

2025 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	Assignment Editorial 154	Content or News Editorial 155	Content or News Research 156	Social Media News Producing 158	Other News Executive 160	
Level		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.	Creates, develops, manages and edits daily editorial content for news or sports shows for traditional and/or digital media.	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							
		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, Assign Editorial				
		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)	15414 Dir, Assign Editorial				
		Senior Manager 15			10015 Sr Mgr, Digital Media								
		Manager 16			10016 Mgr, Digital Media		15116 Sr News Producer (Mgmt)		15416 Mgr, Assign Editorial		15616 Mgr, Content or News Rsrch		
		Supervisor 17					15117 News Producer (Mgmt)		15417 Asst Mgr, Assign Editorial			15817 Supv, Social Media News Producing	
		Lead 18			10018 Lead Digital Media Analyst								
Individual Contributor		Senior 24			10024 Sr Digital Media Analyst (New)		15124 Sr News Producer		15424 Sr News Assign Editor (New)	15524 Sr Content or News Editor	15624 Sr Content or News Rsrchr (New)	15824 Sr Social Media News Producer	
		Journey 25			10025 Digital Media Analyst		15125 News Producer		15425 News Assign Editor	15525 Content or News Editor	15625 Content or News Rsrchr	15825 Social Media News Producer	
		Assoc 26					15126 Assoc News Producer					15826 Assoc Social Media News Producer	
Support		Senior Coordinator 27					15127 Sr News Prodn Coord						
		Coordinator 28					15128 News Prodn Coord						
		Assistant 29					15129 News Prodn Asst						

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Family		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 Prgmng	23010 EVP, Prgm Dev	23510 EVP, Current Prgmng		25010 EVP, Prgm Sched	26010 EVP, Talent Relations		
	SVP	11	21011 SVP, Prgm Acq	22011 SVP, Original Prgmng	23011 SVP, Prgm Dev	23511 SVP, Current Prgmng	24011 SVP, Int'l. Prgm Dev	25011 SVP, Prgm Sched	26011 SVP, Talent Relations		
	VP	12	21012 VP, Prgm Acq	22012 VP, Original Prgmng	23012 VP, Prgm Dev	23512 VP, Current Prgmng	24012 VP, Int'l. Prgm Dev	25012 VP, Prgm Sched	26012 VP, Talent Relations	26112 VP, Show Booking (New)	
	Senior Director	13	21013 Sr Dir, Prgm Acq	22013 Sr Dir, Original Prgmng	23013 Sr Dir, Prgm Dev	23513 Sr Dir, Current Prgmng		25013 Sr Dir, Prgm Sched	26013 Sr Dir, Talent Relations	26113 Sr Dir, Show Booking (New)	
	Director	14	21014 Dir, Prgm Acq	22014 Dir, Original Prgmng	23014 Dir, Prgm Dev	23514 Dir, Current Prgmng	24014 Dir, Int'l. Prgm Dev	25014 Dir, Prgm Sched	26014 Dir, Talent Relations	26114 Dir, Show Booking (New)	
	Senior Manager	15	21015 Sr Mgr, Prgm Acq	22015 Sr Mgr, Original Prgmng	23015 Sr Mgr, Prgm Dev	23515 Sr Mgr, Current Prgmng		25015 Sr Mgr, Prgm Sched	26015 Sr Mgr, Talent Relations		
	Manager	16	21016 Mgr, Prgm Acq	22016 Mgr, Original Prgmng	23016 Mgr, Prgm Dev	23516 Mgr, Current Prgmng	24016 Mgr, Int'l. Prgm Dev	25016 Mgr, Prgm Sched	26016 Mgr, Talent Relations		
	Supervisor	17	21017 Supv, Prgm Acq					25017 Supv, Prgm Sched	26017 Supv, Talent Relations		
	Lead	18									
Individual Contributor	Senior	24	21024 Sr Prgm Acq Spec (New)		23024 Sr Prgm Dev Spec			25024 Sr Prgm Scheduler	26024 Sr Talent Relations Spec	26124 Sr Show Booker	
	Journey	25	21025 Prgm Acq Spec	22025 Original Prgmng Spec	23025 Prgm Dev Spec		24025 Int'l. Prgm Dev Spec	25025 Prgm Scheduler	26025 Talent Relations Spec	26125 Show Booker	
	Assoc	26							26026 Assoc Talent Relations Spec	26126 Assoc Show Booker	
Support	Senior Coordinator	27	20027 Sr Programming Coordinator (Any Area of Programming)								
	Coordinator	28	20028 Programming Coordinator (Any Area of Programming)							26028 Talent Relations Coord	
	Assistant	29									

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Level		Family	PRODUCTION - CREATIVE							PRODUCTION MANAGEMENT 340	RESOURCE SCHEDULING 350	
			Music Content 270	Producing 300	Podcast Producing 302	Coordinating Producing 305	Prediting 310	Multimedia Producing 315	Digital Journalist 331			Data Journalism 334
			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.
Management	Top	2	26802 Top Production Executive									
	EVP	10								34010 EVP, Prodn (New)		
	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	34012 VP, Prodn	35012 VP, Resource Scheduling
	Senior Director	13	27013 Sr Dir, Music Content	30013 Sr Dir-Level Producer (Mgmt)							34013 Sr Dir, Prodn	
	Director	14	27014 Dir, Music Content	30014 Dir-Level Producer (Mgmt)		30514 Sr Coordinating Producer	31014 Dir, Prediting	31514 Dir, Multimedia Producing		33414 Dir, Data Journalism	34014 Dir, Prodn	35014 Dir, Resource Scheduling
	Senior Manager	15	27015 Sr Mgr, Music Content	30015 Sr Mgr-Level Producer (Mgmt)			31015 Sr Mgr, Prediting (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	30516 Coordinating Producer	31016 Mgr, Prediting	31516 Mgr, Multimedia Producing		33416 Mgr, Data Journalism	34016 Mgr, Prodn	35016 Mgr, Resource Scheduling
	Supervisor	17		30017 Supv-Level Producer (Mgmt)	30217 Supv, Podcast Producing						34017 Supv, Prodn	35017 Supv, Resource Scheduling
	Lead	18					31518 Lead Multimedia Producer					
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	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		35026 Assoc Resource Scheduler
Support	Senior Coordinator	27	27027 Sr Music Coord	34027 Sr Production Coordinator (Any Area of Production)								
	Coordinator	28	27028 Music Coord	34028 Production Coordinator (Any Area of Production)								
	Assistant	29	27029 Asst Music Coord	34029 Production Assistant (Any Area of Production)								

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Family		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						
	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				
	Manager	16	35616 Mgr, Technical Ops	35716 Asst Show Dir	35816 Mgr, Technical Dir		36216 Mgr, Drone Ops	36416 Mgr, Audio Technology (New)	
	Supervisor	17	35617 Supv, Technical Ops					36417 Supv, Audio Technology (New)	
	Lead	18	35618 Lead Technical Opr		35818 Lead Technical Dir		36118 Lead Camera Operator	36418 Lead Audio Tech	
Individual Contributor	Senior	24		35724 Sr Show Direction Spec	35824 Sr Technical Dir		36124 Sr Camera Operator	36224 Sr Drone Operator / Pilot	36424 Sr Audio Tech
	Journey	25	35625 Technical Opr	35725 Show Direction Spec	35825 Technical Dir	35925 Studio / Remote Tech	36125 Camera Operator	36225 Drone Operator / Pilot	36425 Audio Tech
	Assoc	26	35626 Assoc Technical Opr	35726 Assoc Show Direction Spec	35826 Assoc Technical Dir				
Support	Senior Coordinator	27							
	Coordinator	28				35928 Studio / Remote Ops Coord (New)		36228 Drone Ops Coordinator	
	Assistant	29							

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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	Stage Mangement (New Family) 375
Brief Job Family Descriptions			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.	Manages the studio floor in a live or live-to-tape production environment and serves as primary liaison between the director, control room, on-air talent and studio crew.
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	36616 Mgr, Lighting (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		
Individual Contributor	Senior	24	36524 Sr Graphics Editor	36624 Sr Lighting Tech (New)	36724 Sr Photographer	36824 Sr Stylist	36924 Sr Hair & Makeup Stylist		37424 Sr Remote Ops Mgr	37524 Sr Stage Mgr (New)
	Journey	25	36525 Graphics Editor	36625 Lighting Tech	36725 Photographer	36825 Stylist	36925 Hair & Makeup Stylist	37325 Digital Production Tech	37425 Remote Ops Mgr	37525 Stage Mgr (New)
	Assoc	26	36526 Assoc Graphics Editor							37526 Assoc Stage Mgr (New)
Support	Senior Coordinator	27								
	Coordinator	28							37428 Remote Ops Coord	
	Assistant	29								

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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	
			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, Brdcast Ops					
	SVP	11					38211 SVP, Brdcast Ops					
	VP	12	37612 VP, Ntwk Ops Coordination				38212 VP, Brdcast Ops		38412 VP, Brdcast Engrg	38512 VP, Trans Engrg		
	Senior Director	13	37613 Sr Dir, Ntwk Ops Coordination	37713 Sr Dir, Closed Cptng (New)			38213 Sr Dir, Brdcast Ops		38413 Sr Dir, Brdcast Engrg (New)		39113 Sr Dir, Dig Mastering / Encoding Servs	
	Director	14	37614 Dir, Ntwk Ops Coordination		37814 Dir, QC (New)	37914 Dir, Media Ops	38214 Dir, Brdcast Ops	38314 Dir, Mstr Cntrl Ops	38414 Dir, Brdcast 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, Brdcast Ops	38315 Sr Mgr, Mstr Cntrl Ops	38415 Sr Mgr, Brdcast Engrg			
	Manager	16	37616 Mgr, Ntwk Ops Coordination		37816 Mgr, QC	37916 Mgr, Media Ops	38216 Mgr, Brdcast Ops	38316 Mgr, Mstr Cntrl Ops	38416 Mgr, Brdcast Engrg	38516 Mgr, Trans Engrg	39116 Mgr, Dig Mastering / Encoding Servs	
	Supervisor	17	37617 Supv, Ntwk Ops Coordination	37717 Supv, Closed Cptng			38217 Supv, Brdcast Ops	38317 Supv, Mstr Cntrl Ops	38417 Supv, Brdcast Engrg	38517 Supv, Trans Engrg		
	Lead	18			37818 Lead QC Tech (New)	37918 Lead Media Tech		38318 Lead Mstr Cntrl Opr		38518 Lead Trans Engrg Opr		
Individual Contributor	Senior	24	37624 Sr Network Ops Coord		37824 Sr QC Tech	37924 Sr Media Tech	38224 Sr Brdcast Engr (Electromechanical)	38324 Sr Mstr Cntrl Opr	38424 Sr Brdcast Engineer (Server-Based)	38524 Sr Trans Engrg Opr	39124 Sr Encoder	
	Journey	25	37625 Network Ops Coord	37725 Closed Cptng Coord	37825 QC Tech	37925 Media Tech	38225 Brdcast Engr (Electromechanical)	38325 Mstr Cntrl Opr	38425 Brdcast Engineer (Server-Based)	38525 Trans Engrg Opr 38525.1 Trans Opr	39125 Encoding Opr	
	Assoc	26				37926 Assoc Media Tech		38326 Assoc Mstr Cntrl Opr	38426 Assoc Brdcast Engineer (Server-Based) (New)	38526 Assoc Trans Engrg Opr		
Support	Senior Coordinator	27										
	Coordinator	28					38228 Brdcast Coord				39128 Encoding Coord	
	Assistant	29										

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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				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				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			43015 Sr Mgr, Library and/or Dig Assets	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	43017 Supv, Library and/or Dig Assets		
	Lead	18			40218 Lead Char Genrtn Equip Opr			
Individual Contributor	Senior	24	40024 Sr Editor	40124 Sound Designer / Composer	40224 Sr Char Genrtn Equip Opr	43024 Sr Librarian	44024 Sr Dig Assets Spec	46024 Sr Writer / Producer
	Journey	25	40025 Editor	40125 Audio Editor / Mixer	40225 Char Genrtn Equip Opr	43025 Librarian	44025 Dig Assets Spec	46025 Writer / Producer
	Assoc	26	40026 Editing Assistant		40226 Assoc Char Genrtn Equip Opr			46026 Assoc Writer / Producer
Support	Senior Coordinator	27	40027 Sr Post Prodn Coord			43027 Sr Library Coord	44027 Sr Dig Assets Coord	44527 Sr On-Air Promos Coord
	Coordinator	28	40028 Post Prodn Coord			43028 Library Coord		44528 On-Air Promos Coord
	Assistant	29						

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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 communications and online promotional content.	Responsible for art and design work for internal clients. Ensures that the creative objectives and needs of internal broadcast, print or digital clients are fully defined and met.	Implements retouching, cleanup, color correction and image manipulation of high volume of art assets in an art production environment.	Designs and produces animations and graphics in motion for show and brand promotions using current graphic design software.	Designs, creates and animates visual effects needed to create a believable and enhanced world for animated or live action productions and integrates effects into shots.	Executes creative content of marketing programs and materials, on-air, print and/or digital.	Administers and guides creative services projects from concept through implementation to ensure projects are delivered on time, within budget and to the satisfaction of the client.	Plans, researches, secures, reviews, selects and readies photographs to meet editorial direction.
Management	Top	2								
	EVP	10						48010 EVP, Creative Svcs		
	SVP	11		47011 SVP, Creative Design				48011 SVP, Creative Svcs	48511 SVP, CS Traffic Proj Mgmt <i>(New)</i>	
	VP	12		47012 VP, Creative Design		47212 VP, Motion Graphics Design <i>(New)</i>		48012 VP, Creative Svcs	48512 VP, CS Traffic Proj Mgmt	
	Senior Director	13		47013 Sr Dir, Creative Design				48013 Sr Dir, Creative Svcs	48513 Sr Dir, CS Traffic Proj Mgmt	
	Director	14	46314 Dir, Copywriting <i>(New)</i>	47014 Dir, Creative Design	47114 Dir, Prodn Art <i>(New)</i>	47214 Dir, Motion Graphics Design		48014 Dir, Creative Svcs	48514 Dir, CS Traffic Proj Mgmt	49014 Dir, Photo Editing <i>(New)</i>
	Senior Manager	15		47015 Sr Art Dir		47215 Sr Mgr, Motion Graphics Design		48015 Sr Mgr, Creative Svcs	48515 Sr Mgr, CS Traffic Proj Mgmt <i>(New)</i>	
	Manager	16		47016 Art Dir		47216 Mgr, Motion Graphics Design		48016 Mgr, Creative Svcs	48516 Mgr, CS Traffic Proj Mgmt	49016 Mgr, Photo Editing
	Supervisor	17						48017 Supv, Creative Svcs	48517 Supv, CS Traffic Proj Mgmt	49017 Supv, Photo Editing
	Lead	18		47018 Lead Designer		47218 Lead Motion Graphics Artist				
Individual Contributor	Senior	24	46324 Sr Copywriter	47024 Sr Designer	47124 Sr Prodn Artist	47224 Sr Motion Graphics Artist	47524 Sr Effects Artist <i>(New)</i>	48024 Sr Creative Svcs Spec	48524 Sr CS Traffic Proj Mgr	49024 Sr Photo Editor
	Journey	25	46325 Copywriter	47025 Designer	47125 Prodn Artist	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	48526 Assoc CS Traffic Proj Mgr	
Support	Senior Coordinator	27								
	Coordinator	28								
	Assistant	29								

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Family		MARKETING									
		Marketing	Marketing Strategy	Consumer Marketing	Brand / Product Marketing	Digital / Social Media Marketing	Growth / Performance Marketing	Digital Partner Marketing	Media Planning	Events Marketing	
		500	505	510	515	570	575	580	585	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	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		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		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									
Individual Contributor	Senior	24	50524 Sr Mktg Strategy IC	51024 Sr Consumer Mktg IC	51524 Sr Brand / Product Mktg IC	57024 Sr Digital / Social Media Mktg IC	57524 Sr Growth / Performance Mktg IC		58524 Sr Media Planner		
	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				
Support	Senior Coordinator	27	50027 Senior Marketing Coordinator (Any Area of Marketing)								
	Coordinator	28	50028 Marketing Coordinator (Any Area of Marketing)								
	Assistant	29									

2025 C2HR Content Developers Survey – Position Grids

Family		COMUNICATIONS			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	
		610	615	617	620	622	624	625	630	
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.	
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		62210 EVP, Consumer Insights & Analytics			
	SVP	11	61011 SVP, Media Relations		61711 SVP, Gov't Relations	62011 SVP, Research	62211 SVP, Consumer Insights & Analytics	62411 SVP, Digital Analytics	62511 SVP, Data Science	63011 SVP, Bus Intell Engrg
	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	62413 Sr Dir, Digital Analytics <i>(New)</i>	62513 Sr Dir, Data Science <i>(New)</i>	63013 Sr Dir, Bus Intell Engrg <i>(New)</i>
	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
	Manager	16	61016 Mgr, Media Relations	61516 Mgr, Community Affairs	61716 Mgr, Gov't Relations	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				
	Lead	18			62018 Lead Research Analyst			62518 Lead Data Scientist <i>(New)</i>		
Individual Contributor	Senior	24	61024 Sr Publicist		61724 Sr Gov't Relations Spec	62024 Sr Research Analyst	62224 Sr Consumer Insights & Analytics Analyst	62424 Sr Digital Analyst	62524 Sr Data Scientist	63024 Sr Bus Intell Engrg
	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 Engrg
	Assoc	26	61026 Assoc Publicist			62026 Assoc Research Analyst				
Support	Senior Coordinator	27								
	Coordinator	28		61528 Community Affairs Coord						
	Assistant	29	61029 Publicity Asst							

2025 C2HR Content Developers Survey – Position Grids

Family		ADVERTISING SALES								
		Advertising Sales	Programmatic / Automated Advertising Sales	Sales Account Service / Management	Sales Planning	Sales Analysis	Integrated Sales and Marketing	Advertising Solutions	Advertising Sales Marketing	
		700	703	707	710	715	720	722	725	
Brief Job Family Descriptions		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	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	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	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	70315 Sr Mgr, Programmatic / Automated Ad Sales		71015 Sr Mgr, Sales Planning		72015 Sr Mgr, Integrated Sales & Mktg		72515 Sr Mgr, Ad Sales Mktg
	Manager	16	70016 Mgr, Ad Sales	70316 Mgr, Programmatic / Automated Ad Sales	70716 Mgr, Sales Acct Svc / Mgmt	71016 Mgr, Sales Planning		72016 Mgr, Integrated Sales & Mktg	72216 Mgr, Ad Solutions	72516 Mgr, Ad Sales Mktg
	Supervisor	17				71017 Supv, Sales Planning		72017 Supv, Integrated Sales & Mktg	72217 Supv, Ad Solutions	
	Lead	18								
Individual Contributor	Senior	24	70024 Sr Ad Sales Acct Exec	70324 Sr Programmatic / Automated Ad Sales Spec	70724 Sr Sales Acct Svc Mgr	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	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		
Support	Senior Coordinator	27	70027 Sr Ad Sales Coord (New)		70727 Sr Sales Acct Svc Coord				72227 Sr Ad Solutions Coord (New)	
	Coordinator	28	70028 Sales Coord (Any Area of Sales)							
	Assistant	29	70029 Sales Assistant (Any Area of Sales)							

2025 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 Brcdster Aff Rel Executive																
	EVP	10	73010 EVP, Aff Sales								74010 EVP, Sales Ops									
	SVP	11	73011 SVP, Aff Sales	73211 SVP, Brcdster Aff Rel	73511 SVP, Aff Mktg	73611 SVP, Digital Distribution	73711 SVP, Digital Distribution Ops	73811 SVP, Int'l. Distribution	73911 SVP, Syndication Sales	74011 SVP, Sales Ops			76011 SVP, Traffic							
	VP	12	73012 VP, Aff Sales	73212 VP, Brcdster Aff Rel	73512 VP, Aff Mktg	73612 VP, Digital Distribution	73712 VP, Digital Distribution Ops	73812 VP, 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		73513 Sr Dir, Aff Mktg (New)	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, Brcdster 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	73015 Sr Mgr, Aff Sales (New)		73515 Sr Mgr, Aff Mktg (New)	73615 Sr Mgr, Digital Distribution	73715 Sr Mgr, Digital Distribution Ops	73815 Sr Mgr, Int'l. Distribution (New)		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, Brcdster Aff Rel	73516 Mgr, Aff Mktg	73616 Mgr, Digital Distribution	73716 Mgr, Digital Distribution Ops	73816 Mgr, Int'l. Distribution (New)	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
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								
Support	Senior Coordinator	27										76027 Sr Traffic Coord								
	Coordinator	28	73028 Aff Sales Coord		73528 Aff Mktg Coord (New)	73628 Digital Distribution Coord				74028 Sales Ops Coord		76028 Traffic Coord								
	Assistant	29																		

2025 C2HR Content Developers Survey – Position Grids

Family		LEGAL AND/OR BUSINESS AFFAIRS								
		Legal and/or Business Affairs	Legal Counsel	Paralegal	Contract Administration	Standards and Practices	Rights and Clearances	Anti-Piracy	Licensing	
		800	805	806	807	810	820	825	830	
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	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, Rights & Clrncls	82512 VP, Anti-Piracy	83012 VP, Licensing
	Senior Director	13	80013 Sr Dir, Legal and/or Bus Aff			80713 Sr Dir, Contract Admin		82013 Sr Dir, Rights & Clrncls		
	Director	14	80014 Dir, Legal and/or Bus Aff	80514 Sr Counsel		80714 Dir, Contract Admin	81014 Dir, Stdrd & Prcts	82014 Dir, Rights & Clrncls	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, Rights & Clrncls		
	Manager	16	80016 Mgr, Legal and/or Bus Aff	80516 Counsel		80716 Mgr, Contract Admin	81016 Mgr, Stdrd & Prcts	82016 Mgr, Rights & Clrncls	82516 Mgr, Anti-Piracy	83016 Mgr, Licensing
	Supervisor	17				80717 Supv, Contract Admin	81017 Supv, Stdrd & Prcts	82017 Supv, Rights & Clrncls		
	Lead	18			80618 Lead Paralegal					
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 Rights & Clrncls Admnstr	82525 Anti-Piracy Spec	83025 Licensing Spec
	Assoc	26			80626 Assoc Paralegal	80726 Assoc Contract Mgr				
Support	Senior Coordinator	27	80027 Sr Legal Coord			80727 Contract Admnstr				
	Coordinator	28	80028 Legal Coord			80728 Contract Admin Coord	81028 Stdrd & Prcts Coord	82028 Rights & Clrncls Coord		83028 Licensing Coord
	Assistant	29	80029 Legal Asst (New)							

2025 C2HR Content Developers Survey – Position Grids

Family		BUSINESS DEVELOPMENT			GENERAL AND ADMINISTRATIVE				
		Business Development 840	Account Service / Management (Non-Sales) 845	CUSTOMER SUPPORT 880	Human Resources 900	Talent Acquisition / Recruiting 902	Inclusion and Belonging 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 and implements strategic and operational plans to increase the attraction and retention of a wide range of employee talent to drive competitive advantage. Promotes a culture of inclusiveness to strengthen retention.	Develops and administers plans, programs and processes to optimize individual and organizational productivity.	
Management	Top	2	84002 Top Bus Dev Executive			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 & Belonging Officer		
	EVP	10	84010 EVP, Bus Dev			90010 EVP, HR	90510 EVP, Inclusion & Belonging		
	SVP	11	84011 SVP, Bus Dev		88011 SVP, Cust Support	90011 SVP, HR	90511 SVP, Inclusion & Belonging		
	VP	12	84012 VP, Bus Dev	84512 VP, Account Service / Mgmt (Non-Sales)	88012 VP, Cust Support	90012 VP, HR	90212 VP, Talent Acquisition / Recruiting	90512 VP, Inclusion & Belonging	90712 VP, Learning & Org Dev
	Senior Director	13	84013 Sr Dir, Bus Dev	84513 Sr Dir, Account Service / Mgmt (Non-Sales)	88013 Sr Dir, Cust Support	90013 Sr Dir, HR	90213 Sr Dir, Talent Acquisition / Recruiting	90513 Sr Dir, Inclusion & Belonging	90713 Sr Dir, Learning & Org Dev
	Director	14	84014 Dir, Bus Dev	84514 Dir, Account Service / Mgmt (Non-Sales)	88014 Dir, Cust Support	90014 Dir, HR	90214 Dir, Talent Acquisition / Recruiting	90514 Dir, Inclusion & Belonging	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	90515 Sr Mgr, Inclusion & Belonging	90715 Sr Mgr, Learning & Org Dev
	Manager	16	84016 Mgr, Bus Dev	84516 Mgr, Account Service / Mgmt (Non-Sales)	88016 Mgr, Cust Support	90016 Mgr, HR (Business Partner)	90216 Mgr, Talent Acquisition / Recruiting	90516 Mgr, Inclusion & Belonging	90716 Mgr, Learning & Org Dev
	Supervisor	17			88017 Supv, Cust Support				
	Lead	18				90218 Lead Talent Acquisition Spec / Recruiter			
Individual Contributor	Senior	24	84024 Sr Bus Dev Analyst	84524 Sr Acct Service Manager (Non-Sales)		90024 Sr HR Generalist	90224 Sr Talent Acquisition Spec / Recruiter	90524 Sr Inclusion & Belonging Analyst (New)	90724 Sr Learning & Org Dev Spec
	Journey	25	84025 Bus Dev Analyst	84525 Acct Service Manager (Non-Sales)		90025 HR Generalist	90225 Talent Acquisition Spec / Recruiter	90525 Inclusion & Belonging Analyst	90725 Learning & Org Dev Spec
	Assoc	26	84026 Assoc Bus Dev Analyst				90226 Assoc Talent Acquisition Spec / Recruiter		
Support	Senior Coordinator	27			88027 Sr Cust Support Rep	90027 Sr HR Coord			
	Coordinator	28	84028 Bus Dev Coord	84528 Acct Service Coord (Non-Sales)	88028 Cust Support Rep	90028 HR Coord	90228 Talent Acquisition / Recruiting Coord	90528 Inclusion & Belonging Coord	90728 Learning & Org Dev Coord
	Assistant	29			88029 Cust Support Asst	90029 HR Asst			

2025 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
Brief Job Family Descriptions			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	92611 SVP, Financial Compliance / Audit	92711 SVP, Partcip & Residuals
	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	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		92513 Sr Dir, Prodn Finance	92613 Sr Dir, Financial Compliance / Audit	92713 Sr Dir, Partcip & Residuals
	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	92715 Sr Mgr, Partcip & Residuals
	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								
Individual Contributor	Senior	24	90824 Sr Strategy & Ops Analyst	91024 Sr Financial Analyst		92024 Sr Prodn Accountant		92524 Sr Prodn Financial Analyst	92624 Sr Financial Compliance / Audit Analyst	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						
Support	Senior Coordinator	27								
	Coordinator	28				92028 Prodn Accounting Coord		92528 Prodn Finance Coord		92728 Partcip & Residuals Coord
	Assistant	29								

2025 C2HR Content Developers Survey – Position Grids

Family		TECHNOLOGY				INTERNATIONAL							
		Technology	Information Technology	Advanced Technology	Digital Media Delivery Engineering	International General Management	International Technology	International Programming	International Producing	International Marketing	International Head of Advertising Sales	International Business Development	
		930	935	940	945	950	951	952	954	956	960	962	
Brief Job Family Descriptions		Plans, develops implements and administers one or more technology functions, including broadcast and/or digital media technologies, and may include information technology.	Designs, installs, upgrades, troubleshoots technology systems, software and data applications that support internal business operations.	Identifies and investigates new and emerging digital content distribution technologies.	Digital media distribution typically includes broadcast, broadband, information technology and distribution services to support various revenue models, including subscription-based, ad-supported and transaction-based delivery of content.	Directs operations of assigned region(s) to achieve strategic current and long-range objectives.	Plans, develops implements and administers one or more technology functions for assigned region(s), including broadcast and/or digital media technologies, and may include information technology.	Oversees / supports activities in any area of programming for assigned region(s).	Leads the creative and content aspects, and production processes, of programs, features and/or digital content for assigned region(s).	Develops, executes, tracks, evaluates and adjusts multi-platform integrated marketing and promotions campaigns for assigned region(s) to enhance brand awareness and drive demand to maximize market share.	Oversees achievement of advertising revenue targets on television and digital platforms for (a) country(ies) exclusive of organization's headquarter location.	Identifies, analyzes, negotiates for and develops new international business opportunities and strategic alliances that support growth objectives in assigned region(s).	
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	93014 Dir, Technology <i>(New)</i>	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	93016 Mgr, Technology <i>(New)</i>	93516 Mgr, IT	94016 Mgr, Advanced Technology	94516 Mgr, Dig Media Delv Engr							
	Supervisor	17											
Lead	18												
Individual Contributor	Senior	24		93524 Sr System Administrator	94024 Sr Advanced Technology Project Mgr	94524 Sr Dig Media Delv Design Engr							
	Journey	25		93525 System Administrator	94025 Advanced Technology Project Mgr	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							
Support	Senior Coordinator	27											
	Coordinator	28						95228 Int'l. Prog Coord	95428 Int'l. Prodn Coord	95628 Int'l. Mktg Coord			
	Assistant	29											