Coordinator	27		44227 Release Coord						
Assistant	28								
Lead Support	31								46031 Lead QA Tester
Senior Support	32								46032 Sr QA Tester
Journey Support	33								46033 QA Tester
Entry Support	34								46034 Entry QA Tester



Survey Position Grids

Family Level		CUSTOMER SUPPORT 500	PLAYER / IN-GAME SUPPORT 505	VIP CUSTOMER SUPPORT (New Family) 510	PROJECT MANAGEMENT		OPERATIONS		FACILITIES (New Family) 580
					Project Management 520	Technical Project Management 525	Operations 550	Operations Generalist 560	
Brief Job Family Descriptions		Responds to customer inquires, resolves billing and upgrade problems. May provide technical, in-game support and/or community support.	Assists customers during online gameplay.	Provides proactive, high-touch customer service and support to the organization's highest-value players to drive VIP player retention, reactivation and engagement. Leverages feedback from VIP player base to inform product improvements and strategic decisions.	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.	Supports the planning of, and guides, multi-disciplinary technology teams in the advancement and achievement of technical project objectives. Ensures technical projects (e.g., software development, systems infrastructure) are completed to specification and delivered on time, within budget and with the most efficient use of resources.	Directs software production and distribution, such as purchasing, traffic, logistics and warehousing.	Manages a range of administrative operations activities, such as information technology, finance, human resources and/or facilities. Typically this function is located in a smaller office or studio.	Plans, maintains and improves the physical plant including buildings, utilities, equipment, machinery and other facility infrastructure.
Top Executive	10								
Senior Vice President	11								
Vice President	12	50012 VP, Customer Support			52012 VP, Project Mgmt	52512 VP, Technical Project Mgmt	55012 VP, Ops		
Senior Director	13	50013 Sr Dir, Customer Support			52013 Sr Dir, Project Mgmt	52513 Sr Dir, Technical Project Mgmt			
Director	14	50014 Dir, Customer Support	50514 Dir, Player / In-Game Support		52014 Dir, Project Mgmt	52514 Dir, Technical Project Mgmt	55014 Dir, Ops		58014 Dir, Facilities (New)
Senior Manager	15		50515 Sr Mgr, Player / In-Game Support		52015 Sr Mgr, Project Mgmt	52515 Sr Mgr, Technical Project Mgmt			
Manager	16	50016 Mgr, Customer Support	50516 Mgr, Player / In-Game Support		52016 Mgr, Project Mgmt	52516 Mgr, Technical Project Mgmt	55016 Mgr, Ops	56016 Administrative Ops Mgr - Generalist	58016 Mgr, Facilities (New)
Supervisor	17	50017 Supv, Customer Support	50517 Supv, Player / In-Game Support				55017 Supv, Ops		
Lead	18	50018 Lead Customer Support Specialist							
Principal IC	21								
Sr Adv IC	22								
Advanced IC	23				52023 Adv Project Mgr	52523 Adv Technical Project Mgr	55023 Adv Ops Specialist (New)	56023 Adv Ops Generalist Specialist (New)	
Senior IC	24				52024 Sr Project Mgr	52524 Sr Technical Project Mgr	55024 Sr Ops Specialist	56024 Sr Ops Generalist Specialist	58024 Sr Facilities Specialist (New)
Journey IC	25				52025 Project Mgr	52525 Technical Project Mgr	55025 Ops Specialist	56025 Ops Generalist Specialist	58025 Facilities Specialist (New)
Associate IC	26				52026 Assoc Project Mgr	52526 Assoc Technical Project Mgr		56026 Assoc Ops Generalist Specialist	58026 Assoc Facilities Specialist (New)
Coordinator	27						55027 Ops Coord	56027 Ops Generalist Coord	58027 Facilities Coord (New)
Assistant	28								
Lead Support	31	50031 Lead Customer Support Rep	50531 Lead Player / In-Game Support Rep	51031 Lead VIP Customer Support Rep (New)					
Senior Support	32	50032 Sr Customer Support Rep	50532 Sr Player / In-Game Support Rep	51032 Sr VIP Customer Support Rep (New)					
Journey Support	33	50033 Customer Support Rep	50533 Player / In-Game Support Rep	51033 VIP Customer Support Rep (New)					
Entry Support	34	50034 Entry Customer Support Rep	50534 Entry Player / In-Game Support Rep	51034 Entry VIP Customer Support Rep (New)					



Survey Position Grids

Family		MARKETING									
		Marketing 600	Brand Marketing 602	Product Marketing 603	Digital Marketing 605	Customer Relations Marketing 610	Community 612	Community Architecture 614	User Acquisition / Retention 615	Channel Marketing 620	Influencer Marketing 623
Brief Job Family Descriptions		Creates and implements marketing programs to improve the organization's position in the market. Creates marketing and advertising campaigns and related materials.	Increases brand recognition and market share of assigned product line or franchise and creates or enhances brand identity.	Develops marketing plans for products and product features and creates materials to support product sales. Provides input on product design, definition, positioning and pricing.	Develops and implements marketing strategies through social media and other digital platforms. Builds social media engagement and analyzes customer analytics to measure and increase effectiveness.	Strengthens player engagement with the organization's game(s). Develops a deep understanding of each game and their communities, acting as a resource for driving initiatives and feature improvements. Collaborates with marketing and community to plan events and engagement campaigns.	Engages members of the player community through messaging about content and new product features. Facilitates member-created content and social media presence. Builds community and influencer relationships.	Designs, develops and enhances the player community website. Refreshes content and creates engagement through meaningful content.	Directs data analysis to assess acquisition and retention, return on investment and performance of marketing campaigns. Recommends approaches to grow player base.	Develops marketing plans and promotional campaigns through resellers or specific vertical markets and trades.	Expands the social media presence of game(s) and esports by developing and implementing relationships and partnerships with personalities and influencers in social media.
Top Executive	10										
Senior Vice President	11	60011 SVP, Mktg (Excluding Sales)									
Vice President	12	60012 VP, Mktg (Excluding Sales)		60312 VP, Prod Mktg	60512 VP, Digital Mktg			61512 VP, User Acquisition / Retention			
Senior Director	13	60013 Sr Dir, Mktg	60213 Sr Dir, Brand Mktg	60313 Sr Dir, Prod Mktg	60513 Sr Dir, Digital Mktg			61513 Sr Dir, User Acquisition / Retention	62013 Sr Dir, Channel Mktg	62313 Sr Dir, Influencer Mktg	
Director	14	60014 Dir, Mktg	60214 Dir, Brand Mktg	60314 Dir, Prod Mktg	60514 Dir, Digital Mktg	61014 Dir, Customer Relations Mktg	61214 Dir, Community	61514 Dir, User Acquisition / Retention	62014 Dir, Channel Mktg	62314 Dir, Influencer Mktg	
Senior Manager	15	60015 Sr Mgr, Mktg	60215 Sr Mgr, Brand Mktg	60315 Sr Mgr, Prod Mktg	60515 Sr Mgr, Digital Mktg	61015 Sr Mgr, Customer Relations Mktg	61215 Sr Mgr, Community		62015 Sr Mgr, Channel Mktg	62315 Sr Mgr, Influencer Mktg	
Manager	16	60016 Mgr, Mktg	60216 Mgr, Brand Mktg	60316 Mgr, Prod Mktg	60516 Mgr, Digital Mktg	61016 Mgr, Customer Relations Mktg	61216 Mgr, Community	61516 Mgr, User Acquisition / Retention	62016 Mgr, Channel Mktg	62316 Mgr, Influencer Mktg	
Supervisor	17						61217 Supv, Community				
Lead	18							61518 Lead User Acquisition / Retention Analyst			
Principal IC	21										
Sr Adv IC	22							61522 Sr Adv User Acquisition / Retention Analyst			
Advanced IC	23					61023 Adv Customer Relations Mktg Mgr		61523 Adv User Acquisition / Retention Analyst			
Senior IC	24	60024 Sr Mktg Specialist	60224 Sr Brand Mktg Specialist	60324 Sr Prod Mktg Specialist	60524 Sr Digital Mktg Specialist	61024 Sr Customer Relations Mktg Mgr	61224 Sr Community Specialist	61524 Sr User Acquisition / Retention Analyst	62024 Sr Channel Mktg Specialist	62324 Sr Influencer Mktg Specialist	
Journey IC	25	60025 Mktg Specialist	60225 Brand Mktg Specialist	60325 Prod Mktg Specialist	60525 Digital Mktg Specialist	61025 Customer Relations Mktg Mgr	61225 Community Specialist	61525 User Acquisition / Retention Analyst	62025 Channel Mktg Specialist	62325 Influencer Mktg Specialist	
Associate IC	26	60026 Assoc Mktg Specialist	60226 Assoc Brand Mktg Specialist	60326 Assoc Prod Mktg Specialist	60526 Assoc Digital Mktg Specialist		61226 Assoc Community Specialist		62026 Assoc Channel Mktg Specialist	62326 Assoc Influencer Mktg Specialist	
Coordinator	27	60027 Mktg Coord (Any Area of Mktg)									
Assistant	28	60028 Mktg Asst (Any Area of Mktg)									
Lead Support	31										
Senior Support	32					61032 Sr Customer Relations Mktg Rep					
Journey Support	33					61033 Customer Relations Mktg Rep					
Entry Support	34										



Survey Position Grids

Family Level		MARKETING (CONT'D)						
		Creative Services 627	Creative Services - Graphics / Marketing Multimedia 628	Creative Services - Writing 629	Creative Services - Marketing- Based Creative Content 630	Creative Services - Project Management 635	Public Relations 640	Trade Show / Events 645
Brief Job Family Descriptions		Creates and produces marketing materials for selling and promoting software products. Establishes creative identity and "look and feel."	Develops, creates and/or integrates multimedia and/or other art assets for use by marketing, including video, audio and graphics.	Writes and edits marketing materials.	Conceives of and executes cinematic creative content, including short-form video or "bonus" content used to promote software games and/or extend brand image. Conceives, creates and produces creative content using video, sound and finishing assets.	Oversees and coordinates project tracking for creating and producing art, creative and marketing materials.	Directs public relations activities of the organization. May direct the corporate communications and/or investor relations function.	Plans and executes the organization's participation in industry-specific events, including digital events.
Top Executive	10							
Senior Vice President	11							
Vice President	12	62712 VP, Creative Svcs			63012 VP, Mktg-Based Creative Content		64012 VP, Public Relations	
Senior Director	13	62713 Sr Dir, Creative Svcs					64013 Sr Dir, Public Relations	
Director	14	62714 Dir, Creative Svcs			63014 Dir, Mktg-Based Creative Content		64014 Dir, Public Relations	64514 Dir, Trade Show / Events
Senior Manager	15	62715 Sr Mgr, Creative Svcs					64015 Sr Mgr, Public Relations	64515 Sr Mgr, Trade Show / Events
Manager	16	62716 Mgr, Creative Svcs	62816 Mgr, Graphic Design / Multimedia Editing		63016 Mgr, Mktg-Based Creative Content	63516 Mgr, Creative Svcs Project Mgmt	64016 Mgr, Public Relations	64516 Mgr, Trade Show / Events
Supervisor	17							
Lead	18			62918 Lead Writer / Editor		63518 Lead Creative Svcs Project Mgr		
Principal IC	21							
Sr Adv IC	22							
Advanced IC	23						64023 Adv Public Relations Specialist	
Senior IC	24	62724 Sr Creative Svcs IC	62824 Sr Graphic Designer / Multimedia Editor	62924 Sr Writer / Editor	63024 Sr Mktg-Based Creative Content Specialist	63524 Sr Creative Svcs Project Mgr	64024 Sr Public Relations Specialist	64524 Sr Trade Show / Events Specialist
Journey IC	25	62725 Creative Svcs IC	62825 Graphic Designer / Multimedia Editor	62925 Writer / Editor	63025 Mktg-Based Creative Content Specialist	63525 Creative Svcs Project Mgr	64025 Public Relations Specialist	64525 Trade Show / Events Specialist
Associate IC	26	62726 Assoc Creative Svcs IC		62926 Assoc Writer / Editor	63026 Assoc Mktg-Based Creative Content Specialist	63526 Assoc Creative Svcs Project Mgr	64026 Assoc Public Relations Specialist	64526 Assoc Trade Show / Events Specialist
Coordinator	27							64527 Trade Show / Events Coord
Assistant	28						64028 Public Relations Asst	
Lead Support	31							
Senior Support	32							
Journey Support	33							
Entry Support	34							



Survey Position Grids

Family Level		ESPORTS			DATA AND ANALYTICS				
		Esports 650	Esports League Operations 653	Esports Events / Productions 663	Market Research 680	User Experience / Usability Research 681	Consumer Insights / Analytics (New Family) 682	Business Competitive Research 683	Gameplay Analytics 684
		Designs and executes esports activities for the organization. Sets the strategic vision for esports. Establishes competitive structure and format.	Develops and executes the vision, strategy and production of esports tournaments and events. Produces multi-level professional tournaments.	Plans and executes player-centric events and productions. Plans logistics for tournaments.	Collects and reports on industry and customer data , new markets and marketing campaign performance.	Designs and conducts user experience studies to test response to designs and oversees research to understand user interaction at all stages of game play. Conducts studies, reviews research and reports on human factors response to emerging technologies.	Conducts research and analysis to capture, understand and deliver consumer insights to inform business decisions and improve the consumer experience on all platforms.	Conducts and reports on internal and external findings, including industry trends, competitive landscape product performance and business operations.	Aggregates, analyzes and interprets data and key metrics and provides recommendations to improve player retention and game monetization.
Brief Job Family Descriptions									
Top Executive	10	67010 Top Data and Analytics Executive							
Senior Vice President	11	65011 SVP, Esports							
Vice President	12	65012 VP, Esports	65312 VP, Esports Commissioner					68412 VP, Gameplay Analytics	
Senior Director	13								
Director	14	65014 Dir, Esports	65314 Deputy Esports Commissioner	66314 Dir, Esports Events / Prdns	68014 Dir, Market Research	68114 Dir, UX / Usability Research	68214 Dir, Consumer Insights / Analytics (New)	68414 Dir, Gameplay Analytics	
Senior Manager	15			66315 Sr Mgr, Esports Events / Prdns		68115 Sr Mgr, UX / Usability Research		68415 Sr Mgr, Gameplay Analytics	
Manager	16	65016 Mgr, Esports	65316 Mgr, Esports League Ops	66316 Mgr, Esports Events / Prdns	68016 Mgr, Market Research	68116 Mgr, UX / Usability Research	68216 Mgr, Consumer Insights / Analytics (New)	68416 Mgr, Gameplay Analytics	
Supervisor	17								
Lead	18								
Principal IC	21								
Sr Adv IC	22								
Advanced IC	23	65023 Adv Esports Specialist			68023 Adv Market Research Analyst	68123 Adv UX / Usability Researcher	68223 Adv Consumer Insights / Analytics Analyst (New)	68323 Adv Bus Competitive Research Analyst	68423 Adv Gameplay Analyst
Senior IC	24	65024 Sr Esports Specialist	65324 Sr Esports League Ops Specialist	66324 Sr Esports Events / Prdns Specialist	68024 Sr Market Research Analyst	68124 Sr UX / Usability Researcher	68224 Sr Consumer Insights / Analytics Analyst (New)	68324 Sr Bus Competitive Research Analyst	68424 Sr Gameplay Analyst
Journey IC	25	65025 Esports Specialist	65325 Esports League Ops Specialist	66325 Esports Events / Prdns Specialist	68025 Market Research Analyst	68125 UX / Usability Researcher	68225 Consumer Insights / Analytics Analyst (New)	68325 Bus Competitive Research Analyst	68425 Gameplay Analyst
Associate IC	26	65026 Assoc Esports Specialist	65326 Assoc Esports League Ops Specialist			68126 Assoc UX / Usability Researcher	68226 Assoc Consumer Insights / Analytics Analyst (New)		68426 Assoc Gameplay Analyst
Coordinator	27	65027 Esports Coord	65327 Esports League Ops Coord			68127 UX / Usability Research Coord			
Assistant	28								
Lead Support	31								
Senior Support	32								
Journey Support	33								
Entry Support	34								

Survey Position Grids

Family		DATA AND ANALYTICS (CONT'D)				DIGITAL COMMERCE		DISTRIBUTION AND PARTNERSHIPS 715	BUSINESS DEVELOPMENT 720	STRATEGY AND CORPORATE DEVELOPMENT 730
		Data Science 685	Data Analytics 686	Database Administration 688	Business Intelligence Engineering 690	Website 700	Website Development 710			
Brief Job Family Descriptions		Analyzes large amounts of data using advanced statistical, data mining and predictive analyses to inform product and marketing decisions.	Advances game design, experience, performance and player engagement through data mining and statistical modeling. Works with developers, marketing and business leaders to frame questions and create data collection and data-modeling frameworks that meet information gathering needs.	Develops and designs database strategies, monitors and maintains databases, and enhances database performance and capacity.	Configures software to query dynamic databases to extract analytical information that inform business strategy and product decisions.	Maintains the organization's website(s) and/or e-commerce storefront(s), including design, content, technical functionality and troubleshooting.	Creates and maintains the technical functionality of web pages for assigned websites. Develops and maintains front-end tools and applications to create desired functionality.	Manages and executes key partnership programs for games products. Delivers against partnerships vision and annual business goals.	Identifies and pursues new business, partnership and joint venture opportunities, including event sponsorships. Performs financial analysis and due diligence and structures and negotiates business contracts. Not accountable for mergers and acquisitions.	Identifies, analyzes, negotiates for and develops new corporate development opportunities, including mergers, acquisitions, divestitures and other strategic alliances that support growth objectives.
Top Executive	10	67010 Top Data and Analytics Executive (continued)								
Senior Vice President	11							71511 SVP, Distribution and Partnerships	72011 SVP, Bus Dev	73011 SVP, Strategy & Corporate Dev
Vice President	12	68512 VP, Data Science / Analytics					71012 VP, Website Dev	71512 VP, Distribution and Partnerships	72012 VP, Bus Dev	73012 VP, Strategy & Corporate Dev
Senior Director	13								72013 Sr Dir, Bus Dev	
Director	14	68514 Dir, Data Science	68614 Dir, Data Analytics	68814 Dir, Database Administration	69014 Dir, Bus Intelligence Engineering	70014 Dir, Website		71514 Dir, Distribution and Partnerships	72014 Dir, Bus Dev	73014 Dir, Strategy & Corporate Dev
Senior Manager	15	68515 Sr Mgr, Data Science	68615 Sr Mgr, Data Analytics	68815 Sr Mgr, Database Administration		70015 Sr Mgr, Website	71015 Sr Mgr, Website Dev		72015 Sr Mgr, Bus Dev	
Manager	16	68516 Mgr, Data Science	68616 Mgr, Data Analytics	68816 Mgr, Database Administration	69016 Mgr, Bus Intelligence Engineering	70016 Mgr, Website	71016 Mgr, Website Dev	71516 Mgr, Distribution and Partnerships	72016 Mgr, Bus Dev	73016 Mgr, Strategy & Corporate Dev
Supervisor	17									
Lead	18	68518 Lead Data Scientist	68618 Lead Data Analyst		69018 Lead Bus Intelligence Engineer		71018 Lead Website Developer			
Principal IC	21	68521 Principal Data Scientist	68621 Principal Data Analyst			70021 Principal Website Producer	71021 Principal Website Developer			73021 Principal Strategy & Corporate Dev Analyst
Sr Adv IC	22	68522 Sr Adv Data Scientist	68622 Sr Adv Data Analyst							
Advanced IC	23	68523 Adv Data Scientist	68623 Adv Data Analyst	68823 Adv Database Admin	69023 Adv Bus Intelligence Engineer				72023 Adv Bus Dev Analyst	
Senior IC	24	68524 Sr Data Scientist	68624 Sr Data Analyst	68824 Sr Database Admin	69024 Sr Bus Intelligence Engineer	70024 Sr Website Producer	71024 Sr Website Developer	71524 Sr Distribution and Partnerships Specialist	72024 Sr Bus Dev Analyst	73024 Sr Strategy & Corporate Dev Analyst
Journey IC	25	68525 Data Scientist	68625 Data Analyst	68825 Database Admin	69025 Bus Intelligence Engineer	70025 Website Producer	71025 Website Developer	71525 Distribution and Partnerships Specialist	72025 Bus Dev Analyst	
Associate IC	26	68526 Assoc Data Scientist	68626 Assoc Data Analyst	68826 Assoc Database Admin	69026 Assoc Bus Intelligence Engineer	70026 Assoc Website Producer	71026 Assoc Website Developer		72026 Assoc Bus Dev Analyst	
Coordinator	27					70027 Website Coord				
Assistant	28									
Lead Support	31									
Senior Support	32									
Journey Support	33									
Entry Support	34									

Survey Position Grids

Family Level		PRODUCT LICENSING 760	MERCHANDISING 775	SOFTWARE SALES			ADVERTISING SALES		SALES SUPPORT				
				Sales Management 800	Field Sales - Regional 810	Field Sales - National 811	Advertising Sales 834	Programmatic Sales 836	Sales Analysis 840	Sales Administration 850	Account Management 860	Sales Marketing 870	Ad Operations 875
Brief Job Family Descriptions		Identifies, negotiates and develops opportunities to license the organization's intellectual property to third parties, or to license IP from others.	Manages merchandising of organization's software games and related products. May merchandise software products only, or both software and peripheral products.	Plans and directs all sales activities. Generates all or a significant portion of the organization's revenue through product sales. Develops and implements sales tactics. May manage international sales.	Sells to accounts in an area. Executes sales and promotional campaigns for new and existing software products.	Sells to key national accounts.	Achieves assigned revenue targets for sale of static and dynamic in-game advertising and sponsorships on game platforms.	Optimizes the selling of advertising inventory using real-time channels and machine-driven methods to increase yield and improve overall advertising revenues.	Compiles, analyzes and reports on sales revenue to support decisions about digital sales programs and to evaluate sales performance.	Processes sales orders, tracks sales versus quota, processes sales orders and monitors sales expenses. Supports the tracking of sales incentive / commission calculations.	Supports sales personnel during the sales cycle and manages accounts on a daily basis after the close of sale, maintaining regular contact.	Develops, disseminates and supports promotional programs, sales pitches and new products for the sales function.	Ensures the delivery, testing, technical implementation and optimization of rich media advertisements on the organization's multiple digital platforms.
Top Executive	10			79909 Top Sales and Marketing Exec 80009 Top Sales Exec (Excluding Mktg)									
Senior Vice President	11	76011 SVP, Licensing		80011 SVP, Sales (Excluding Mktg)									
Vice President	12	76012 VP, Licensing	77512 VP, Merch	80012 VP, Sales (Excluding Mktg)									
Senior Director	13			80013 Sr Dir, National Sales (Mgmt)								87013 Sr Dir, Sales Marketing	
Director	14	76014 Dir, Licensing	77514 Dir, Merch	80014 Dir, National Sales (Mgmt)		83414 Dir, Ad Sales	83614 Dir, Programmatic Sales	84014 Dir, Sales Analysis	85014 Dir, Sales Admin			87014 Dir, Sales Marketing	
Senior Manager	15									86015 Sr Mgr, Account Management		87015 Sr Mgr, Sales Marketing	
Manager	16	76016 Mgr, Licensing	77516 Mgr, Merch	80016 Mgr, Area Sales (Mgmt)		83416 Mgr, Ad Sales	83616 Mgr, Programmatic Sales	84016 Mgr, Sales Analysis	85016 Mgr, Sales Admin			87016 Mgr, Sales Marketing	87516 Mgr, Ad Operations
Supervisor	17												
Lead	18												
Principal IC	21												
Sr Adv IC	22												
Advanced IC	23				81023 Area Sales Mgr (Selling)	81123 National Sales Dir (Selling)							
Senior IC	24	76024 Sr Licensing Specialist	77524 Sr Merch Specialist		81024 Regional Sales Mgr (Selling)		83424 Sr Ad Sales Account Exec	83624 Sr Programmatic Sales Account Exec	84024 Sr Sales Analyst		86024 Sr Account Mgr	87024 Sr Sales Marketing Specialist	87524 Sr Ad Ops Specialist
Journey IC	25	76025 Licensing Specialist	77525 Merch Specialist		81025 Sales Rep (Selling)	81125 Key Accounts Rep (Selling)	83425 Ad Sales Account Exec	83625 Programmatic Sales Account Exec	84025 Sales Analyst		86025 Account Mgr	87025 Sales Marketing Specialist	87525 Ad Ops Specialist
Associate IC	26		77526 Assoc Merch Specialist							85026 Sr Sales Coord		87026 Assoc Sales Marketing Specialist	87526 Assoc Ad Ops Specialist
Coordinator	27	76027 Licensing Coord	77527 Merch Coord							85027 Sales Coord			
Assistant	28												
Lead Support	31												
Senior Support	32												
Journey Support	33												
Entry Support	34												



Survey Position Grids

Family		GENERAL AND ADMINISTRATIVE							
		Legal Services / Counsel 930	Intellectual Property / Patent Legal Services / Counsel 932	Contracts Administration 935	Information Technology 950	Business Functional Analysis 953	Finance and Accounting 955	Finance 960	Accounting 965
Brief Job Family Descriptions		Protects the ordinary and special interests of the organization. Advises management on legal matters related to software games development, content licensing, publishing and distribution. Drafts and reviews binding agreements and contracts. Prepares, participates in, and/or supports litigation matters. Ensures regulatory compliance.	Provides legal services and counsel on matters related to the ownership of service marks or trademarks, patents, trade secrets and/or copyrights.	Drafts, reviews and administers contracts, Identifies gaps and opportunities to benefit the organization. Maintains contract databases. Alerts relevant parties in advance of expiration to facilitate extensions and/or renewals. Supports attorneys and internal client groups.	Plans, designs, installs, upgrades and troubleshoots technology systems, software and data applications that support internal business operations. May oversee hardware, software and network systems that publish or host games and content. Ensures systems' continued functionality, availability, latency, scalability and efficiency.	Gathers and analyzes internal business requirements and translates them into detailed functional designs for development, testing and implementation.	Oversees and executes both financial and accounting operations, including financial forecasting and analysis, reporting, accounting, tax and regulatory compliance. Ensures compliance with generally accepted finance and accounting principles.	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.	Develops, implements and maintains accounting systems and their required entries, reconciliation and reporting. Complies with approved accounting principles. Participates in and supports regular and special audits.
Top Executive	10								
Senior Vice President	11	93011 SVP, Legal Svcs / Sr Exec Counsel					95511 SVP, Finance & Accounting		
Vice President	12	93012 VP, Legal Svcs / Exec Counsel	93212 VP, IP / Patent Legal Svcs / Exec Counsel		95012 VP, IT		95512 VP, Finance & Accounting	96012 VP, Finance	
Senior Director	13	93013 Sr Dir, Legal Svcs / Assoc Exec Counsel	93213 Sr Dir, IP / Patent Legal Svcs / Assoc Exec Counsel		95013 Sr Dir, IT		95513 Sr Dir, Finance & Accounting	96013 Sr Dir, Finance	
Director	14	93014 Dir, Legal Svcs / Sr Counsel	93214 Dir, IP / Patent Legal Svcs / Sr Counsel		95014 Dir, IT	95314 Dir, Bus Functional Analysis	95514 Dir, Finance & Accounting	96014 Dir, Finance	
Senior Manager	15	93015 Sr Mgr, Legal Svcs / Counsel	93215 Sr Mgr, IP / Patent Legal Svcs / Counsel		95015 Sr Mgr, IT			96015 Sr Mgr, Finance	
Manager	16	93016 Mgr, Legal Svcs / Assoc Counsel	93216 Mgr, IP / Patent Legal Svcs / Assoc Counsel		95016 Mgr, IT	95316 Mgr, Bus Functional Analysis		96016 Mgr, Finance	
Supervisor	17								
Lead	18				95018 Lead IT Engineer	95318 Lead Bus Functional Analyst			
Principal IC	21				95021 Principal IT Engineer				
Sr Adv IC	22								
Advanced IC	23					95323 Adv Bus Functional Analyst			
Senior IC	24	93024 Sr Paralegal		93524 Sr Contracts Admin	95024 Sr IT Engineer	95324 Sr Bus Functional Analyst		96024 Sr Financial Analyst	
Journey IC	25	93025 Paralegal		93525 Contracts Admin	95025 IT Engineer	95325 Bus Functional Analyst		96025 Financial Analyst	
Associate IC	26	93026 Assoc Paralegal		93526 Assoc Contracts Admin	95026 Assoc IT Engineer	95326 Assoc Bus Functional Analyst		96026 Assoc Financial Analyst	
Coordinator	27							96027 Financial Coord	
Assistant	28								
Lead Support	31								
Senior Support	32				95032 Sr Help Desk Coord			96532 Sr Bookkeeper	
Journey Support	33				95033 Help Desk Coord			96533 Bookkeeper	
Entry Support	34								



Survey Position Grids

Family		GENERAL AND ADMINISTRATIVE (CONT'D)							
		Human Resources 975	Compensation 976	Benefits 977	HRIS / Human Resources Analytics 978	Recruiting 981	Technical Recruiting 982	Recruitment Sourcing 983	Recruiting Operations (New Family) 985
Brief Job Family Descriptions		Directs and implements activities that maximize attraction, retention, motivation, professional growth and productivity of employees. Develops, administers and advises management on human resources strategies, policies, programs and processes. Ensures compliance with various entities.	Develops and administers policies, programs and processes for pay and rewards, which typically include base salaries, short- and long-term incentive plans and may include retirement plans. Creates programs that support the attraction, motivation and retention of desired employee talent.	Develops and administers benefits programs, including health and protection insurance, wellness programs, time off, retirement and flexible spending plans.	Oversees, administers and maintains the databases, software and computer systems used by the organization to collect, store and manage its confidential employee data, including personnel records, employment agreements, compensation, benefits, attendance and performance evaluations. Develops and executes standard and ad hoc analyses for management and staff.	Develops and administers staffing plans, programs and processes to recruit required talent. Sources, interviews and supports the selection of employees. Consults with line management on staffing needs.	Develops and administers staffing plans, programs and processes to recruit required talent for technical roles. Sources, interviews and supports the selection of employees. Consults with line management on staffing needs.	Ensures a continuous talent pipeline through both traditional and innovative sourcing methods. Advocates employment brand and maintains relationships with talent sources.	Defines, drives and enhances recruitment processes, supports talent acquisition strategies and oversees recruiting logistics, including interview scheduling, offer processing and onboarding.
Top Executive	10								
Senior Vice President	11	97511 SVP, HR	97611 SVP, Compensation & Benefits						
Vice President	12	97512 VP, HR	97612 VP, Compensation	97712 VP, Benefits	97812 VP, HRIS / HR Analytics	98112 VP, Recruiting	98212 VP, Tech Recruiting		
Senior Director	13	97513 Sr Dir, HR				98113 Sr Dir, Recruiting	98213 Sr Dir, Tech Recruiting		
Director	14	97514 Dir, HR	97614 Dir, Compensation	97714 Dir, Benefits	97814 Dir, HRIS / HR Analytics	98114 Dir, Recruiting	98214 Dir, Tech Recruiting		98514 Dir, Recruiting Ops (New)
Senior Manager	15	97515 Sr Mgr, HR				98115 Sr Mgr, Recruiting	98215 Sr Mgr, Tech Recruiting		
Manager	16	97516 Mgr, HR	97616 Mgr, Compensation	97716 Mgr, Benefits	97816 Mgr, HRIS / HR Analytics	98116 Mgr, Recruiting	98216 Mgr, Tech Recruiting		98516 Mgr, Recruiting Ops (New)
Supervisor	17								
Lead	18					98118 Lead Recruiter	98218 Lead Tech Recruiter		
Principal IC	21								
Sr Adv IC	22								
Advanced IC	23	97523 Adv HR Spec / Bus Partner							
Senior IC	24	97524 Sr HR Spec / Bus Partner	97624 Sr Compensation Analyst	97724 Sr Benefits Analyst	97824 Sr HRIS / HR Analytics Analyst	98124 Sr Recruiter	98224 Sr Tech Recruiter	98324 Sr Recruitment Sourcer	98524 Sr Recruiting Ops Specialist (New)
Journey IC	25	97525 HR Spec / Bus Partner	97625 Compensation Analyst	97725 Benefits Analyst	97825 HRIS / HR Analytics Analyst	98125 Recruiter	98225 Tech Recruiter	98325 Recruitment Sourcer	98525 Recruiting Ops Specialist (New)
Associate IC	26	97526 Assoc HR Spec / Bus Partner				98126 Assoc Recruiter	98226 Assoc Tech Recruiter	98326 Assoc Recruitment Sourcer	98526 Assoc Recruiting Ops Specialist (New)
Coordinator	27	97527 HR Coord	97627 Compensation Coord	97727 Benefits Coord	97827 HRIS / HR Analytics Coord	98127 Recruiting Coord	98227 Tech Recruiting Coord	98327 Recruitment Sourcing Coord	98527 Recruiting Ops Coord (New)
Assistant	28	97528 HR Asst							
Lead Support	31								
Senior Support	32								
Journey Support	33								
Entry Support	34								



Survey Position Grids

Family Level		GENERAL AND ADMINISTRATIVE (CONT'D)					
		Internal Communications 992	Diversity, Equity and Inclusion 993	Learning and Development 994	Outsourcing Administration 995	Office of the CEO 996	Administration 997
Brief Job Family Descriptions		Develops and communicates the organization's desired image and messages to internal staff. Aligns communication of human resources programs and initiatives with the organization's vision and goals.	Develops and implements strategic and operational plans to increase diversity, equity and inclusion within the organization's brand, content, marketing, recruitment, people management and culture.	Develops and administers plans, programs and processes that improve the productivity of employees. Develops workforce metrics and insights to assess developmental needs to drive training initiatives.	Evaluates and selects vendors to fulfill production and staffing needs.	Drives and implements the CEO's goals, initiatives and long-range plans through project management, information sharing, influencing, relationship stewardship and other support.	Provides support and specialized assistance to relieve executives, management and/or staff of administrative tasks.
Top Executive	10						
Senior Vice President	11						
Vice President	12						
Senior Director	13						
Director	14		99314 Dir, Diversity, Equity and Inclusion		99514 Dir, Outsourcing Admin	99614 Chief of Staff (Dir Level)	
Senior Manager	15						
Manager	16		99316 Mgr, Diversity, Equity and Inclusion	99416 Mgr, Learning and Development	99516 Mgr, Outsourcing Admin	99616 Chief of Staff (Mgr Level)	
Supervisor	17				99517 Supv, Outsourcing Admin		
Lead	18		99318 Lead Diversity, Equity and Inclusion Spec	99418 Lead Learning and Development Spec			
Principal IC	21						
Sr Adv IC	22						
Advanced IC	23						
Senior IC	24	99224 Sr Internal Communications Spec	99324 Sr Diversity, Equity and Inclusion Spec		99524 Sr Outsourcing Mgr	99624 Chief of Staff (Sr IC Level) <i>(New)</i>	
Journey IC	25	99225 Internal Communications Spec		99425 Learning and Development Spec	99525 Outsourcing Mgr		99725 Office Manager
Associate IC	26				99526 Assoc Outsourcing Mgr		
Coordinator	27				99527 Outsourcing Coord		
Assistant	28						
Lead Support	31						
Senior Support	32						99781 Executive Assistant to Senior Management 99782 Executive Assistant to Head of Studio 99784 Assistant to Senior Vice President 99785 Assistant to Vice President 99786 Assistant to Levels Below Vice President
Journey Support	33						
Entry Support	34						99787 Administrative Support Generalist 99788 Receptionist

