

# 2025 Digital Content and Technology Survey – Survey Position Grids

EXECUTIVE MANAGEMENT	Family		CONTENT PRODUCING						
			GENERAL MANAGEMENT	Producing	Content Strategy	Content	Content Partner Account Management	Content Operations	Content Curating
	Level	100	200	205	210	213	214	215	
21 Chief Executive Officer 24 Chief Operating Officer 26 Chief Financial Officer 28 General Counsel 29 Chief Human Resources Officer 29.5 Chief Information Security Officer 31 Chief Data Officer	<b>Brief Job Family Descriptions</b>		Directs ops of business unit(s) / product line(s) to achieve strategic, operational, financial content quality results. Typically has P&L responsibility.	Sets, communicates, implements, maintains creative and technical vision for content. Coordinates resources.	Determines the types, categories, brands, pace and forms of content that will be delivered by the company across multiple digital platforms to maximize brand awareness, audience engagement, conversion rates and retention. Creates, curates, delivers and governs content for digital platforms.	Secures a continuous flow of content for digital distribution.	Implements terms of content partner agreements. Develops relationships with content partners.	Oversees, develops and executes operational strategies and/or activities that ensure timely and accurate distribution of content on digital platforms.	Identifies, collects, creates, edits and delivers the most relevant and desirable content, including videos, images, written content and music, to enhance digital presence, drive traffic to digital platforms and develop an audience following.
<b>Top</b>	<b>10</b>	10010 Group Head of Online Units / GM							
<b>EVP</b>	<b>10.5</b>	10010.5 EVP, Online Unit / GM							
<b>SVP</b>	<b>11</b>	10011 SVP, Online Unit / GM		20511 SVP, Content Strategy	21011 SVP, Content			21411 SVP, Content Ops	
<b>VP</b>	<b>12</b>	10012 VP, Online Unit / GM		20512 VP, Content Strategy	21012 VP, Content	21312 VP, Content Ptnr Acct Mgmt		21412 VP, Content Ops	
<b>Sr Director</b>	<b>13</b>	10013 Sr Dir, Online Unit / GM	20013 Sr Exec Producer	20513 Sr Dir, Content Strategy	21013 Sr Dir, Content			21413 Sr Dir, Content Ops	21513 Sr Dir, Content Curating
<b>Director</b>	<b>14</b>	10014 Dir, Online Unit / GM	20014 Exec Producer	20514 Dir, Content Strategy	21014 Dir, Content	21314 Dir, Content Ptnr Acct Mgmt		21414 Dir, Content Ops	21514 Dir, Content Curating
<b>Sr Manager</b>	<b>15</b>		20015 Sr Mgr, Producing	20515 Sr Mgr, Content Strategy	21015 Sr Mgr, Content			21415 Sr Mgr, Content Ops	21515 Sr Mgr, Content Curating
<b>Manager</b>	<b>16</b>		20016 Mgr, Producing	20516 Mgr, Content Strategy	21016 Mgr, Content	21316 Mgr, Content Ptnr Acct Mgmt		21416 Mgr, Content Ops	21516 Mgr, Content Curating
<b>Supervisor</b>	<b>17</b>		20017 Supv, Producing						
<b>Lead</b>	<b>18</b>								
<b>Distinguished IC</b>	<b>20</b>								
<b>Principal IC</b>	<b>21</b>								21521 Principal Content Curator
<b>Sr Advanced IC</b>	<b>22</b>					21322 Sr Adv Content Ptnr Acct Mgr			21522 Sr Adv Content Curator
<b>Advanced IC</b>	<b>23</b>		20023 Adv Producer	20523 Adv Content Strategist	21023 Adv Content Mgr	21323 Adv Content Ptnr Acct Mgr	21423 Adv Content Ops Spec		21523 Adv Content Curator
<b>Senior IC</b>	<b>24</b>		20024 Sr Producer	20524 Sr Content Strategist	21024 Sr Content Mgr	21324 Sr Content Ptnr Acct Mgr	21424 Sr Content Ops Spec		21524 Sr Content Curator
<b>Journey IC</b>	<b>25</b>		20025 Producer	20525 Content Strategist	21025 Content Mgr	21325 Content Ptnr Acct Mgr	21425 Content Ops Spec		21525 Content Curator
<b>Assoc IC</b>	<b>26</b>		20026 Assoc Producer	20526 Assoc Content Strategist	21026 Assoc Content Mgr	21326 Assoc Content Ptnr Acct Mgr	21426 Assoc Content Ops Spec		21526 Assoc Content Curator (New)
<b>Coordinator</b>	<b>27</b>				21027 Content Coordinator	21327 Content Ptnr Acct Mgmt Coord (New)	21427 Content Ops Coord (New)		21527 Content Curating Coord (New)
<b>Assistant</b>	<b>28</b>		20028 Asst Producer						

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		CONTENT PRODUCING (CONTINUED)				TECHNICAL PRODUCING	VIDEO PRODUCING			
		Digital Content Scheduling	Multimedia Producing	Multimedia Editorial	Prediting		Digital Video Creative Development	Video Producing	Video Editing / Shooting	Audio Design / Producing
		216	220	225	227		228	229	230	232
<b>Brief Job Family Descriptions</b>		Plans, develops and executes the content scheduling process, ensuring compelling lineups across all digital platforms. Evaluates and adjusts content delivery schedules as appropriate.	Develops, prepares, implements multimedia features for digital platforms. Sets "creative vision" for features that integrate video, art, text and sound.	Develops enhanced versions of print or television content, integrating video, text and sound to be streamed on multiple digital platforms.	Writes, produces edits multimedia content, promotions, original productions, special projects for multiple digital platforms, integrating video, art, text and sound.	Develops technical specifications and maintains the "technical vision" for digital platforms.	Identifies, develops or acquires creative concepts, stories, films or features for videos made by the organization. Establishes and maintains the creative vision for the organization's digital video content throughout the development process.	Conceives, produces, edits, readies videos for digital distribution on multiple platforms.	Shoots and edits video in preparation for upload to digital platforms.	Conceives, shapes, designs, edits and implements audio for assigned projects.
<b>Top</b>	<b>10</b>									
<b>EVP</b>	<b>10.5</b>							23010.5 EVP, Video Producing		23510.5 EVP, Audio Design / Producing
<b>SVP</b>	<b>11</b>						22911 SVP, Digital Video Creative Dev <i>(New)</i>	23011 SVP, Video Producing		23511 SVP, Audio Design / Producing
<b>VP</b>	<b>12</b>	21612 VP, Digital Content Scheduling					22912 VP, Digital Video Creative Dev	23012 VP, Video Producing		23512 VP, Audio Design / Producing
<b>Sr Director</b>	<b>13</b>		22013 Sr Exec MM Producer					23013 Sr Dir, Video Producing		
<b>Director</b>	<b>14</b>	21614 Dir, Digital Content Scheduling	22014 Exec MM Producer	22514 Dir, Multimedia Editorial			22914 Dir, Digital Video Creative Dev	23014 Dir, Video Producing		23514 Dir, Audio Design / Producing
<b>Sr Manager</b>	<b>15</b>		22015 Sr Mgr, MM Producing	22515 Sr Mgr, Multimedia Editorial	22715 Sr Mgr, Prediting <i>(New)</i>	22815 Sr Mgr, Techn Producing	22915 Sr Mgr, Digital Video Creative Dev	23015 Sr Mgr, Video Producing		
<b>Manager</b>	<b>16</b>	21616 Mgr, Digital Content Scheduling	22016 Mgr, MM Producing	22516 Mgr, Multimedia Editorial	22716 Mgr, Prediting	22816 Mgr, Techn Producing	22916 Mgr, Digital Video Creative Dev	23016 Mgr, Video Producing	23216 Mgr, Video Editing / Shooting	23516 Mgr, Audio Design / Producing
<b>Supervisor</b>	<b>17</b>		22017 Supv, MM Producing					23017 Supv, Video Producing		
<b>Lead</b>	<b>18</b>							23018 Lead Video Producer		
<b>Distinguished IC</b>	<b>20</b>									
<b>Principal IC</b>	<b>21</b>									
<b>Sr Advanced IC</b>	<b>22</b>						22922 Sr Adv Digital Video Creative Dev Exec			
<b>Advanced IC</b>	<b>23</b>	21623 Adv Digital Content Scheduler					22923 Adv Digital Video Creative Dev Exec	23023 Adv Video Producer		23523 Adv Audio Designer / Producer
<b>Senior IC</b>	<b>24</b>	21624 Sr Digital Content Scheduler	22024 Sr MM Producer	22524 Sr Multimedia Editor	22724 Sr Preditor	22824 Sr Techn Producer	22924 Sr Digital Video Creative Dev Exec	23024 Sr Video Producer	23224 Sr Video Editor / Shooter	23524 Sr Audio Designer / Producer
<b>Journey IC</b>	<b>25</b>	21625 Digital Content Scheduler	22025 MM Producer	22525 Multimedia Editor	22725 Preditor	22825 Techn Producer	22925 Digital Video Creative Dev Exec <i>(New)</i>	23025 Video Producer	23225 Video Editor / Shooter	23525 Audio Designer / Producer
<b>Assoc IC</b>	<b>26</b>	21626 Assoc Digital Content Scheduler <i>(New)</i>				22826 Assoc Techn Producer	22926 Assoc Digital Video Creative Dev Exec <i>(New)</i>	23026 Assoc Video Producer		23526 Assoc Audio Designer / Producer
<b>Coordinator</b>	<b>27</b>	21627 Digital Content Scheduling Coord <i>(New)</i>						23027 Video Coord		
<b>Assistant</b>	<b>28</b>							23028 Video Asst		

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		PODCAST PRODUCING		DIGITAL SHOW HOSTS / TALENT MANAGEMENT			PRODUCT MANAGEMENT AND MONETIZATION			
		Podcast Producing	Podcast Host	Digital Show Host	Show Booking	Talent Management	Product Management	Product Operations	Product Technology Management	Monetization
		237	238	245	246	248	250	251	252	255
<b>Brief Job Family Descriptions</b>		Conceives, produces, manages, edits and reads podcasts for digital distribution on multiple platforms.	Presents audio content for podcasts. Determines, guides and maintains the creative direction of episodes, setting the editorial tone and serving as the voice of the podcast.	Presents video features on digital platforms. Determines, guides and maintains the creative direction of productions, setting the editorial tone and serving as the voice of the digital show.	Implements and coordinates on-screen guest booking for digital productions and/or features.	Manages relationships with talent working on digital productions, promotions or projects.	Defines and develops new products, manages cross-organization efforts to ensure approval, and then directs their introduction, typically for technology-based products.	Develops and executes cross-organization operational strategies and activities that support the development and delivery of new, typically technology-based products. Partners with cross-functional stakeholders to ensure alignment on product roadmap priorities.	Defines and builds the technical infrastructure that enables the organization to develop and scale technology-based products and applications. Develops tools and systems to expand product capabilities.	Develops strategies to generate enhanced revenues from digitally-generated traffic.
<b>Top</b>	<b>10</b>									
<b>EVP</b>	<b>10.5</b>					25010.5 EVP, Prdt Mgmt				
<b>SVP</b>	<b>11</b>					24811 SVP, Talent Mgmt (New)	25011 SVP, Prdt Mgmt	25111 SVP, Prdt Ops (New)		
<b>VP</b>	<b>12</b>	23712 VP, Podcast Producing				24812 VP, Talent Mgmt	25012 VP, Prdt Mgmt	25112 VP, Prdt Ops (New)	25212 VP, Prdt Technology Mgmt	25512 VP, Monetization
<b>Sr Director</b>	<b>13</b>					24813 Sr Dir, Talent Mgmt (New)	25013 Sr Dir, Prdt Mgmt	25113 Sr Dir, Prdt Ops (New)	25213 Sr Dir, Prdt Technology Mgmt	25513 Sr Dir, Monetization
<b>Director</b>	<b>14</b>	23714 Dir, Podcast Producing				24814 Dir, Talent Mgmt	25014 Dir, Prdt Mgmt	25114 Dir, Prdt Ops	25214 Dir, Prdt Technology Mgmt	25514 Dir, Monetization
<b>Sr Manager</b>	<b>15</b>	23715 Sr Mgr, Podcast Producing (New)					25015 Sr Mgr, Prdt Mgmt	25115 Sr Mgr, Prdt Ops (New)	25215 Sr Mgr, Prdt Technology Mgmt	25515 Sr Mgr, Monetization
<b>Manager</b>	<b>16</b>	23716 Mgr, Podcast Producing				24816 Mgr, Talent Mgmt	25016 Mgr, Prdt Mgmt	25116 Mgr, Prdt Ops	25216 Mgr, Prdt Technology Mgmt	25516 Mgr, Monetization
<b>Supervisor</b>	<b>17</b>						25017 Supv, Prdt Mgmt			
<b>Lead</b>	<b>18</b>	23718 Lead Podcast Producer					25018 Lead Prdt Mgr			
<b>Distinguished IC</b>	<b>20</b>						25020 Distinguished Prdt Mgr			
<b>Principal IC</b>	<b>21</b>						25021 Princ Prdt Mgr			25521 Princ Monetization Analyst
<b>Sr Advanced IC</b>	<b>22</b>						25022 Sr Adv Prdt Mgr			25522 Sr Adv Monetization Analyst
<b>Advanced IC</b>	<b>23</b>	23723 Adv Podcast Producer	23823 Adv Podcast Host	24523 Adv Digital Show Host		24823 Adv Talent Mgr	25023 Adv Prdt Mgr	25123 Adv Prdt Ops Spec (New)		25523 Adv Monetization Analyst
<b>Senior IC</b>	<b>24</b>	23724 Sr Podcast Producer	23824 Sr Podcast Host	24524 Sr Digital Show Host		24824 Sr Talent Mgr	25024 Sr Prdt Mgr	25124 Sr Prdt Ops Spec	25224 Sr Prdt Technology Mgr	25524 Sr Monetization Analyst
<b>Journey IC</b>	<b>25</b>	23725 Podcast Producer			24625 Show Booker	24825 Talent Mgr	25025 Prdt Mgr	25125 Prdt Ops Spec	25225 Prdt Technology Mgr	25525 Monetization Analyst
<b>Assoc IC</b>	<b>26</b>	23726 Assoc Podcast Producer				24826 Assoc Talent Mgr	25026 Assoc Prdt Mgr	25126 Assoc Prdt Ops Spec (New)		
<b>Coordinator</b>	<b>27</b>						25027 Prdt Mgmt Coord			
<b>Assistant</b>	<b>28</b>									

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		ECOMMERCE CONTENT AND OPERATIONS					PRODUCTION / POST PRODUCTION MANAGEMENT				
		Site Merchandising 260	Merchandising Planning 262	Buying 264	Inventory 272	Fulfillment 273	Supply Chain Optimization 274	Production Management 275	Post Production 280	Localization Engineering 283	Quality Control 285
<b>Brief Job Family Descriptions</b>		Develops and executes site merchandising strategies to drive sales and guest conversion on e-commerce platforms. Enhances customer experience and maximizes customer engagement.	Develops and monitors merchandising plans that span several seasons, to optimize sales and inventory efficiency.	Plans and selects a range of products to sell on e-commerce platforms.	Reviews, analyzes and maintains inventory to meet targeted sales and fulfillment levels.	Ensures comprehensive product fulfillment and delivery support and service after close of sale. Coordinates and monitors fulfillment and return service per agreement terms.	Develops and implements, for the e-commerce organizations, innovative solutions to maximize chain efficiency and minimize costs.	Conducts the management and coordination of production activities required for operations of multiple continuously refreshed digital content.	Plans and executes activities required to ready final content for digital distribution on variety of digital platforms. Builds content elements, including video, sound and graphics to create finished content that is ready to distribute.	Converts domestic digital platform content, features, audio and metadata into the languages of, and interactive designs appropriate for, targeted countries. The localization engineering process extracts source files, ensures localization elements are translated, and reintegrates them after the translation is complete.	Identifies and resolves quality problems with created content either prior to or post-distribution.
<b>Top</b>	<b>10</b>										
<b>EVP</b>	<b>10.5</b>										
<b>SVP</b>	<b>11</b>						27511 SVP, Prodn Mgmt (New)	28011 SVP, Post Prodn (New)			
<b>VP</b>	<b>12</b>	26012 VP, Site Merchandising			27312 VP, Fulfillment		27512 VP, Prodn Mgmt	28012 VP, Post Prodn	28312 VP, Localization Engrg	28512 VP, QC	
<b>Sr Director</b>	<b>13</b>	26013 Sr Dir, Site Merchandising									
<b>Director</b>	<b>14</b>	26014 Dir, Site Merchandising	26214 Dir, Merch Planning	26414 Dir, Buying	27314 Dir, Fulfillment	27414 Dir, Supply Chain Optimztn	27514 Dir, Prodn Mgmt	28014 Dir, Post Prodn	28314 Dir, Localization Engrg	28514 Dir, QC	
<b>Sr Manager</b>	<b>15</b>	26015 Sr Mgr, Site Merchandising (New)	26215 Sr Mgr, Merch Planning (New)	26415 Sr Mgr, Buying						28515 Sr Mgr, QC (New)	
<b>Manager</b>	<b>16</b>	26016 Mgr, Site Merchandising	26216 Mgr, Merch Planning	26416 Mgr, Buying	27316 Mgr, Fulfillment	27416 Mgr, Supply Chain Optimztn	27516 Mgr, Prodn Mgmt	28016 Mgr, Post Prodn	28316 Mgr, Localization Engrg	28516 Mgr, QC	
<b>Supervisor</b>	<b>17</b>										
<b>Lead</b>	<b>18</b>				27318 Lead Fulfillment Rep						
<b>Distinguished IC</b>	<b>20</b>										
<b>Principal IC</b>	<b>21</b>										
<b>Sr Advanced IC</b>	<b>22</b>										
<b>Advanced IC</b>	<b>23</b>							28023 Adv Post Prodn Producer	28323 Adv Localization Engr		
<b>Senior IC</b>	<b>24</b>	26024 Sr Site Merchandiser	26224 Sr Merch Planner	26424 Sr Buyer/Catg Mgr			27524 Sr Prodn Mgr	28024 Sr Post Prodn Producer	28324 Sr Localization Engr	28524 Sr QC Analyst	
<b>Journey IC</b>	<b>25</b>	26025 Site Merchandiser	26225 Merch Planner	26425 Buyer/Catg Mgr	27225 Inventory Spec	27425 Supply Chain Optimzr	27525 Prodn Mgr	28025 Post Prodn Producer	28325 Localization Engr	28525 QC Analyst	
<b>Assoc IC</b>	<b>26</b>	26026 Assoc Site Merchandiser		26426 Assoc Buyer/Catg Mgr			27526 Assoc Prodn Mgr		28326 Assoc Localization Engr	28526 Assoc QC Analyst	
<b>Coordinator</b>	<b>27</b>	26027 Site Merchandising Coord									
<b>Assistant</b>	<b>28</b>	26028 Asst Site Merchandiser		26428 Asst Buyer			27528 Asst Prodn Mgr				

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		DESIGN				USER INTERFACE			
		Art	Digital Animation	Production Art	Motion Graphics	User Experience Design	User Experience Writing	User Experience Research	User Accessibility Design
		300	305	310	315	320	321	322	323
<b>Brief Job Family Descriptions</b>		Develops and executes design and layout solutions for digital content, determining the "look and feel" of existing content and developing design concepts for new products and content.	Implements artistic direction into animation (i.e. bringing life to characters and objects) in digital content. May include: modeling, sculpting, layout, character animation, character set up / rigging, look development, texture painting, character simulations, lighting, rendering, motion capture, stereoscopic imaging and cinematics.	Processes and renders images, text and graphics.	Designs and animates 2D and 3D motion graphics assets for digital content. Develops and implements graphics solutions that incorporate design principles, industry understanding and knowledge of current motion graphics software.	Establishes and executes interface design solutions for information layout and the user's experience with functionality and content.	Shapes product and user experiences with content by creating clear, compelling and on-brand copy and communications that guide users and help them complete desired actions as they interact with products or digital platforms.	Designs and implements user experience research studies to support the development of product user interface (UI) designs.	Designs and implements user accessibility solutions to ensure the organization's digital products and digital platforms are accessible and adapted for users with disabilities.
<b>Top</b>	<b>10</b>								
<b>EVP</b>	<b>10.5</b>								
<b>SVP</b>	<b>11</b>	30011 SVP, Creative <i>(New)</i>				32011 SVP, User Experience Design			
<b>VP</b>	<b>12</b>	30012 VP, Creative				32012 VP, User Experience Design		32212 VP, User Experience Research	
<b>Sr Director</b>	<b>13</b>	30013 Sr Creative Dir				32013 Sr Dir, User Experience Design		32213 Sr Dir, User Experience Research	32313 Sr Dir, User Accessibility Design
<b>Director</b>	<b>14</b>	30014 Creative Dir	30514 Dir, Digital Animation	31014 Dir, Prodn Art <i>(New)</i>	31514 Dir, Motion Graphics	32014 Dir, User Experience Design		32214 Dir, User Experience Research	32314 Dir, User Accessibility Design
<b>Sr Manager</b>	<b>15</b>	30015 Sr Art Dir	30515 Sr Mgr, Digital Animation			32015 Sr Mgr, User Experience Design		32215 Sr Mgr, User Experience Research	32315 Sr Mgr, User Accessibility Design
<b>Manager</b>	<b>16</b>	30016 Art Dir	30516 Mgr, Digital Animation	31016 Mgr, Prodn Art <i>(New)</i>	31516 Mgr, Motion Graphics	32016 Mgr, User Experience Design		32216 Mgr, User Experience Research	32316 Mgr, User Accessibility Design
<b>Supervisor</b>	<b>17</b>								
<b>Lead</b>	<b>18</b>	30018 Lead Designer				32018 Lead User Experience Designer			
<b>Distinguished IC</b>	<b>20</b>								
<b>Principal IC</b>	<b>21</b>	30021 Princ Designer	30521 Princ Digital Animator			32021 Princ User Experience Designer		32221 Princ User Experience Researcher	
<b>Sr Advanced IC</b>	<b>22</b>	30022 Sr Adv Designer		31022 Sr Adv Prodn Artist <i>(New)</i>		32022 Sr Adv User Experience Designer		32222 Sr Adv User Experience Researcher	
<b>Advanced IC</b>	<b>23</b>	30023 Adv Designer	30523 Adv Digital Animator	31023 Adv Prodn Artist	31523 Adv Motion Graphics Artist	32023 Adv User Experience Designer	32123 Adv User Experience Writer	32223 Adv User Experience Researcher	32323 Adv User Accessibility Designer
<b>Senior IC</b>	<b>24</b>	30024 Sr Designer	30524 Sr Digital Animator	31024 Sr Prodn Artist	31524 Sr Motion Graphics Artist	32024 Sr User Experience Designer	32124 Sr User Experience Writer	32224 Sr User Experience Researcher	32324 Sr User Accessibility Designer
<b>Journey IC</b>	<b>25</b>	30025 Designer	30525 Digital Animator	31025 Prodn Artist	31525 Motion Graphics Artist	32025 User Experience Designer	32125 User Experience Writer	32225 User Experience Researcher	32325 User Accessibility Designer
<b>Assoc IC</b>	<b>26</b>	30026 Assoc Designer	30526 Assoc Digital Animator			32026 Assoc User Experience Designer	32126 Assoc User Experience Writer	32226 Assoc User Experience Researcher	32326 Assoc User Accessibility Designer
<b>Coordinator</b>	<b>27</b>	30027 Design Coord						32227 User Experience Research Coord	
<b>Assistant</b>	<b>28</b>								

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		EDITORIAL						PHOTOGRAPHY			DIGITAL ASSETS	SEARCH EDITORIAL / ONTOLOGY	MEDIA TECHNICAL PRODUCTION
		Editorial	Managing Editorial	Writing	Technical Writing	Digital Reporting	Content Research	Photography	Styling	Photography Editing or Administration			
		330	340	360	362	365	367	370	375	380			
<b>Brief Job Family Descriptions</b>		Creates, develops, manages and edits content for editorial digital platforms. Sets and ensures the editorial "voice" and the desired "look and feel" of editorial-based digital platforms and content.	Coordinates the work of editorial, art and production departments to ensure and maintain established quality standards across all editorial digital platforms.	Researches, writes and revises material for assigned products and programs.	Provides documentation of technical processes through writing, editing and updating technical documentation for both internal and external products and functions.	Reports news and special interest stories on digital platforms.	Researches original content for digital platforms, typically for news, sports or special feature stories.	Creates, obtains and edits photographs to support editorial content.	Develops and executes a vision for the aesthetic and technical styling during photo shoots of products and/or apparel and/or people.	Obtains, reviews, selects and reads digital photographs to meet editorial direction.	Develops, organizes, maintains and enhances the digital asset archive.	Builds and enhances the functionality and competitive advantage of stand-alone and embedded search and directory products.	Establishes technical guidelines for and executes the specialized production of digital content that relies on back-end technology.
<b>Top</b>	<b>10</b>												
<b>EVP</b>	<b>10.5</b>	33010.5 EVP, Editor in Chief											
<b>SVP</b>	<b>11</b>	33011 SVP, Editor in Chief <i>(New)</i>											
<b>VP</b>	<b>12</b>	33012 VP, Editor in Chief						37012 VP, Phtgphy	37512 VP, Styling				
<b>Sr Director</b>	<b>13</b>	33013 Sr Exec Editor						37013 Sr Dir, Phtgphy					41013 Sr Dir, Media Technical Prodn <i>(New)</i>
<b>Director</b>	<b>14</b>	33014 Exec Editor		36014 Dir, Writing <i>(New)</i>				37014 Dir, Phtgphy	37514 Dir, Styling		38214 Dir, Digital Assets	39014 Dir, Search Editorial / Ontology	41014 Dir, Media Technical Prodn
<b>Sr Manager</b>	<b>15</b>	33015 Sr Section Editor					36715 Sr Mgr, Content Research	37015 Sr Mgr, Phtgphy					41015 Sr Mgr, Media Technical Prodn
<b>Manager</b>	<b>16</b>	33016 Section Editor	34016 Managing Editor	36016 Mgr, Writing <i>(New)</i>	36216 Mgr, Technical Writing		36716 Mgr, Content Research	37016 Mgr, Phtgphy	37516 Mgr, Styling		38216 Mgr, Digital Assets	39016 Mgr, Search Editorial / Ontology	41016 Mgr, Media Technical Prodn
<b>Supervisor</b>	<b>17</b>	33017 Supervising Editor											
<b>Lead</b>	<b>18</b>	33018 Lead Editor	34018 Chief Copy Editor										
<b>Distinguished IC</b>	<b>20</b>												
<b>Principal IC</b>	<b>21</b>	33021 Princ Editor		36021 Columnist / Blogger			36521 Princ Digital Reporter <i>(New)</i>						
<b>Sr Advanced IC</b>	<b>22</b>	33022 Sr Adv Editor											
<b>Advanced IC</b>	<b>23</b>	33023 Adv Editor		36023 Adv Writer	36223 Adv Technical Writer	36523 Adv Digital Reporter		37023 Adv Photographer	37523 Adv Stylist			39023 Adv Search Editor / Ontologist	41023 Adv Technical Prodn Spec
<b>Senior IC</b>	<b>24</b>	33024 Sr Editor	34024 Sr Copy Editor	36024 Sr Writer	36224 Sr Technical Writer	36524 Sr Digital Reporter	36724 Sr Content Researcher	37024 Sr Photographer	37524 Sr Stylist	38024 Sr Phtgphy Editor	38224 Sr Digital Asset Curator	39024 Sr Search Editor / Ontologist	41024 Sr Technical Prodn Spec
<b>Journey IC</b>	<b>25</b>	33025 Editor	34025 Copy Editor	36025 Writer	36225 Technical Writer	36525 Digital Reporter	36725 Content Researcher	37025 Photographer	37525 Stylist	38025 Phtgphy Editor	38225 Digital Asset Curator	39025 Search Editor / Ontologist	41025 Technical Prodn Spec
<b>Assoc IC</b>	<b>26</b>	33026 Assoc Editor	34026 Assoc Copy Editor	36026 Assoc Writer					37526 Assoc Stylist <i>(New)</i>		38226 Digital Assets Admnr		
<b>Coordinator</b>	<b>27</b>	33027 Editorial Coord <i>(New)</i>						37027 Phtgphy Coord			38227 Digital Asset Coord		
<b>Assistant</b>	<b>28</b>	33028 Editorial Asst						37028 Phtgphy Asst	37528 Styling Asst <i>(New)</i>	38028 Phtgphy Digitizer			

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		NETWORK SYSTEMS								
		Network Operations 420	Network Engineering 425	Systems Engineering 440	Back-End Development 445	Security Engineering 457	Application Security Engineering 459	Security Analysis 463	Security Forensics 464	Security Compliance 475
<b>Brief Job Family Descriptions</b>		Monitors, maintains and troubleshoots organization's network systems to ensure continuous service, performance and reliability in delivering content to users.	Plans, designs, develops and deploys network infrastructure and technologies that deliver and support content to users and ensure site reliability.	Designs, deploys, troubleshoots systems; infrastructure are reliable and secure. Performs live fixes.	Designs, implements and maintains hardware and software systems that link databases and hardware platforms with transactional software, typically to enable e-commerce.	Designs, implements programs to protect networks, systems, applications, data; conducts, maintains security operations.	Designs, defines and implements security requirements and processes to ensure the secure development and function of software applications. Reviews programming code, and conducts penetration testing and threat modeling, to minimize vulnerabilities throughout the stages of the application development lifecycle.	Monitors, identifies, analyzes, and responds to cyber threats to help protect the organization from harmful infiltration of networks and computer systems.	Identifies, extracts, analyzes and documents evidence from computers, digital devices or networks, typically in relation to cybercrimes, such as network intrusion, system hacks and intellectual property theft.	Ensures that organization's information systems meet regulatory requirements. Oversees information technology governance for the organization.
<b>Top</b>	<b>10</b>									
<b>EVP</b>	<b>10.5</b>									
<b>SVP</b>	<b>11</b>	42011 SVP, Ntwk Ops								
<b>VP</b>	<b>12</b>	42012 VP, Ntwk Ops	42512 VP, Ntwk Engr	44012 VP, Systems Engr		45712 VP, Security Engr		46312 VP, Security Analysis		
<b>Sr Director</b>	<b>13</b>	42013 Sr Dir, Ntwk Ops	42513 Sr Dir, Ntwk Engr	44013 Sr Dir, Systems Engr	44513 Sr Dir, Back-End Dev	45713 Sr Dir, Security Engr		46313 Sr Dir, Security Analysis		
<b>Director</b>	<b>14</b>	42014 Dir, Ntwk Ops	42514 Dir, Ntwk Engr	44014 Dir, Systems Engr	44514 Dir, Back-End Dev	45714 Dir, Security Engr	45914 Dir, App Security Engr	46314 Dir, Security Analysis	46414 Dir, Security Forensics	47514 Dir, Security Compl
<b>Sr Manager</b>	<b>15</b>	42015 Sr Mgr, Ntwk Ops	42515 Sr Mgr, Ntwk Engr	44015 Sr Mgr, Systems Engr	44515 Sr Mgr, Back-End Dev	45715 Sr Mgr, Security Engr	45915 Sr Mgr, App Security Engr	46315 Sr Mgr, Security Analysis		47515 Sr Mgr, Security Compl
<b>Manager</b>	<b>16</b>	42016 Mgr, Ntwk Ops	42516 Mgr, Ntwk Engr	44016 Mgr, Systems Engr	44516 Mgr, Back-End Dev	45716 Mgr, Security Engr	45916 Mgr, App Security Engr	46316 Mgr, Security Analysis		47516 Mgr, Security Compl
<b>Supervisor</b>	<b>17</b>	42017 Supv, Ntwk Ops								
<b>Lead</b>	<b>18</b>	42018 Lead Ntwk Ops Tech	42518 Lead Ntwk Engr	44018 Lead Systems Engr						
<b>Distinguished IC</b>	<b>20</b>									
<b>Principal IC</b>	<b>21</b>	42021 Princ Ntwk Ops Tech	42521 Princ Ntwk Engr	44021 Princ Systems Engr	44521 Back-End Architect	45721 Princ Security Engr				
<b>Sr Advanced IC</b>	<b>22</b>	42022 Sr Adv Ntwk Ops Tech	42522 Sr Adv Ntwk Engr	44022 Sr Adv Systems Engr		45722 Sr Adv Security Engr				
<b>Advanced IC</b>	<b>23</b>	42023 Adv Ntwk Ops Tech	42523 Adv Ntwk Engr	44023 Adv Systems Engr	44523 Adv Back-End Devr	45723 Adv Security Engr	45923 Adv App Security Engr	46323 Adv Security Analyst	46423 Adv Security Forensic Analyst	47523 Adv Security Compl Analyst
<b>Senior IC</b>	<b>24</b>	42024 Sr Ntwk Ops Tech	42524 Sr Ntwk Engr	44024 Sr Systems Engr	44524 Sr Back-End Devr	45724 Sr Security Engr	45924 Sr App Security Engr	46324 Sr Security Analyst	46424 Sr Security Forensic Analyst	47524 Sr Security Compl Analyst
<b>Journey IC</b>	<b>25</b>	42025 Ntwk Ops Tech	42525 Ntwk Engr	44025 Systems Engr	44525 Back-End Devr	45725 Security Engr	45925 App Security Engr	46325 Security Analyst	46425 Security Forensic Analyst	47525 Security Compl Analyst
<b>Assoc IC</b>	<b>26</b>	42026 Assoc Ntwk Ops Tech	42526 Assoc Ntwk Engr	44026 Assoc Systems Engr	44526 Assoc Back-End Devr	45726 Assoc Security Engr	45926 Assoc App Security Engr	46326 Assoc Security Analyst	46426 Assoc Security Forensic Analyst	47526 Assoc Security Compl Analyst
<b>Coordinator</b>	<b>27</b>									
<b>Assistant</b>	<b>28</b>									

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		SOFTWARE ENGINEERING								
		Software Engineering	Solutions Engineering	Artificial Intelligence / Machine Learning	Artificial Intelligence Strategy (New Family)	Web Development (F-E=Front-End)	Mobile App Development	Software Architecture	Video Software Engineering	Rendering Engineering
		500	501	502	505	510	515	530	531	532
<b>Brief Job Family Descriptions</b>		Designs, develops and deploys software engineering solutions that provide desired functionality to digital platforms, products and services.	Improves application lifecycles, evolves software systems to increase their reliability, monitors application performance and ensures overall system health. Develops processes, tools, metrics and documentation that improve product quality and reduce the cost of support.	Structures and deploys artificial intelligence systems and applies machine learning methods in the design and development of models, algorithms and tools to improve the usefulness of big data. Works closely with data scientists, application developers and product managers in the development of new software architectures that use data to improve products.	Identifies opportunities for, and develops and executes, artificial intelligence ("AI") initiatives that drive strategic innovation, operational efficiencies and competitive advantage. Oversees integration of AI strategies, ensuring alignment with organization goals.	Designs, develops and implements front-end functionality for online websites, products and programs.	Develops apps for embedded mobile operating systems, such as iOS and Android.	Ensures software solutions are built within a consistent framework across the organization and within systems.	Designs, develops and deploys software engineering solutions that provide desired functionality to digital video products and services (e.g., video compression, processing, encoding, streaming and playback).	Designs, writes, debugs and refines rendering systems, features, tools and infrastructure that allow artists to create the final appearance of computer graphics.
<b>Top</b>	<b>10</b>	30 Top Technology Executive								
<b>EVP</b>	<b>10.5</b>									
<b>SVP</b>	<b>11</b>	50011 SVP, SW Engrg								
<b>VP</b>	<b>12</b>	50012 VP, SW Engrg		50212 VP, AI / Machine Learning	50512 VP, AI Strategy (New)	51012 VP, Web Dev (F-E)	51512 VP, Mobile App Dev	53012 VP, SW Arch	53112 VP, Video SW Engrg	
<b>Sr Director</b>	<b>13</b>	50013 Sr Dir, SW Engrg		50213 Sr Dir, AI / Machine Learning	50513 Sr Dir, AI Strategy (New)	51013 Sr Dir, Web Dev (F-E)	51513 Sr Dir, Mobile App Dev	53013 Sr Dir, SW Arch	53113 Sr Dir, Video SW Engrg	
<b>Director</b>	<b>14</b>	50014 Dir, SW Engrg	50114 Dir, Solutions Engrg	50214 Dir, AI / Machine Learning	50514 Dir, AI Strategy (New)	51014 Dir, Web Dev (F-E)	51514 Dir, Mobile App Dev	53014 Dir, SW Arch	53114 Dir, Video SW Engrg	53214 Dir, Rendering Engrg
<b>Sr Manager</b>	<b>15</b>	50015 Sr Mgr, SW Engrg	50115 Sr Mgr, Solutions Engrg	50215 Sr Mgr, AI / Machine Learning		51015 Sr Mgr, Web Dev (F-E)	51515 Sr Mgr, Mobile App Dev	53015 Sr Mgr, SW Arch	53115 Sr Mgr, Video SW Engrg	
<b>Manager</b>	<b>16</b>	50016 Mgr, SW Engrg	50116 Mgr, Solutions Engrg	50216 Mgr, AI / Machine Learning		51016 Mgr, Web Dev (F-E)	51516 Mgr, Mobile App Dev	53016 Mgr, SW Arch	53116 Mgr, Video SW Engrg	53216 Mgr, Rendering Engrg
<b>Supervisor</b>	<b>17</b>									
<b>Lead</b>	<b>18</b>	50018 Lead SWE		50218 Lead AI / Machine Learning Engr		51018 Lead Web Devr (F-E)	51518 Lead Mobile App Devr			
<b>Distinguished IC</b>	<b>20</b>	50020 Distinguished SWE					51520 Distinguished Mobile App Devr (New)			
<b>Principal IC</b>	<b>21</b>	50021 Princ SWE	50121 Princ Solutions Engr	50221 Princ AI / Machine Learning Engr		51021 Princ Web Devr (F-E)	51521 Princ Mobile App Devr	53021 Princ SW Arch	53121 Princ Video SW Engr	
<b>Sr Advanced IC</b>	<b>22</b>	50022 Sr Adv SWE	50122 Sr Adv Solutions Engr	50222 Sr Adv AI / Machine Learning Engr		51022 Sr Adv Web Devr (F-E)	51522 Sr Adv Mobile App Devr	53022 Sr Adv SW Arch	53122 Sr Adv Video SW Engr	
<b>Advanced IC</b>	<b>23</b>	50023 Adv SWE	50123 Adv Solutions Engr	50223 Adv AI / Machine Learning Engr		51023 Adv Web Devr (F-E)	51523 Adv Mobile App Devr	53023 Adv SW Arch	53123 Adv Video SW Engr	
<b>Senior IC</b>	<b>24</b>	50024 Sr SWE	50124 Sr Solutions Engr	50224 Sr AI / Machine Learning Engr		51024 Sr Web Devr (F-E)	51524 Sr Mobile App Devr	53024 Sr SW Arch	53124 Sr Video SW Engr	53224 Sr Rendering Engr
<b>Journey IC</b>	<b>25</b>	50025 SWE	50125 Solutions Engr	50225 AI / Machine Learning Engr		51025 Web Devr (F-E)	51525 Mobile App Devr	53025 SW Arch	53125 Video SW Engr	53225 Rendering Engr
<b>Assoc IC</b>	<b>26</b>	50026 Assoc SWE	50126 Assoc Solutions Engr	50226 Assoc AI / Machine Learning Engr		51026 Assoc Web Devr (F-E)	51526 Assoc Mobile App Devr		53126 Assoc Video SW Engr	
<b>Coordinator</b>	<b>27</b>									
<b>Assistant</b>	<b>28</b>									

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		INFRASTRUCTURE			SOFTWARE SUPPORT				
		DevOps Engineering	Business Functional Analysis	Cloud Engineering	Software Quality Assurance Engineering	Quality Assurance Analysis	Software Testing	Software Release Engineering	Mobile Submissions
		533	535	537	540	545	550	560	563
<b>Brief Job Family Descriptions</b>		Ensures the quality, reliability and stability of production systems and/or digital platforms. Engages with software developers and infrastructure engineers to integrate software development and delivery from inception to full operation.	Gathers and analyzes internal business requirements to translate users' business requirements into detailed functional designs for development, testing and implementation.	Designs, develops, operates and maintains cloud computing solutions, systems and applications that enable engineers to build and operate applications, efficiently leverage cloud resources and integrate with cloud providers.	Develops and implements software testing protocols that comply with established policies and quality assurance procedures and standards to assure the functionality and integrity of pre-released software, including development and deployment of test plans.	Designs and implements software test plans on releases of software features, applications and/or digital products to ensure reliability. Writes automated tools to support test plans.	Executes software test plans on pre-releases of features and applications on digital platforms.	Configures, compiles, assembles and delivers source code for product release.	Ensures that the organization's mobile applications / products developed or acquired for delivery to third party hosts meet internal and external configuration and quality requirements and are delivered against committed timelines.
<b>Top</b>	<b>10</b>	30 Top Technology Executive (continued)							
<b>EVP</b>	<b>10.5</b>								
<b>SVP</b>	<b>11</b>	50011 SVP, SW Engr (continued)							
<b>VP</b>	<b>12</b>	53312 VP, DevOps Engr		53712 VP, Cloud Engr	54012 VP, SW QA Engr				
<b>Sr Director</b>	<b>13</b>	53313 Sr Dir, DevOps Engr		53713 Sr Dir, Cloud Engr	54013 Sr Dir, SW QA Engr	54513 Sr Dir, QA Analysis	55013 Sr Dir, SW Testing		
<b>Director</b>	<b>14</b>	53314 Dir, DevOps Engr	53514 Dir, Bus Functl Analysis	53714 Dir, Cloud Engr	54014 Dir, SW QA Engr	54514 Dir, QA Analysis	55014 Dir, SW Testing	56014 Dir, SW Release Engr	
<b>Sr Manager</b>	<b>15</b>	53315 Sr Mgr, DevOps Engr	53515 Sr Mgr, Bus Functl Analysis	53715 Sr Mgr, Cloud Engr	54015 Sr Mgr, SW QA Engr				
<b>Manager</b>	<b>16</b>	53316 Mgr, DevOps Engr	53516 Mgr, Bus Functl Analysis	53716 Mgr, Cloud Engr	54016 Mgr, SW QA Engr	54516 Mgr, QA Analysis	55016 Mgr, SW Testing	56016 Mgr, SW Release Engr	
<b>Supervisor</b>	<b>17</b>								
<b>Lead</b>	<b>18</b>	53318 Lead DevOps Engr		53718 Lead Cloud Engr	54018 Lead SW QA Engr				
<b>Distinguished IC</b>	<b>20</b>								
<b>Principal IC</b>	<b>21</b>	53321 Princ DevOps Engr	53521 Princ Bus Functl Analyst	53721 Princ Cloud Engr	54021 Princ SW QA Engr				
<b>Sr Advanced IC</b>	<b>22</b>	53322 Sr Adv DevOps Engr		53722 Sr Adv Cloud Engr	54022 Sr Adv SW QA Engr				
<b>Advanced IC</b>	<b>23</b>	53323 Adv DevOps Engr	53523 Adv Bus Functl Analyst (New)	53723 Adv Cloud Engr	54023 Adv SW QA Engr		55023 Adv SW Tester (New)	56023 Adv SW Release Engr	
<b>Senior IC</b>	<b>24</b>	53324 Sr DevOps Engr	53524 Sr Bus Functl Analyst	53724 Sr Cloud Engr	54024 Sr SW QA Engr	54524 Sr QA Analyst	55024 Sr SW Tester	56024 Sr SW Release Engr	
<b>Journey IC</b>	<b>25</b>	53325 DevOps Engr	53525 Bus Functl Analyst	53725 Cloud Engr	54025 SW QA Engr	54525 QA Analyst	55025 SW Tester	56025 SW Release Engr	
<b>Assoc IC</b>	<b>26</b>	53326 Assoc DevOps Engr	53526 Assoc Bus Functl Analyst	53726 Assoc Cloud Engr	54026 Assoc SW QA Engr	54526 Assoc QA Analyst (New)	55026 Assoc SW Tester		56326 Assoc Mobile Submissions Spec
<b>Coordinator</b>	<b>27</b>								
<b>Assistant</b>	<b>28</b>								

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		DATA AND ANALYTICS						
		Data Engineering 565	Database Development 570	Database Administration 580	Digital Analytics 582	Data Science 583	Business Intelligence Engineering 585	Data Analytics 588
		Develops software systems that process, store and serve data for use by others. Optimizes the availability of data to generate insights and address business needs.	Designs and develops database and data warehousing applications, and software to query databases.	Develops and designs database strategies, monitors and maintains databases, and enhances database performance and capacity.	Conducts real time data capture analysis and reporting of audience traffic and performance metrics.	Develops and uses sophisticated computational methods, prediction systems and machine learning algorithms and techniques to observe trends in current behavior and predict future outcomes. Mines, processes and analyzes very large and/or complex data sets to generate actionable insights and solutions that inform business decisions.	Configures information systems to query dynamic databases and to extract, report, and analyze information for business units.	Organizes, cleans, analyzes and models data to provide actionable, data-driven insights to optimize business performance and outcomes.
<b>Brief Job Family Descriptions</b>								
<b>Top</b>	<b>10</b>	30 Top Technology Executive (continued)						
<b>EVP</b>	<b>10.5</b>							
<b>SVP</b>	<b>11</b>	56511 SVP, Data Engrg			58211 SVP, Digital Analytics	58311 SVP, Data Science	58511 SVP, Bus Intel Engrg	58811 SVP, Data Analytics
<b>VP</b>	<b>12</b>	56512 VP, Data Engrg			58212 VP, Digital Analytics	58312 VP, Data Science	58512 VP, Bus Intel Engrg	58812 VP, Data Analytics
<b>Sr Director</b>	<b>13</b>	56513 Sr Dir, Data Engrg			58213 Sr Dir, Digital Analytics	58313 Sr Dir, Data Science	58513 Sr Dir, Bus Intel Engrg	58813 Sr Dir, Data Analytics
<b>Director</b>	<b>14</b>	56514 Dir, Data Engrg	57014 Dir, DB Dev	58014 Dir, DB Admin	58214 Dir, Digital Analytics	58314 Dir, Data Science	58514 Dir, Bus Intel Engrg	58814 Dir, Data Analytics
<b>Sr Manager</b>	<b>15</b>	56515 Sr Mgr, Data Engrg		58015 Sr Mgr, DB Admin	58215 Sr Mgr, Digital Analytics	58315 Sr Mgr, Data Science	58515 Sr Mgr, Bus Intel Engrg	58815 Sr Mgr, Data Analytics
<b>Manager</b>	<b>16</b>	56516 Mgr, Data Engrg	57016 Mgr, DB Dev	58016 Mgr, DB Admin	58216 Mgr, Digital Analytics	58316 Mgr, Data Science	58516 Mgr, Bus Intel Engrg	58816 Mgr, Data Analytics
<b>Supervisor</b>	<b>17</b>					58317 Supv, Data Science		
<b>Lead</b>	<b>18</b>					58318 Lead Data Scientist (New)	58518 Lead Bus Intel Engr	
<b>Distinguished IC</b>	<b>20</b>	56520 Distinguished Data Engr				58320 Distinguished Data Scientist		
<b>Principal IC</b>	<b>21</b>	56521 Princ Data Engr	57021 DB Architect		58221 Princ Digital Analyst	58321 Principal Data Scientist	58521 Princ Bus Intel Engr	58821 Princ Data Analyst
<b>Sr Advanced IC</b>	<b>22</b>	56522 Sr Adv Data Engr			58222 Sr Adv Digital Analyst	58322 Sr Adv Data Scientist	58522 Sr Adv Bus Intel Engr	58822 Sr Adv Data Analyst
<b>Advanced IC</b>	<b>23</b>	56523 Adv Data Engr	57023 Adv DB Devr	58023 Adv DB Admnr	58223 Adv Digital Analyst	58323 Adv Data Scientist	58523 Adv Bus Intel Engr	58823 Adv Data Analyst
<b>Senior IC</b>	<b>24</b>	56524 Sr Data Engr	57024 Sr DB Devr	58024 Sr DB Admnr	58224 Sr Digital Analyst	58324 Sr Data Scientist	58524 Sr Bus Intel Engr	58824 Sr Data Analyst
<b>Journey IC</b>	<b>25</b>	56525 Data Engr	57025 DB Devr	58025 DB Admnr	58225 Digital Analyst	58325 Data Scientist	58525 Bus Intel Engr	58825 Data Analyst
<b>Assoc IC</b>	<b>26</b>	56526 Assoc Data Engr		58026 Assoc DB Admnr	58226 Assoc Digital Analyst	58326 Assoc Data Scientist	58526 Assoc Bus Intel Engr	58826 Assoc Data Analyst
<b>Coordinator</b>	<b>27</b>							
<b>Assistant</b>	<b>28</b>							

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		PROGRAM / PROJECT MANAGEMENT						MARKETING			
		Technical Project Management	Technical Program Management	Agile	Creative Services Project Management	Project Management	Program Management	Marketing	Marketing Strategy	Brand Marketing	Brand Development and Licensing
		595	597	599	605	606	608	610	611	620	622
<b>Brief Job Family Descriptions</b>		Manages multi-disciplinary technology teams that manage, but do not own, specific technical projects (e.g., digital platform development, systems infrastructure). Ensures projects are completed to specification and delivered on time, within budget and with the most efficient use of resources.	Directs and manages the development of technical programs with broad organizational reach, comprised of multi-faceted technical projects that span multiple functions.	Facilitates high-quality software development of teams by practicing scrum or agile software development methodologies. Responsible for the productivity of the teams and the quality of work process and outcomes.	Oversees and coordinates project tracking for creating and producing sales and marketing materials.	Supports the planning of, and guides, multi-disciplinary teams in the advancement and achievement of project objectives. Ensures projects are completed to specification and delivered on time, within budget and with the most efficient use of resources.	Directs and manages the development of non-technical programs with broad organizational reach, comprised of multi-faceted projects that span multiple functions.	Develops, executes, tracks, evaluates and adjusts multi-platform integrated marketing and promotions campaigns to enhance brand awareness and drive demand to maximize market share.	Develops and guides the execution of marketing strategies to reach target audiences, enhance brand awareness and drive demand to maximize market share.	Increases brand recognition and market share of assigned digital channels, products or services and creates or enhances brand identity.	Expands brand recognition and drives revenue by identifying, negotiating and developing opportunities to license the organization's branded content and/or products to third parties.
<b>Top</b>	<b>10</b>						32 Top Marketing Executive				
<b>EVP</b>	<b>10.5</b>										
<b>SVP</b>	<b>11</b>	59511 SVP, Tech Proj Mgmt	59711 SVP, Tech Prog Mgmt		60511 SVP, Creative Svcs Proj Mgmt	60611 SVP, Proj Mgmt	60811 SVP, Prog Mgmt	61011 SVP, Mktg	61111 SVP, Mktg Strategy	62011 SVP, Brand Mktg	62211 SVP, Brand Dev & Licensing <i>(New)</i>
<b>VP</b>	<b>12</b>	59512 VP, Tech Proj Mgmt	59712 VP, Tech Prog Mgmt		60512 VP, Creative Svcs Proj Mgmt	60612 VP, Proj Mgmt	60812 VP, Prog Mgmt	61012 VP, Mktg (Gnrlist)	61112 VP, Mktg Strategy	62012 VP, Brand Mktg	
<b>Sr Director</b>	<b>13</b>	59513 Sr Dir, Tech Proj Mgmt	59713 Sr Dir, Tech Prog Mgmt		60513 Sr Dir, Creative Svcs Proj Mgmt	60613 Sr Dir, Proj Mgmt	60813 Sr Dir, Prog Mgmt	61013 Sr Dir, Mktg (Gnrlist)	61113 Sr Dir, Mktg Strategy	62013 Sr Dir, Brand Mktg	
<b>Director</b>	<b>14</b>	59514 Dir, Tech Proj Mgmt	59714 Dir, Tech Prog Mgmt		60514 Dir, Creative Svcs Proj Mgmt	60614 Dir, Proj Mgmt	60814 Dir, Prog Mgmt	61014 Dir, Mktg (Gnrlist)	61114 Dir, Mktg Strategy	62014 Dir, Brand Mktg	62214 Dir, Brand Dev & Licensing
<b>Sr Manager</b>	<b>15</b>	59515 Sr Mgr, Tech Proj Mgmt	59715 Sr Mgr, Tech Prog Mgmt		60515 Sr Mgr, Creative Svcs Proj Mgmt	60615 Sr Mgr, Proj Mgmt	60815 Sr Mgr, Prog Mgmt	61015 Sr Mgr, Mktg (Gnrlist)	61115 Sr Mgr, Mktg Strategy	62015 Sr Mgr, Brand Mktg	
<b>Manager</b>	<b>16</b>	59516 Mgr, Tech Proj Mgmt	59716 Mgr, Tech Prog Mgmt	59916 Agile Coach	60516 Mgr, Creative Svcs Proj Mgmt	60616 Mgr, Proj Mgmt	60816 Mgr, Prog Mgmt	61016 Mgr, Mktg (Gnrlist)	61116 Mgr, Mktg Strategy	62016 Mgr, Brand Mktg	62216 Mgr, Brand Dev & Licensing
<b>Supervisor</b>	<b>17</b>				60517 Supv, Creative Svcs Proj Mgmt						
<b>Lead</b>	<b>18</b>										
<b>Distinguished IC</b>	<b>20</b>										
<b>Principal IC</b>	<b>21</b>		59721 Princ Tech Prog Mgr				60821 Princ Prog Mgr				
<b>Sr Advanced IC</b>	<b>22</b>	59522 Sr Adv Tech Proj Mgr	59722 Sr Adv Tech Prog Mgr			60622 Sr Adv Proj Mgr	60822 Sr Adv Prog Mgr			62022 Sr Adv Brand Mktg Spec	
<b>Advanced IC</b>	<b>23</b>	59523 Adv Tech Proj Mgr	59723 Adv Tech Prog Mgr	59923 Adv Scrum Master		60623 Adv Proj Mgr	60823 Adv Prog Mgr	61023 Adv Mktg Spec (Gnrlist)	61123 Adv Mktg Strategy Spec	62023 Adv Brand Mktg Spec	
<b>Senior IC</b>	<b>24</b>	59524 Sr Tech Proj Mgr	59724 Sr Tech Prog Mgr	59924 Sr Scrum Master	60524 Sr Creative Svcs Proj Mgr	60624 Sr Proj Mgr	60824 Sr Prog Mgr	61024 Sr Mktg Spec (Gnrlist)	61124 Sr Mktg Strategy Spec	62024 Sr Brand Mktg Spec	
<b>Journey IC</b>	<b>25</b>	59525 Tech Proj Mgr	59725 Tech Prog Mgr	59925 Scrum Master	60525 Creative Svcs Proj Mgr	60625 Proj Mgr	60825 Prog Mgr	61025 Mktg Spec (Gnrlist)	61125 Mktg Strategy Spec	62025 Brand Mktg Spec	62225 Brand Dev & Licensing Spec
<b>Assoc IC</b>	<b>26</b>	59526 Assoc Tech Proj Mgr	59726 Assoc Tech Prog Mgr		60526 Assoc Creative Svcs Proj Mgr	60626 Assoc Proj Mgr	60826 Assoc Prog Mgr	61026 Assoc Mktg Spec (Gnrlist)	61126 Assoc Mktg Strategy Spec	62026 Assoc Brand Mktg Spec	
<b>Coordinator</b>	<b>27</b>	59527 Tech Proj Coord			60527 Creative Svcs Proj Coord						
								61027 Marketing Coordinator			
<b>Assistant</b>	<b>28</b>							61028 Marketing Assistant			

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		MARKETING (CONTINUED)									
		Product Marketing 630	Lifecycle Marketing 635	Retention Marketing (New Family) 640	Marketing Technology (New Family) 643	Direct Marketing 650	Product Copywriting 655	Email / Live Chat Marketing 660	Email Marketing Analysis 661	Events / Experiential Marketing 670	Influencer Marketing 672
<b>Brief Job Family Descriptions</b>		Develops and executes marketing programs and campaigns for specific assigned brands / products that drive demand to maximize market share. Oversees the launch of new products and supports the sales process for the lifecycle of products.	Responsible for fostering and building customer relationships and loyalty, and strengthening customer engagement with the organization's digital products and services. Designs and implements marketing strategies to acquire and retain customers at all stages of the customer lifecycle.	Develops and executes strategies, programs and campaigns to improve satisfaction and loyalty among existing customers. Leverages data analytics to reduce customer churn and maximize retention and lifetime value.	Identifies, develops and/or implements technology solutions to facilitate, and enhance the effectiveness of, digital marketing efforts. Uses technology-related marketing data, automation tools and analytics to streamline marketing processes, improve efficiency, gain meaningful insights and deliver results-driven marketing campaigns.	Develops and executes customer development and retention programs to increase customer base and engender customer loyalty.	Writes copy about products, typically for inclusion in a product page displayed digitally.	Develops and executes email and live chat communication between digital organization and its customers / users.	Analyzes email marketing campaign performance.	Plans, develops and/or organizes special events, including immersive branded experiences, to create customer awareness and/or support product marketing plans. May use social media and traditional media to extend events that are experienced publicly.	Expands the organization's social media presence by developing and implementing relationships and partnerships with personalities and influencers in social media.
<b>Top</b>	<b>10</b>	32 Top Marketing Executive (continued)									
<b>EVP</b>	<b>10.5</b>										
<b>SVP</b>	<b>11</b>	63011 SVP, Prdt Mktg	63511 SVP, Lifecycle Mktg							67011 SVP, Events / Exper Mktg (New)	
<b>VP</b>	<b>12</b>	63012 VP, Prdt Mktg	63512 VP, Lifecycle Mktg	64012 VP, Retention Mktg (New)	64312 VP, Mktg Technology (New)	65012 VP, Direct Mktg				67012 VP, Events / Exper Mktg	
<b>Sr Director</b>	<b>13</b>	63013 Sr Dir, Prdt Mktg	63513 Sr Dir, Lifecycle Mktg	64013 Sr Dir, Retention Mktg (New)	64313 Sr Dir, Mktg Technology (New)					67013 Sr Dir, Events / Exper Mktg	67213 Sr Dir, Influencer Mktg (New)
<b>Director</b>	<b>14</b>	63014 Dir, Prdt Mktg	63514 Dir, Lifecycle Mktg	64014 Dir, Retention Mktg (New)	64314 Dir, Mktg Technology (New)	65014 Dir, Direct Mktg	65514 Dir, Prdt Copywriting (New)	66014 Dir, Email / Live Chat Mktg		67014 Dir, Events / Exper Mktg	67214 Dir, Influencer Mktg
<b>Sr Manager</b>	<b>15</b>	63015 Sr Mgr, Prdt Mktg	63515 Sr Mgr, Lifecycle Mktg	64015 Sr Mgr, Retention Mktg (New)	64315 Sr Mgr, Mktg Technology (New)	65015 Sr Mgr, Direct Mktg				67015 Sr Mgr, Events / Exper Mktg	67215 Sr Mgr, Influencer Mktg (New)
<b>Manager</b>	<b>16</b>	63016 Mgr, Prdt Mktg	63516 Mgr, Lifecycle Mktg	64016 Mgr, Retention Mktg (New)	64316 Mgr, Mktg Technology (New)	65016 Mgr, Direct Mktg	65516 Mgr, Prdt Copywriting	66016 Mgr, Email / Live Chat Mktg		67016 Mgr, Events / Exper Mktg	67216 Mgr, Influencer Mktg
<b>Supervisor</b>	<b>17</b>										
<b>Lead</b>	<b>18</b>										
<b>Distinguished IC</b>	<b>20</b>										
<b>Principal IC</b>	<b>21</b>										
<b>Sr Advanced IC</b>	<b>22</b>										
<b>Advanced IC</b>	<b>23</b>	63023 Adv Prdt Mktg Spec	63523 Adv Lifecycle Mktg Spec				65523 Adv Prdt Copywriter			67023 Adv Events / Exper Mktg Spec (New)	67223 Adv Influencer Mktg Spec
<b>Senior IC</b>	<b>24</b>	63024 Sr Prdt Mktg Spec	63524 Sr Lifecycle Mktg Spec	64024 Sr Retention Mktg Spec (New)	64324 Sr Mktg Technology Spec (New)	65024 Sr Direct Mktg Spec	65524 Sr Prdt Copywriter	66024 Sr Email / Live Chat Mktg Spec		67024 Sr Events / Exper Mktg Spec	67224 Sr Influencer Mktg Spec
<b>Journey IC</b>	<b>25</b>	63025 Prdt Mktg Spec	63525 Lifecycle Mktg Spec	64025 Retention Mktg Spec (New)	64325 Mktg Technology Spec (New)	65025 Direct Mktg Spec	65525 Prdt Copywriter	66025 Email / Live Chat Mktg Spec	66125 Email Mktg Analyst	67025 Events / Exper Mktg Spec	67225 Influencer Mktg Spec
<b>Assoc IC</b>	<b>26</b>	63026 Assoc Prdt Mktg Spec	63526 Assoc Lifecycle Mktg Spec				65526 Assoc Prdt Copywriter	66026 Assoc Email / Live Chat Mktg Spec		67026 Assoc Events / Exper Mktg Spec	67226 Assoc Influencer Mktg Spec
<b>Coordinator</b>	<b>27</b>							66027 Email / Live Chat Mktg Admnr		67027 Events / Exper Mktg Coord	
		61027 Marketing Coordinator (continued)									
<b>Assistant</b>	<b>28</b>	61028 Marketing Assistant (continued)									

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family Level	MARKETING (CONTINUED)					RESEARCH			BUSINESS DEVELOPMENT		
	Audience Development / Growth Marketing	Performance Marketing	Integrated Marketing	Creative Services	Dynamic Pricing	Market Research	Consumer Insights / Analytics	Competitive / Business Intelligence Research	Business Development	Account Service / Management	
	675	676	678	679	681	685	690	700	710	730	
<b>Brief Job Family Descriptions</b>	Develops, enhances and maintains sustained relationships with existing and potential audiences for digital content.	Plans, executes and optimizes marketing campaigns through paid media, including social media, search engine marketing, display advertising, content marketing and native advertising. Leverages data and analytics to test, analyze, measure and iterate to optimize campaign performance and return on investment.	Leverages and uses corporate resources to develop multi-platform, integrated marketing programs and campaigns that meet brand strategy and objectives, maximize market share and deliver a consistent, seamless, multi-dimensional brand experience for the consumer.	Creates and produces sales and marketing materials (e.g., print, digital, video, on-air) for selling and promoting the digital organization's brand, products and/or services. Establishes creative identity and "look and feel."	Develops and/or implements dynamic pricing tools and algorithms to assess and continuously adjust the prices of products and services. Analyzes historical and real-time market data to identify pricing trends and provide actionable recommendations to stakeholders.	Designs, conducts and analyzes quantitative and qualitative research that measures consumer response to content, products and services.	Analyzes performance of marketing, consumer and site visitor activity to inform product and marketing strategies and drive business decisions. Identifies and analyzes new opportunities to understand, reach and influence consumers.	Analyzes the performance of the organization's business operations and those of competitors and emerging business, and product and service trends in the industry.	Identifies and pursues new business opportunities such as licensing, joint ventures and strategic relationships to increase revenues, page hits, market share and quality of products and services.	Manages large, complex business development deals and strategic relationships such as alliances and partnerships, including those with advertising agencies.	
<b>Top</b>	<b>10</b>	32 Top Marketing Executive (continued)									
<b>EVP</b>	<b>10.5</b>										
<b>SVP</b>	<b>11</b>	67511 SVP, Aud Dev / Growth Mktg	67611 SVP, Performance Mktg (New)	67811 SVP, Integrated Mktg	67911 SVP, Creative Svcs		68511 SVP, Mkt Rsrch	69011 SVP, Consumer Insights / Analytics	70011 SVP, Comp / Bus Intel Rsrch	71011 SVP, Bus Dev	
<b>VP</b>	<b>12</b>	67512 VP, Aud Dev / Growth Mktg	67612 VP, Performance Mktg	67812 VP, Integrated Mktg	67912 VP, Creative Svcs		68512 VP, Mkt Rsrch	69012 VP, Consumer Insights / Analytics	70012 VP, Comp / Bus Intel Rsrch	71012 VP, Bus Dev	73012 VP, Acct Svc / Mgmt
<b>Sr Director</b>	<b>13</b>	67513 Sr Dir, Aud Dev / Growth Mktg	67613 Sr Dir, Performance Mktg	67813 Sr Dir, Integrated Mktg	67913 Sr Dir, Creative Svcs	68113 Sr Dir, Dynamic Pricing (New)	68513 Sr Dir, Mkt Rsrch	69013 Sr Dir, Consumer Insights / Analytics	70013 Sr Dir, Comp / Bus Intel Rsrch	71013 Sr Dir, Bus Dev	73013 Sr Dir, Acct Svc / Mgmt
<b>Director</b>	<b>14</b>	67514 Dir, Aud Dev / Growth Mktg	67614 Dir, Performance Mktg	67814 Dir, Integrated Mktg	67914 Dir, Creative Svcs	68114 Dir, Dynamic Pricing	68514 Dir, Mkt Rsrch	69014 Dir, Consumer Insights / Analytics	70014 Dir, Comp / Bus Intel Rsrch	71014 Dir, Bus Dev	73014 Dir, Acct Svc / Mgmt
<b>Sr Manager</b>	<b>15</b>	67515 Sr Mgr, Aud Dev / Growth Mktg	67615 Sr Mgr, Performance Mktg (New)	67815 Sr Mgr, Integrated Mktg	67915 Sr Mgr, Creative Svcs		68515 Sr Mgr, Mkt Rsrch	69015 Sr Mgr, Consumer Insights / Analytics	70015 Sr Mgr, Comp / Bus Intel Rsrch	71015 Sr Mgr, Bus Dev	73015 Sr Mgr, Acct Svc / Mgmt
<b>Manager</b>	<b>16</b>	67516 Mgr, Aud Dev / Growth Mktg	67616 Mgr, Performance Mktg	67816 Mgr, Integrated Mktg	67916 Mgr, Creative Svcs	68116 Mgr, Dynamic Pricing	68516 Mgr, Mkt Rsrch	69016 Mgr, Consumer Insights / Analytics	70016 Mgr, Comp / Bus Intel Rsrch	71016 Mgr, Bus Dev	73016 Mgr, Acct Svc / Mgmt
<b>Supervisor</b>	<b>17</b>									71017 Supv, Bus Dev	
<b>Lead</b>	<b>18</b>										
<b>Distinguished IC</b>	<b>20</b>										
<b>Principal IC</b>	<b>21</b>										
<b>Sr Advanced IC</b>	<b>22</b>						68522 Sr Adv Mkt Rsrch Analyst	69022 Sr Adv Consumer Insights / Analytics Analyst		71022 Sr Adv Bus Dev Analyst	
<b>Advanced IC</b>	<b>23</b>	67523 Adv Aud Dev / Growth Mktg Analyst (New)			67923 Adv Creative Svcs Spec (New)	68123 Adv Dynamic Pricing Analyst (New)	68523 Adv Mkt Rsrch Analyst	69023 Adv Consumer Insights / Analytics Analyst	70023 Adv Comp / Bus Intel Rsrch (New)	71023 Adv Bus Dev Analyst	73023 Adv Acct Svc Mgr (New)
<b>Senior IC</b>	<b>24</b>	67524 Sr Aud Dev / Growth Mktg Analyst	67624 Sr Performance Mktg Spec	67824 Sr Integrated Mktg Spec	67924 Sr Creative Svcs Spec	68124 Sr Dynamic Pricing Analyst	68524 Sr Mkt Rsrch Analyst	69024 Sr Consumer Insights / Analytics Analyst	70024 Sr Comp / Bus Intel Rsrchr	71024 Sr Bus Dev Analyst	73024 Sr Acct Svc Mgr
<b>Journey IC</b>	<b>25</b>	67525 Aud Dev / Growth Mktg Analyst	67625 Performance Mktg Spec	67825 Integrated Mktg Spec	67925 Creative Svcs Spec	68125 Dynamic Pricing Analyst	68525 Mkt Rsrch Analyst	69025 Consumer Insights / Analytics Analyst	70025 Comp / Bus Intel Rsrchr	71025 Bus Dev Analyst	73025 Acct Svc Mgr
<b>Assoc IC</b>	<b>26</b>	67526 Assoc Aud Dev / Growth Mktg Analyst		67826 Assoc Integrated Mktg Spec			68526 Assoc Mkt Rsrch Analyst	69026 Assoc Consumer Insights / Analytics Analyst			73026 Assoc Acct Svc Mgr
<b>Coordinator</b>	<b>27</b>	61027 Marketing Coordinator (continued)								71027 Bus Dev Coord	73027 Acct Svc Coord
<b>Assistant</b>	<b>28</b>	61028 Marketing Assistant (continued)									

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		SOCIAL MEDIA / COMMUNITY					SEARCH ENGINE OPTIMIZATION	SEARCH ENGINE MARKETING	CUSTOMER SUPPORT	
		Social Media Management / Marketing	Social Media Producing	Social Media Editorial	Community Management	Content Review / Content Moderation			Customer Support	Customer Experience
		731	732	734	736	737			740	742
<b>Brief Job Family Descriptions</b>		Uses social media campaigns to deepen existing customer relationships and to engage, attract and acquire new customers and visitors to the organization's brands, products and/or digital platforms.	Produces and directs a high volume of short video and photo content for distribution on social media platforms.	Creates, develops, manages and edits content for posting on social media to expand organization's presence and drive traffic to the organization's digital platforms.	Develops features on the organization's digital platforms to create and sustain a sense of community and foster conversation with existing and potential community members.	Reviews content submitted by users to ensure consistent compliance with terms of use. Ensures that user contributions meet intellectual property, brand or product reputation standards.	Adjusts or rewrites digital platform content to achieve a higher ranking in user searches.	Promotes digital platforms by increasing their visibility on search engine results pages through optimization or advertising.	Provides technical support, and sales and billing support.	Develops recommendations, action plans, methods and/or tools to optimize the customer experience across all touchpoints. Identifies where customers are in their lifecycles and applies support practices that evoke positive responses and strengthen customer engagement.
<b>Top</b>	<b>10</b>									
<b>EVP</b>	<b>10.5</b>									
<b>SVP</b>	<b>11</b>	73111 SVP, Social Media Mgmt / Mktg								
<b>VP</b>	<b>12</b>	73112 VP, Social Media Mgmt / Mktg	73212 VP, Social Media Producing				74012 VP, Search Engine Optimization	74212 VP, Search Engine Mktg	75012 VP, CS	75212 VP, Cust Experience
<b>Sr Director</b>	<b>13</b>	73113 Sr Dir, Social Media Mgmt / Mktg		73413 Sr Dir, Social Media Editorial <i>(New)</i>			74013 Sr Dir, Search Engine Optimization	74213 Sr Dir, Search Engine Mktg	75013 Sr Dir, CS	75213 Sr Dir, Cust Experience
<b>Director</b>	<b>14</b>	73114 Dir, Social Media Mgmt / Mktg	73214 Dir, Social Media Producing	73414 Dir, Social Media Editorial	73614 Dir, Community		74014 Dir, Search Engine Optimization	74214 Dir, Search Engine Mktg	75014 Dir, CS	75214 Dir, Cust Experience
<b>Sr Manager</b>	<b>15</b>	73115 Sr Mgr, Social Media Mgmt / Mktg			73615 Sr Mgr, Community		74015 Sr Mgr, Search Engine Optimization		75015 Sr Mgr, CS	75215 Sr Mgr, Cust Experience
<b>Manager</b>	<b>16</b>	73116 Mgr, Social Media Mgmt / Mktg	73216 Mgr, Social Media Producing	73416 Mgr, Social Media Editorial	73616 Mgr, Community	73716 Mgr, Content Review / Content Mod	74016 Mgr, Search Engine Optimization	74216 Mgr, Search Engine Mktg	75016 Mgr, CS	75216 Mgr, Cust Experience
<b>Supervisor</b>	<b>17</b>		73217 Supv, Social Media Producing						75017 Supv, CS	75217 Supv, Cust Experience <i>(New)</i>
<b>Lead</b>	<b>18</b>				73618 Lead Community Spec				75018 Lead CS Rep	75218 Lead Cust Experience Spec <i>(New)</i>
<b>Distinguished IC</b>	<b>20</b>									
<b>Principal IC</b>	<b>21</b>									
<b>Sr Advanced IC</b>	<b>22</b>								75022 Sr Adv CS Rep	
<b>Advanced IC</b>	<b>23</b>	73123 Adv Social Media Mgmt / Mktg Spec <i>(New)</i>		73423 Adv Social Media Editor	73623 Adv Community Spec		74023 Adv Search Eng Optimizer	74223 Adv Search Eng Mktg Rep	75023 Adv CS Rep	75223 Adv Cust Experience Spec
<b>Senior IC</b>	<b>24</b>	73124 Sr Social Media Mgmt / Mktg Spec	73224 Sr Social Media Producer	73424 Sr Social Media Editor	73624 Sr Community Spec		74024 Sr Search Eng Optimizer	74224 Sr Search Eng Mktg Rep	75024 Sr CS Rep	75224 Sr Cust Experience Spec
<b>Journey IC</b>	<b>25</b>	73125 Social Media Mgmt / Mktg Spec	73225 Social Media Producer	73425 Social Media Editor	73625 Community Spec	73725 Content Review / Content Mod Rep	74025 Search Eng Optimizer	74225 Search Eng Mktg Rep	75025 CS Rep	75225 Cust Experience Spec
<b>Assoc IC</b>	<b>26</b>	73126 Assoc Social Media Mgmt / Mktg Spec		73426 Assoc Social Media Editor	73626 Assoc Community Spec	73726 Assoc Content Review / Content Mod Rep	74026 Assoc Search Eng Optimizer		75026 Assoc CS Rep	75226 Assoc Cust Experience Spec
<b>Coordinator</b>	<b>27</b>	73127 Social Media Mgmt / Mktg Coord		73427 Social Media Editorial Coord			74027 Search Engine Optimization Coord	74227 Search Engine Mktg Coord	75027 CS Coord	
<b>Assistant</b>	<b>28</b>		73228 Asst Social Media Producer				74028 Search Engine Optimization Asst	74228 Search Engine Mktg Asst		

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		ADVERTISING SALES						
		Field Advertising Sales	Partnership / Sponsorship Sales	Programmatic / Automated Advertising Sales	Inside Advertising Sales	Local Field Advertising Sales	Advertising Solutions	Integrated Sales and Marketing
		800	802	805	810	811	815	817
<b>Brief Job Family Descriptions</b>		Sells national and regional advertising on assigned digital platforms.	Sells corporate partnerships and sponsorships for events and/or series. Manages negotiations. Ensures agreements fulfill all terms and conditions.	Optimizes revenues from digital advertising inventory using real-time channels and machine-driven methods to increase overall advertising revenues.	Sells advertising on assigned digital platforms using email and telephone communication.	Sells advertising to local businesses in assigned geographic area.	Proposes and creates innovative digital advertising campaigns for new or current customers to increase advertising sales revenue and to highlight and enhance the customer's brands.	Manages advertising sales and marketing programs that use all available corporate resources across multiple platforms (e.g., website(s), mobile, television, print, sponsorships and strategic alliances) to maximize campaigns for major clients.
<b>Top</b>	<b>10</b>	36 Top Sales Executive						
<b>EVP</b>	<b>10.5</b>	80010.5 EVP, Ad Sales						
<b>SVP</b>	<b>11</b>	80011 SVP, Ad Sales					81511 SVP, Ad Solutions	81711 SVP, Integrated Sales & Mktg
<b>VP</b>	<b>12</b>	80012 VP, Ad Sales		80512 VP, Programmatic / Automated Ad Sales			81512 VP, Ad Solutions	81712 VP, Integrated Sales & Mktg
<b>Sr Director</b>	<b>13</b>	80013 Sr Dir, Ad Sales	80213 Sr Dir, Partnership / Sponsorship Sales <i>(New)</i>	80513 Sr Dir, Programmatic / Automated Ad Sales	81013 Sr Dir, Inside Ad Sales	81113 Sr Dir, Local Ad Sales <i>(New)</i>	81513 Sr Dir, Ad Solutions	81713 Sr Dir, Integrated Sales & Mktg
<b>Director</b>	<b>14</b>	80014 Dir, Ad Sales	80214 Dir, Partnership / Sponsorship Sales	80514 Dir, Programmatic / Automated Ad Sales	81014 Dir, Inside Ad Sales	81114 Dir, Local Ad Sales	81514 Dir, Ad Solutions	81714 Dir, Integrated Sales & Mktg
<b>Sr Manager</b>	<b>15</b>	80015 Sr Mgr, Ad Sales		80515 Sr Mgr, Programmatic / Automated Ad Sales	81015 Sr Mgr, Inside Ad Sales		81515 Sr Mgr, Ad Solutions	81715 Sr Mgr, Integrated Sales & Mktg
<b>Manager</b>	<b>16</b>	80016 Mgr, Ad Sales	80216 Mgr, Partnership / Sponsorship Sales	80516 Mgr, Programmatic / Automated Ad Sales	81016 Mgr, Inside Ad Sales	81116 Mgr, Local Ad Sales	81516 Mgr, Ad Solutions	81716 Mgr, Integrated Sales & Mktg
<b>Supervisor</b>	<b>17</b>							
<b>Lead</b>	<b>18</b>							
<b>Distinguished IC</b>	<b>20</b>							
<b>Principal IC</b>	<b>21</b>							
<b>Sr Advanced IC</b>	<b>22</b>		80222 Sr Adv Partnership / Sponsorship Sales Acct Exec <i>(New)</i>					
<b>Advanced IC</b>	<b>23</b>	80023 Adv Acct Exec	80223 Adv Partnership / Sponsorship Sales Acct Exec <i>(New)</i>				81523 Adv Ad Solutions Spec	81723 Adv Integrated Sales & Mktg Spec
<b>Senior IC</b>	<b>24</b>	80024 Sr Acct Exec	80224 Sr Partnership / Sponsorship Sales Acct Exec <i>(New)</i>	80524 Sr Programmatic / Automated Ad Sales Spec	81024 Sr Inside Ad Sales Rep	81124 Sr Local Ad Sales Acct Exec <i>(New)</i>	81524 Sr Ad Solutions Spec	81724 Sr Integrated Sales & Mktg Spec
<b>Journey IC</b>	<b>25</b>	80025 Acct Exec	80225 Partnership / Sponsorship Sales Acct Exec	80525 Programmatic / Automated Ad Sales Spec	81025 Inside Ad Sales Rep	81125 Local Ad Sales Acct Exec	81525 Ad Solutions Spec	81725 Integrated Sales & Mktg Spec
<b>Assoc IC</b>	<b>26</b>	80026 Assoc Acct Exec		80526 Assoc Programmatic / Automated Ad Sales Spec	81026 Assoc Inside Ad Sales Rep		81526 Assoc Ad Solutions Spec	81726 Assoc Integrated Sales & Mktg Spec
<b>Coordinator</b>	<b>27</b>							
<b>Assistant</b>	<b>28</b>	82528 Sales Assistant						

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level	GENERAL SALES SUPPORT									
	DIGITAL PRODUCT SALES	Pre-Sales	Sales Account Service / Management	Technical Account Management	Sales Marketing	Sales Strategy and Planning	Sales Operations	Sales Development Administration	Sales Analysis	Sales Training
	820	823	825	828	830	840	860	871	874	876
<b>Brief Job Family Descriptions</b>	Sells the organization's digital products or services to clients, meeting sales metrics and quotas.	Supports a direct sales team in its efforts to sell and position new or complex products or to penetrate new markets by providing specific knowledge and/or technical expertise regarding customers and/or products.	Manages strategic relationships with advertising, paid search or digital product or service customers.	Maintains strategic relationships with, and provides post-sale technical support to, customers on technical aspects of digital products and services. Communicates product performance and technical issues to internal stakeholders. Collaborates with sales team(s) to refine products and services.	Develops, disseminates and supports promotional programs, sales pitches and new advertising products for the sales function.	Sets sales strategy. Provides sales force with proposals and presentations to address the priorities and preferences of assigned market segments or specified advertising customers for advertising or digital product sales.	Implements processes that support sales operations; reports on sales revenues; analyzes sales metrics; implements ad contracts. Supports the sales of advertising, products or services.	Develops and manages the sales leads pipeline. Uses sales management software to track, qualify and allocate sales leads.	Compiles, analyzes and reports on sales revenue to support decisions about digital sales programs and to evaluate sales performance.	Designs, prepares and delivers necessary and prescribed training courses for advertising sales and/or digital product sales personnel. Collaborates with sales management to determine sales training needs.
<b>Top</b>	<b>10</b>	36 Top Sales Executive (continued)								
<b>EVP</b>	<b>10.5</b>									
<b>SVP</b>	<b>11</b>	82011 SVP, Digital Prod Sales					84011 SVP, Sales Strat & Plnng (New)			
<b>VP</b>	<b>12</b>	82012 VP, Digital Prod Sales	82312 VP, Pre-Sales	82512 VP, Sales Acct Svc / Mgmt		83012 VP, Sales Mktg (New)	84012 VP, Sales Strat & Plnng	86012 VP, Sales Ops		87612 VP, Sales Training
<b>Sr Director</b>	<b>13</b>	82013 Sr Dir, Digital Prod Sales		82513 Sr Dir, Sales Acct Svc / Mgmt		83013 Sr Dir, Sales Mktg	84013 Sr Dir, Sales Strat & Plnng (New)	86013 Sr Dir, Sales Ops		87613 Sr Dir, Sales Training (New)
<b>Director</b>	<b>14</b>	82014 Dir, Digital Prod Sales	82314 Dir, Pre-Sales	82514 Dir, Sales Acct Svc / Mgmt	82814 Dir, Tech Acct Mgmt	83014 Dir, Sales Mktg	84014 Dir, Sales Strat & Plnng	86014 Dir, Sales Ops		87614 Dir, Sales Training
<b>Sr Manager</b>	<b>15</b>	82015 Sr Mgr, Digital Prod Sales	82315 Sr Mgr, Pre-Sales	82515 Sr Mgr, Sales Acct Svc / Mgmt		83015 Sr Mgr, Sales Mktg	84015 Sr Mgr, Sales Strat & Plnng (New)	86015 Sr Mgr, Sales Ops		87615 Sr Mgr, Sales Training
<b>Manager</b>	<b>16</b>	82016 Mgr, Digital Prod Sales	82316 Mgr, Pre-Sales	82516 Mgr, Sales Acct Svc / Mgmt	82816 Mgr, Tech Acct Mgmt	83016 Mgr, Sales Mktg	84016 Mgr, Sales Strat & Plnng	86016 Mgr, Sales Ops		87616 Mgr, Sales Training
<b>Supervisor</b>	<b>17</b>									
<b>Lead</b>	<b>18</b>									
<b>Distinguished IC</b>	<b>20</b>									
<b>Principal IC</b>	<b>21</b>									
<b>Sr Advanced IC</b>	<b>22</b>		82322 Sr Adv Pre-Sales Spec	82522 Sr Adv Sales Acct Svc Mgr						
<b>Advanced IC</b>	<b>23</b>	82023 Adv Digital Prod Sales Exec		82523 Adv Sales Acct Svc Mgr		83023 Adv Sales Mktg Spec (New)	84023 Adv Sales Strat & Plnng Spec (New)	86023 Adv Sales Ops Spec (New)		87623 Adv Sales Trainer (New)
<b>Senior IC</b>	<b>24</b>	82024 Sr Digital Prod Sales Exec		82524 Sr Sales Acct Svc Mgr	82824 Sr Tech Acct Mgr	83024 Sr Sales Mktg Spec	84024 Sr Sales Strat & Plnng Spec	86024 Sr Sales Ops Spec		87424 Sr Sales Analyst 87624 Sr Sales Trainer
<b>Journey IC</b>	<b>25</b>	82025 Digital Prod Sales Exec	82325 Pre-Sales Spec	82525 Sales Acct Svc Mgr	82825 Tech Acct Mgr	83025 Sales Mktg Spec	84025 Sales Strat & Plnng Spec	86025 Sales Ops Spec	87125 Sales Dev Rep	87425 Sales Analyst 87625 Sales Trainer
<b>Assoc IC</b>	<b>26</b>	82026 Assoc Digital Prod Sales Exec		82526 Assoc Sales Acct Svc Mgr		83026 Assoc Sales Mktg Spec	84026 Assoc Sales Strat & Plnng Spec	86026 Assoc Sales Ops Spec		87626 Assoc Sales Trainer
<b>Coordinator</b>	<b>27</b>			82527 Sales Acct Svc Coord		83027 Sales Mktg Coord (New)	84027 Sales Strat & Plnng Coord (New)			
<b>Assistant</b>	<b>28</b>	82528 Sales Assistant (continued)								

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		ADVERTISEMENT OPERATIONS					
		Ad Producing 881	Advertising Operations 883	Advertising Inventory Management 885	Yield Analytics 887	Advertising Campaign Management 889	Advertising Traffic 891
		Prepares digital advertisements by organizing and testing creative assets, scheduling and posting of advertisements, and managing inventory and media placement in coordination with platforms, websites and/or apps and media planning.	Ensures the delivery, testing, technical implementation and optimization of rich media advertisements on the organization's multiple digital platforms.	Coordinates, allocates inventory to maximize revenue; analyzes delivery, traffic; prepares forecasts, strategies, assesses opportunities / products.	Forecasts available inventory, monitors performance; collaborates with technology providers, internal ad operations.	Coordinates fulfillment of advertising campaigns to ensure timely, accurate implementation.	Ensures that digital advertisements are readied, uploaded and placed as sold, in full compliance with contract terms. Provides accurate tracking and timely, regular delivery of advertising traffic statistics to advertisers.
<b>Top</b>	<b>10</b>	36 Top Sales Executive (continued)					
<b>EVP</b>	<b>10.5</b>						
<b>SVP</b>	<b>11</b>						
<b>VP</b>	<b>12</b>		88312 VP, Ad Ops		88712 VP, Yield Analytics <i>(New)</i>		89112 VP, Ad Traffic <i>(New)</i>
<b>Sr Director</b>	<b>13</b>		88313 Sr Dir, Ad Ops		88713 Sr Dir, Yield Analytics <i>(New)</i>		89113 Sr Dir, Ad Traffic <i>(New)</i>
<b>Director</b>	<b>14</b>		88314 Dir, Ad Ops	88514 Dir, Ad Inventory Mgmt	88714 Dir, Yield Analytics		89114 Dir, Ad Traffic
<b>Sr Manager</b>	<b>15</b>		88315 Sr Mgr, Ad Ops		88715 Sr Mgr, Yield Analytics		89115 Sr Mgr, Ad Traffic <i>(New)</i>
<b>Manager</b>	<b>16</b>		88316 Mgr, Ad Ops	88516 Mgr, Ad Inventory Mgmt	88716 Mgr, Yield Analytics	88916 Mgr, Ad Camp Mgmt	89116 Mgr, Ad Traffic
<b>Supervisor</b>	<b>17</b>		88317 Supv, Ad Ops				89117 Supv, Ad Traffic
<b>Lead</b>	<b>18</b>		88318 Lead Ad Ops Spec				
<b>Distinguished IC</b>	<b>20</b>						
<b>Principal IC</b>	<b>21</b>						
<b>Sr Advanced IC</b>	<b>22</b>						
<b>Advanced IC</b>	<b>23</b>		88323 Adv Ad Ops Spec		88723 Adv Yield Analyst	88923 Adv Ad Camp Mgr	
<b>Senior IC</b>	<b>24</b>		88324 Sr Ad Ops Spec	88524 Sr Ad Inventory Spec	88724 Sr Yield Analyst	88924 Sr Ad Camp Mgr	89124 Sr Ad Traffic Spec
<b>Journey IC</b>	<b>25</b>	88125 Ad Producer	88325 Ad Ops Spec	88525 Ad Inventory Spec	88725 Yield Analyst	88925 Ad Camp Mgr	89125 Ad Traffic Spec
<b>Assoc IC</b>	<b>26</b>		88326 Assoc Ad Ops Spec	88526 Assoc Ad Inventory Spec		88926 Assoc Ad Camp Mgr	89126 Assoc Ad Traffic Spec
<b>Coordinator</b>	<b>27</b>		88327 Ad Ops Coord <i>(New)</i>				89127 Ad Traffic Coord
<b>Assistant</b>	<b>28</b>	82528 Sales Assistant (continued)					

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		FRAUD			GENERAL AND ADMINISTRATIVE						
		Fraud Prevention and Investigation	Fraud Analysis	Inclusion and Belonging ( <i>New Family</i> )	Human Resources	Digital Recruiting	Employee Experience ( <i>New Family</i> )	Digital Legal Counsel	Finance	Production Accounting	Information Technology
		920	960	965	968	970	972	975	976	977	979
<b>Brief Job Family Descriptions</b>		Investigates claims of fraud against the organization and its customers using software programs as well as manual reviews to monitor and analyze transactional and customer records for fraud.	Analyzes large data sets to understand customer behavior, detect unusual platform activity and prevent fraudulent payment and losses.	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.	Directs and implements activities that optimize attraction, retention, motivation, professional growth and productivity of employees. Ensures compliance with various entities.	Sources, recommends and hires digital talent for the organization's positions through social media and traditional recruiting tools.	Directs and implements initiatives that improve and optimize employee engagement, satisfaction, productivity and well-being. Promotes a positive work environment throughout the employee lifecycle.	Protects the ordinary and special activities of the organization. Ensures regulatory compliance. Drafts and reviews binding agreements and contracts.	Develops budgets and forecasts, reports on variances and provides updated forecasts and models. Supports client groups in planning and decision making with financial and scenario modeling. Develops financial models for new ventures.	Forecasts, budgets, tracks, reports, and facilitates accounts payable and receivable to track production costs.	Plans, designs, installs, upgrades, and troubleshoots technology systems, software and data applications that support internal business operations.
<b>Top</b>	<b>10</b>										
<b>EVP</b>	<b>10.5</b>				96810.5 EVP, Human Resources			97510.5 EVP, Digital Legal Counsel	97610.5 EVP, Finance		97910.5 EVP, IT
<b>SVP</b>	<b>11</b>			96511 SVP, Inclusion & Belonging ( <i>New</i> )	96811 SVP, Human Resources			97511 SVP, Digital Legal Counsel	97611 SVP, Finance		97911 SVP, IT
<b>VP</b>	<b>12</b>			96512 VP, Inclusion & Belonging ( <i>New</i> )	96812 VP, Human Resources			97512 VP, Digital Legal Counsel	97612 VP, Finance	97712 VP, Prod Acct	97912 VP, IT
<b>Sr Director</b>	<b>13</b>			96513 Sr Dir, Inclusion & Belonging ( <i>New</i> )	96813 Sr Dir, Human Resources			97513 Sr Dir, Digital Legal Counsel	97613 Sr Dir, Finance		97913 Sr Dir, IT ( <i>New</i> )
<b>Director</b>	<b>14</b>	92014 Dir, Fraud Programs		96514 Dir, Inclusion & Belonging ( <i>New</i> )	96814 Dir, Human Resources	97014 Dir, Digital Recruiting	97214 Dir, Employee Experience ( <i>New</i> )	97514 Dir, Digital Legal Counsel	97614 Dir, Finance	97714 Dir, Prod Acct	97914 Dir, IT
<b>Sr Manager</b>	<b>15</b>			96515 Sr Mgr, Inclusion & Belonging ( <i>New</i> )	96815 Sr Mgr, Human Resources	97015 Sr Mgr, Digital Recruiting		97515 Sr Mgr, Digital Legal Counsel ( <i>New</i> )	97615 Sr Mgr, Finance		97915 Sr Mgr, IT ( <i>New</i> )
<b>Manager</b>	<b>16</b>	92016 Mgr, Fraud Programs		96516 Mgr, Inclusion & Belonging ( <i>New</i> )	96816 Mgr, Human Resources	97016 Mgr, Digital Recruiting	97216 Mgr, Employee Experience ( <i>New</i> )	97516 Mgr, Digital Legal Counsel	97616 Mgr, Finance	97716 Mgr, Prod Acct	97916 Mgr, IT
<b>Supervisor</b>	<b>17</b>	92017 Supv, Fraud Programs									
<b>Lead</b>	<b>18</b>					97018 Lead Digital Recruiter					97918 Lead IT Engr
<b>Distinguished IC</b>	<b>20</b>										
<b>Principal IC</b>	<b>21</b>										
<b>Sr Advanced IC</b>	<b>22</b>										
<b>Advanced IC</b>	<b>23</b>		96023 Adv Fraud Analyst								97923 Adv IT Engr ( <i>New</i> )
<b>Senior IC</b>	<b>24</b>	92024 Sr Fraud Investigator	96024 Sr Fraud Analyst	96524 Sr Inclusion & Belonging Analyst ( <i>New</i> )	96824 Sr Human Resources Generalist	97024 Sr Digital Recruiter	97224 Sr Employee Experience Spec ( <i>New</i> )	97524 Sr Paralegal	97624 Sr Financial Analyst	97724 Sr Prod Acctnt	97924 Sr IT Engr
<b>Journey IC</b>	<b>25</b>	92025 Fraud Investigator	96025 Fraud Analyst	96525 Inclusion & Belonging Analyst ( <i>New</i> )	96825 Human Resources Generalist	97025 Digital Recruiter	97225 Employee Experience Spec ( <i>New</i> )	97525 Paralegal	97625 Financial Analyst	97725 Production Acctnt	97925 IT Engr
<b>Assoc IC</b>	<b>26</b>		96026 Assoc Fraud Analyst			97026 Assoc Digital Recruiter					97926 Assoc IT Engr ( <i>New</i> )
<b>Coordinator</b>	<b>27</b>				96827 Human Resources Coord	97027 Digital Recruiting Coord					97927 Help Desk Coord
<b>Assistant</b>	<b>28</b>										

# 2025 Digital Content and Technology Survey – Survey Position Grids

Family  Level		INTERNATIONAL							
		International General Management	International Software Engineering	International Marketing	International Community Management	International Country Advertising Sales	International Editorial	International Quality Control	International Producing
		980	982	984	986	988	991	993	995
<b>Brief Job Family Descriptions</b>		Directs operations of business unit(s) / product line(s) of international country(ies) to achieve strategic, operational, financial content quality results.	Designs, develops, and deploys software engineering solutions for international country(ies) that provide desired functionality to digital platforms, products and services.	Develops, executes, tracks, evaluates and adjusts multi-platform integrated marketing and promotions campaigns for international country(ies) to enhance brand awareness and drive demand to maximize market share.	Develops features on the organization's digital platforms of international country(ies) to create and sustain a community platform and foster conversation with existing and potential community members.	Sells national and regional advertising on assigned digital platform(s) of a country(ies) exclusive of company headquarter location.	Creates, develops, manages and edits content for online editorial digital platforms for (a) country(ies), exclusive of company headquarter location. Sets and ensures the editorial "voice" and the desired "look and feel" of the editorial-based digital platforms and content.	Identifies and resolves quality problems with created content for (a) country(ies), exclusive of company headquarter location, either prior to or post-distribution. Ensures that content and advertisements meet technical specifications and display, integrate and transition correctly on all digital platforms.	Sets, communicates, implements and maintains the creative and technical vision for digital content for (a) country(ies), exclusive of company headquarter location. Coordinates resources to meet budget, timing and quality goals.
<b>Top</b>	<b>10</b>								
<b>EVP</b>	<b>10.5</b>								
<b>SVP</b>	<b>11</b>	98011 SVP, Int'l Bus Unit/GM							
<b>VP</b>	<b>12</b>	98012 VP, Int'l Bus Unit/GM	98212 VP, Int'l SW Engrg	98412 VP, Int'l Mktg <i>(New)</i>		98812 Int'l Country Head of Ad Sales			
<b>Sr Director</b>	<b>13</b>	98013 Sr Dir, Int'l Bus Unit/GM	98213 Sr Dir, Int'l SW Engrg			98813 Sr Dir, Int'l Country Ad Sales			
<b>Director</b>	<b>14</b>	98014 Dir, Int'l Bus Unit/GM	98214 Dir, Int'l SW Engrg	98414 Dir, Int'l Mktg		98814 Dir, Int'l Country Ad Sales		99314 Dir, Int'l Quality Control	99514 Dir, Int'l Producing
<b>Sr Manager</b>	<b>15</b>		98215 Sr Mgr, Int'l SW Engrg <i>(New)</i>	98415 Sr Mgr, Int'l Mktg		98815 Sr Mgr, Int'l Country Ad Sales	99115 Sr Int'l Section Editor <i>(New)</i>		
<b>Manager</b>	<b>16</b>		98216 Mgr, Int'l SW Engrg	98416 Mgr, Int'l Mktg	98616 Mgr, Int'l Community Mgmt	98816 Mgr, Int'l Country Ad Sales	99116 Int'l Section Editor	99316 Mgr, Int'l Quality Control	
<b>Supervisor</b>	<b>17</b>								
<b>Lead</b>	<b>18</b>								
<b>Distinguished IC</b>	<b>20</b>								
<b>Principal IC</b>	<b>21</b>		98221 Princ Int'l SWE						
<b>Sr Advanced IC</b>	<b>22</b>		98222 Sr Adv Int'l SWE				99122 Sr Adv Int'l Editor <i>(New)</i>		
<b>Advanced IC</b>	<b>23</b>		98223 Adv Int'l SWE				99123 Adv Int'l Editor	99323 Adv Int'l QC Analyst	
<b>Senior IC</b>	<b>24</b>		98224 Sr Int'l SWE	98424 Sr Int'l Mktg Mgr		98824 Sr Int'l Country Ad Sales Rep	99124 Sr Int'l Editor	99324 Sr Int'l QC Analyst	99524 Sr Int'l Producer
<b>Journey IC</b>	<b>25</b>		98225 Int'l SWE	98425 Int'l Mktg Mgr	98625 Int'l Community Mgr	98825 Int'l Country Ad Sales Rep	99125 Int'l Editor	99325 Int'l QC Analyst	99525 Int'l Producer
<b>Assoc IC</b>	<b>26</b>		98226 Assoc Int'l SWE			98826 Assoc Int'l Country Ad Sales Rep		99326 Assoc Int'l QC Analyst	
<b>Coordinator</b>	<b>27</b>						99127 Int'l Editorial Coord		
<b>Assistant</b>	<b>28</b>			98428 Int'l Mktg Asst					