

Survey Position Grids

EXECUTIVE MANAGEMENT	Family Level	GENERAL MANAGEMENT 100	VIRTUAL REALITY 190	CONTENT PRODUCING						
				Producing 200	Content Strategy 205	Content 210	Content Partner Account Management 213	Content Curating 215	Digital Content Scheduling 216	Native Producing 218
20 Chief Executive Officer (Independent Company) 22 Chief Executive Officer (Online Subsidiary / Division) 24 Chief Operating Officer 26 Chief Financial Officer 28 General Counsel 29 Chief Human Resource Officer 29.5 Chief Information Security Officer 31 Chief Data Officer	Brief Job Family Descriptions	Directs ops of business unit(s) / product line(s) to achieve strategic, operational, financial content quality results. Typically has P&L responsibility.	Designs and develops virtual reality applications, content and products to deliver immersive, interactive user experiences. Establishes the creative and technical vision for virtual reality products / projects and determines how virtual reality technology can be adopted into the organization's product offering.	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 distribution.	Secures a continuous flow of content for digital distribution.	Implements terms of content partner agreements. Develops relationships with content partners.	Sources and delivers content that enhances digital presence and drives traffic to website.	Plans, develops and executes the content scheduling process, ensuring compelling lineups across all digital platforms. Evaluates and adjusts content delivery schedules as appropriate.	Develops and produces client-sponsored "native" content for distribution on the organization's website(s) and/or social media platforms. "Native" refers to the coherence of content (i.e., similar in form and style) with other media appearing on the platform.
Top	10010 Group Head of Online Units / GM									
EVP	10010.5 EVP, Online Unit / GM									
SVP	10011 SVP, Online Unit / GM					21011 SVP, Content				
VP	10012 VP, Online Unit / GM	19012 VP, Virtual Reality			20512 VP, Content Strategy	21012 VP, Content	21312 VP, Content Ptnr Acct Mgmt			
Sr Director	10013 Sr Dir, Online Unit / GM			20013 Sr Exec Producer	20513 Sr Dir, Content Strategy	21013 Sr Dir, Content		21513 Sr Dir, Content Curating		
Director	10014 Dir, Online Unit / GM	19014 Dir, Virtual Reality		20014 Exec Producer	20514 Dir, Content Strategy	21014 Dir, Content	21314 Dir, Content Ptnr Acct Mgmt	21514 Dir, Content Curating		
Sr Manager		19015 Sr Mgr, Virtual Reality		20015 Sr Mgr, Producing	20515 Sr Mgr, Content Strategy	21015 Sr Mgr, Content		21515 Sr Mgr, Content Curating		
Manager				20016 Mgr, Producing	20516 Mgr, Content Strategy	21016 Mgr, Content	21316 Mgr, Content Ptnr Acct Mgmt	21516 Mgr, Content Curating		
Supervisor				20017 Supv, Producing						
Lead										
Distinguished IC										
Principal IC								21521 Principal Content Curator		
Sr Advanced IC							21322 Sr Adv Content Ptnr Acct Mgr	21522 Sr Adv Content Curator		
Advanced IC				20023 Adv Producer	20523 Adv Content Strategist		21323 Adv Content Ptnr Acct Mgr	21523 Adv Content Curator		
Senior IC				20024 Sr Producer	20524 Sr Content Strategist	21024 Sr Content Mgr	21324 Sr Content Ptnr Acct Mgr	21524 Sr Content Curator	21624 Sr Digital Content Scheduler	21824 Sr Native Producer
Journey IC				20025 Producer	20525 Content Strategist	21025 Content Mgr	21325 Content Ptnr Acct Mgr	21525 Content Curator	21625 Digital Content Scheduler	21825 Native Producer
Assoc IC				20026 Assoc Producer	20526 Assoc Content Strategist		21326 Assoc Content Ptnr Acct Mgr			
Coordinator						21027 Content Coordinator				
Assistant				20028 Asst Producer						

Survey Position Grids

Family Level	CONTENT PRODUCING (CONTINUED)			AUDIO / VIDEO PRODUCING					TECHNICAL PRODUCING 240	SHOW PRODUCING		
	Multimedia Producing 220	Multimedia Editorial 225	Prediting 227	Digital Video Creative Development 228	Video Producing 230	Video Editing / Shooting 232	Audio Design / Producing 235	Podcast Producing 237		Digital Show Host 245	Show Booking 246	Talent Management 248
Brief Job Family Descriptions	Develops, prepares, implements multimedia features for websites. 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 digital websites.	Writes, produces edits multimedia content, promotions, original productions, special projects for websites, integrating video, art, text and sound.	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 websites.	Conceives, shapes, designs, implements and edits audio for assigned projects.	Conceives, produces, manages, edits and readies podcasts for digital distribution on multiple platforms.	Develops technical website specifications and maintains the "technical vision" for websites.	Presents video features on websites.	Implements and coordinates on-screen guest booking for digital productions and/or features.	Manages relationships with talent working on digital productions, promotions or projects.
Top												
EVP												
SVP												
VP				22812 VP, Digital Video Creative Dev	23012 VP, Video Producing			23712 VP, Podcast Producing			24812 VP, Talent Mgmt	
Sr Director	22013 Sr Exec MM Producer				23013 Sr Dir, Video Producing							
Director	22014 Exec MM Producer	22514 Dir, Multimedia Editorial		22814 Dir, Digital Video Creative Dev	23014 Dir, Video Producing			23714 Dir, Podcast Producing			24814 Dir, Talent Mgmt	
Sr Manager	22015 Sr Mgr, MM Producing	22515 Sr Mgr, Multimedia Editorial		22815 Sr Mgr, Digital Video Creative Dev	23015 Sr Mgr, Video Producing				24015 Sr Mgr, Techn Producing			
Manager	22016 Mgr, MM Producing	22516 Mgr, Multimedia Editorial		22816 Mgr, Digital Video Creative Dev	23016 Mgr, Video Producing	23216 Mgr, Video Editing / Shooting	23516 Mgr, Audio Design / Producing	23716 Mgr, Podcast Producing	24016 Mgr, Techn Producing		24816 Mgr, Talent Mgmt	
Supervisor	22017 Supv, MM Producing				23017 Supv, Video Producing							
Lead					23018 Lead Video Producer							
Distinguished IC												
Principal IC												
Sr Advanced IC				22822 Sr Adv Digital Video Creative Dev Exec								
Advanced IC				22823 Adv Digital Video Creative Dev Exec	23023 Adv Video Producer				24523 Sr Digital Show Host		24823 Adv Talent Mgr	
Senior IC	22024 Sr MM Producer	22524 Sr MM Editor	22724 Sr Preditor	22824 Sr Digital Video Creative Dev Exec	23024 Sr Video Producer	23224 Sr Video Editor / Shooter	23524 Sr Audio Designer / Producer	23724 Sr Podcast Producer	24024 Sr Techn Producer	24524 Digital Show Host	24824 Sr Talent Mgr	
Journey IC	22025 MM Producer	22525 MM Editor	22725 Preditor		23025 Video Producer	23225 Video Editor / Shooter	23525 Audio Designer / Producer	23725 Podcast Producer	24025 Techn Producer	24625 Show Booker	24825 Talent Mgr	
Assoc IC					23026 Assoc Video Producer			23726 Assoc Podcast Producer	24026 Assoc Techn Producer		24826 Assoc Talent Mgr	
Coordinator					23027 Video Coord							
Assistant					23028 Video Asst							

Survey Position Grids

Family Level	PRODUCT MANAGEMENT AND MONETIZATION		ECOMMERCE CONTENT AND OPERATIONS						PRODUCTION / POST PRODUCTION MANAGEMENT		
	Product Management 250	Monetization 255	Site Merchandising 260	Merchandising Planning 262	Buying 264	Inventory 272	Fulfillment 273	Supply Chain Optimization 274	Production Management 275	Post Production 280	Quality Control 285
Brief Job Family Descriptions	Defines and develops new products, manages cross-organization efforts to ensure approval, and then directs their introduction, typically for technology-based products.	Develops strategies to generate enhanced revenues from digitally-generated traffic.	Develops and executes site merchandising strategies to drive sales and guest conversion on e-commerce websites across multiple 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 websites.	Reviews, analyzes and maintains inventory to meet targeted sales and fulfillment levels.	Ensures comprehensive product fulfillment and delivery support and service after close of sale. Coordinates and monitors fulfillment and return service per agreement terms.	Develops and implements, for the e-commerce organizations, innovative solutions to maximize chain efficiency and minimize costs.	Conducts the management and coordination of production activities required for website operations of multiple continuously refreshed digital websites.	Plans and executes activities required to ready final content for digital distribution on variety of digital platforms. Builds content elements including video, sound and graphics to create finished content that is ready to distribute.	Identifies and resolves quality problems with created content either prior to or post-distribution.
Top											
EVP											
SVP	25011 SVP, Prdt Mgmt										
VP	25012 VP, Prdt Mgmt	25512 VP, Monetization	26012 VP, Site Merchandising				27312 VP, Fulfillment		27512 VP, Prodn Mgmt	28012 VP, Post Prodn	28512 VP, QC
Sr Director	25013 Sr Dir, Prdt Mgmt	25513 Sr Dir, Monetization	26013 Sr Dir, Site Merchandising								
Director	25014 Dir, Prdt Mgmt	25514 Dir, Monetization	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	28514 Dir, QC
Sr Manager	25015 Sr Mgr, Prdt Mgmt	25515 Sr Mgr, Monetization			26415 Sr Mgr, Buying						
Manager	25016 Mgr, Prdt Mgmt	25516 Mgr, Monetization	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	28516 Mgr, QC
Supervisor	25017 Supv, Prdt Mgmt										
Lead	25018 Lead Prdt Mgr						27318 Lead Fulfillment Rep				
Distinguished IC	25020 Distinguished Prdt Mgr										
Principal IC	25021 Princ Prdt Mgr	25521 Princ Monetization Analyst									
Sr Advanced IC	25022 Sr Adv Prdt Mgr										
Advanced IC	25023 Adv Prdt Mgr									28023 Adv Post Prodn Producer	
Senior IC	25024 Sr Prdt Mgr	25524 Sr Monetization Analyst	26024 Sr Site Merchandiser	26224 Sr Merch Planner	26424 Sr Buyer/Catg Mgr				27524 Sr Prodn Mgr	28024 Sr Post Prodn Producer	28524 Sr QC Analyst
Journey IC	25025 Prdt Mgr	25525 Monetization Analyst	26025 Site Merchandiser	26225 Merch Planner	26425 Buyer/Catg Mgr	27225 Inventory Spec		27425 Supply Chain Optimzr	27525 Prodn Mgr	28025 Post Prodn Producer	28525 QC Analyst
Assoc IC	25026 Assoc Prdt Mgr		26026 Assoc Site Merchandiser		26426 Assoc Buyer/Catg Mgr				27526 Assoc Prodn Mgr		28526 Assoc QC Analyst
Coordinator	25027 Prdt Mgmt Coord		26027 Site Merchandising Coord								
Assistant			26028 Asst Site Merchandiser		26428 Asst Buyer				27528 Asst Prodn Mgr		

Survey Position Grids

Family Level	DESIGN			USER INTERFACE		EDITORIAL					
	Art 300	Digital Animation 305	Production Art 310	User Experience Design 320	User Experience Research 322	Editorial 330	Managing Editorial 340	Writing 360	Technical Writing 362	Digital Reporting 365	Content Research 367
Brief Job Family Descriptions	Develops and executes design and layout solutions for digital content, determining the "look and feel" of existing content and developing design concepts for new products and content.	Implements artistic direction into animation (i.e. bringing life to characters and objects) in digital content. May include: modeling, sculpting, layout, character animation, character set up / rigging, look development, texture painting, character simulations, lighting, rendering, motion capture, stereoscopic imaging and cinematics.	Processes and renders images, text and graphics.	Establishes and executes interface design solutions for information layout and the user's experience with functionality and content.	Designs and implements user experience research studies to support the development of product user interface (UI) designs.	Creates, develops, manages and edits content for online editorial websites. Sets and ensures the editorial "voice" and the desired "look and feel" of the editorial-based websites and content.	Coordinates the work of editorial, art and production departments to ensure and maintain established quality standards across all editorial websites.	Researches, writes and revises material for assigned products and programs.	Provides documentation of technical processes through writing, editing and updating technical documentation for both internal and external products and functions.	Reports news and special interest stories on digital audience platforms.	Researches original content for digital platforms, typically for news, sports or special feature stories.
Top											
EVP						33010.5 EVP, Editor in Chief					
SVP											
VP	30012 VP, Creative			32012 VP, User Experience Design	32212 VP, User Exp Rsrch	33012 VP, Editor in Chief					
Sr Director	30013 Sr Creative Dir			32013 Sr Dir, User Experience Design	32213 Sr Dir, User Exp Rsrch	33013 Sr Exec Editor					
Director	30014 Creative Dir	30514 Dir, Digital Animation		32014 Dir, User Exp Design	32214 Dir, User Exp Rsrch	33014 Exec Editor					
Sr Manager	30015 Sr Art Dir	30515 Sr Mgr, Digital Animation		32015 Sr Mgr, User Exp Design	32215 Sr Mgr, User Exp Rsrch	33015 Sr Section Editor					36715 Sr Mgr, Content Research
Manager	30016 Art Dir	30516 Mgr, Digital Animation		32016 Mgr, User Exp Design	32216 Mgr, User Exp Rsrch	33016 Section Editor	34016 Managing Editor		36216 Mgr, Technical Writing		36716 Mgr, Content Research
Supervisor											
Lead	30018 Lead Designer					33018 Lead Editor	34018 Chief Copy Editor				
Distinguished IC											
Principal IC	30021 Princ Designer	30521 Princ Digital Animator		32021 Princ User Exp Designer	32221 Princ User Exp Rsrchr			36021 Columnist / Blogger			
Sr Advanced IC				32022 Sr Adv User Exp Designer	32222 Sr Adv User Exp Rsrchr						
Advanced IC	30023 Adv Designer			32023 Adv User Exp Designer	32223 Adv User Exp Rsrchr			36023 Adv Writer	36223 Adv Technical Writer	36523 Adv Digital Reporter	
Senior IC	30024 Sr Designer	30524 Sr Digital Animator	31024 Sr Prodn Artist	32024 Sr User Exp Designer	32224 Sr User Exp Rsrchr	33024 Sr Editor	34024 Sr Copy Editor	36024 Sr Writer	36224 Sr Technical Writer	36524 Sr Digital Reporter	
Journey IC	30025 Designer	30525 Digital Animator	31025 Prodn Artist	32025 User Exp Designer	32225 User Exp Rsrchr	33025 Editor	34025 Copy Editor	36025 Writer	36225 Technical Writer	36525 Digital Reporter	36725 Content Researcher
Assoc IC	30026 Assoc Designer			32026 Assoc User Exp Designer	32226 Assoc User Exp Rsrchr	33026 Assoc Editor	34026 Assoc Copy Editor	36026 Assoc Writer			
Coordinator					32227 User Experience Rsrch Coord						
Assistant						33028 Editorial Asst					

Survey Position Grids

Family Level	PHOTOGRAPHY AND DIGITAL ASSETS					NETWORK SYSTEMS								
	Photography	Styling	Photography Editing or Administration	Digital Assets	SEARCH EDITORIAL / ONTOLOGY	MEDIA TECHNICAL PRODUCTION	Network Operations	Network Engineering	Systems Engineering	Back-End Development	Security Engineering	Security Analysis	Ethical Hacking	Security Compliance
	370	375	380	382	390	410	420	425	440	445	457	458	460	462
Brief Job Family Descriptions	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.	Monitors, maintains and troubleshoots organization's network systems to ensure continuous service, performance and reliability in delivering content to users.	Plans, designs, develops and deploys network infrastructure and technologies that deliver and support content to users and ensure site reliability.	Designs, deploys, troubleshoots systems; ensures that servers, infrastructure are reliable and secure. Performs live fixes.	Designs, implements and maintains hardware and software systems that link databases and hardware platforms with transactional software, typically to enable e-commerce.	Designs, implements programs to protect networks, systems, applications, data; conducts, maintains security operations.	Monitors, identifies, analyzes, and responds to cyber threats to help protect the organization from harmful infiltration of networks and computer systems.	Develops and executes scenarios to test the security of networks or system infrastructures.	Ensures that organization's information systems meet regulatory requirements. Oversees information technology governance for the organization.
Top														
EVP														
SVP							42011 SVP, Ntwk Ops							
VP							42012 VP, Ntwk Ops	42512 VP, Ntwk Engrg	44012 VP, Systems Engrg		45712 VP, Security Engrg	45812 VP, Security Analysis		
Sr Director	37013 Sr Dir, Phtgphy						42013 Sr Dir, Ntwk Ops	42513 Sr Dir, Ntwk Engrg	44013 Sr Dir, Systems Engrg		45713 Sr Dir, Security Engrg			
Director	37014 Dir, Phtgphy	37514 Dir, Styling		38214 Dir, Digital Assets	39014 Dir, Search Editorial / Ontology	41014 Dir, Media Technical Prodn	42014 Dir, Ntwk Ops	42514 Dir, Ntwk Engrg	44014 Dir, Systems Engrg	44514 Dir, Back-End Dev	45714 Dir, Security Engrg	45814 Dir, Security Analysis		46214 Dir, Security Compl
Sr Manager	37015 Sr Mgr, Phtgphy					41015 Sr Mgr, Media Technical Prodn	42015 Sr Mgr, Ntwk Ops	42515 Sr Mgr, Ntwk Engrg	44015 Sr Mgr, Systems Engrg		45715 Sr Mgr, Security Engrg			46215 Sr Mgr, Security Compl
Manager	37016 Mgr, Phtgphy	37516 Mgr, Styling		38216 Mgr, Digital Assets	39016 Mgr, Search Editorial / Ontology	41016 Mgr, Media Technical Prodn	42016 Mgr, Ntwk Ops	42516 Mgr, Ntwk Engrg	44016 Mgr, Systems Engrg	44516 Mgr, Back-End Dev	45716 Mgr, Security Engrg			46216 Mgr, Security Compl
Supervisor							42017 Supv, Ntwk Ops							
Lead							42018 Lead Ntwk Ops Tech	42518 Lead Ntwk Engr	44018 Lead Systems Engr				46018 Lead Ethical Hacker	
Distinguished IC														
Principal IC							42021 Princ Ntwk Ops Tech	42521 Princ Ntwk Engr	44021 Princ Systems Engr	44521 Back-End Architect	45721 Princ Security Engrg		46021 Princ Ethical Hacker	
Sr Advanced IC							42022 Sr Adv Ntwk Ops Tech	42522 Sr Adv Ntwk Engr	44022 Sr Adv Systems Engr		45722 Sr Adv Security Engr			
Advanced IC	37023 Adv Photographer	37523 Adv Stylist			39023 Adv Search Editor / Ontologist		42023 Adv Ntwk Ops Tech	42523 Adv Ntwk Engr	44023 Adv Systems Engr	44523 Adv Back-End Devr	45723 Adv Security Engrg	45823 Adv Security Analyst	46024 Sr Ethical Hacker	46223 Adv Security Compl Analyst
Senior IC	37024 Sr Photographer	37524 Sr Stylist	38024 Sr Phtgphy Editor	38224 Sr Digital Asset Curator	39024 Sr Search Editor / Ontologist	41024 Sr Tech Prodn Spec	42024 Sr Ntwk Ops Tech	42524 Sr Ntwk Engr	44024 Sr Systems Engr	44524 Sr Back-End Devr	45724 Sr Security Engrg	45824 Sr Security Analyst	46025 Ethical Hacker	46224 Sr Security Compl Analyst
Journey IC	37025 Photographer	37525 Stylist	38025 Phtgphy Editor	38225 Digital Asset Curator	39025 Search Editor / Ontologist	41025 Tech Prodn Spec	42025 Ntwk Ops Tech	42525 Ntwk Engr	44025 Systems Engr	44525 Back-End Devr	45725 Security Engrg	45825 Security Analyst		46225 Security Compl Analyst
Assoc IC				38226 Digital Assets Admnr			42026 Assoc Ntwk Ops Tech	42526 Assoc Ntwk Engr	44026 Assoc Systems Engr	44526 Assoc Back-End Devr	45726 Assoc Security Engrg	45826 Assoc Security Analyst	46026 Assoc Ethical Hacker	46226 Assoc Security Compl Analyst
Coordinator	37027 Phtgphy Coord			38227 Digital Asset Coord										
Assistant	37028 Phtgphy Asst		38028 Phtgphy Digitizer											

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Family Level	SOFTWARE ENGINEERING									
	SW Engineering 500	Web Development (F-E=Front-End) 510	Mobile App Development 515	Mobile Submissions 516	DevOps Engineering 517	Business Functional Analysis 520	SW Architecture 530	SW QA Engineering 540	SW Testing 550	SW Release Engineering 560
Brief Job Family Descriptions	Designs, develops and deploys software engineering solutions that provide desired functionality to digital platforms, products and services.	Designs, develops and implements front-end functionality for online websites, products and programs.	Develops apps for embedded operating systems for mobile devices or for proprietary internal business use, typically for operating systems such as iOS, Android and Windows.	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.	Ensures the quality, reliability and stability of production systems / websites. 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.	Ensures software solutions are built within a consistent framework across the organization and within systems.	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.	Executes software test plans on pre-releases of website features and applications.	Configures, compiles, assembles and delivers source code for product release.
Top	30 Top Technology Executive									
EVP										
SVP	50011 SVP, SW Engrg									
VP	50012 VP, SW Engrg	51012 VP, Web Dev (F-E)	51512 VP, Mobile App Dev		51712 VP, DevOps Engrg		53012 VP, SW Arch	54012 VP, SW QA Engrg		
Sr Director	50013 Sr Dir, SW Engrg	51013 Sr Dir, Web Dev (F-E)	51513 Sr Dir, Mobile App Dev		51713 Sr Dir, DevOps Engrg		53013 Sr Dir, SW Arch	54013 Sr Dir, SW QA Engrg	55013 Sr Dir, SW Testing	
Director	50014 Dir, SW Engrg	51014 Dir, Web Dev (F-E)	51514 Dir, Mobile App Dev		51714 Dir, DevOps Engrg		53014 Dir, SW Arch	54014 Dir, SW QA Engrg	55014 Dir, SW Testing	56014 Dir, SW Release Engrg
Sr Manager	50015 Sr Mgr, SW Engrg	51015 Sr Mgr, Web Dev (F-E)	51515 Sr Mgr, Mobile App Dev		51715 Sr Mgr, DevOps Engrg	52015 Sr Mgr, Bus Functl Analysis		54015 Sr Mgr, SW QA Engrg		
Manager	50016 Mgr, SW Engrg	51016 Mgr, Web Dev (F-E)	51516 Mgr, Mobile App Dev		51716 Mgr, DevOps Engrg	52016 Mgr, Bus Functl Analysis	53016 Mgr, SW Arch	54016 Mgr, SW QA Engrg	55016 Mgr, SW Testing	56016 Mgr, SW Release Engrg
Supervisor										
Lead	50018 Lead SWE	51018 Lead Web Devr (F-E)	51518 Lead Mobile App Devr		51718 Lead DevOps Engr			54018 Lead SW QA Engr		
Distinguished IC	50020 Distinguished SWE									
Principal IC	50021 Princ SWE	51021 Princ Web Devr (F-E)	51521 Princ Mobile App Devr		51721 Princ DevOps Engr	52021 Princ Bus Functl Analyst	53021 Princ SW Arch	54021 Princ SW QA Engr		
Sr Advanced IC	50022 Sr Adv SWE	51022 Sr Adv Web Devr (F-E)	51522 Sr Adv Mobile App Devr		51722 Sr Adv DevOps Engr		53022 Sr Adv SW Arch	54022 Sr Adv SW QA Engr		
Advanced IC	50023 Adv SWE	51023 Adv Web Devr (F-E)	51523 Adv Mobile App Devr		51723 Adv DevOps Engr		53023 Adv SW Arch	54023 Adv SW QA Engr		56023 Adv SW Release Engr
Senior IC	50024 Sr SWE	51024 Sr Web Devr (F-E)	51524 Sr Mobile App Devr		51724 Sr DevOps Engr	52024 Sr Bus Functl Analyst	53024 Sr SW Arch	54024 Sr SW QA Engr	55024 Sr SW Tester	56024 Sr SW Release Engr
Journey IC	50025 SWE	51025 Web Devr (F-E)	51525 Mobile App Devr		51725 DevOps Engr	52025 Bus Functl Analyst	53025 SW Arch	54025 SW QA Engr		56025 SW Release Engr
Assoc IC	50026 Assoc SWE	51026 Assoc Web Devr (F-E)	51526 Assoc Mobile App Devr	51626 Assoc Mobile Submissions Spec	51726 Assoc DevOps Engr	52026 Assoc Bus Functl Analyst		54026 Assoc SW QA Engr	55026 SW Tester	
Coordinator										
Assistant										

Survey Position Grids

Family Level	DATA AND ANALYTICS						PROGRAM / PROJECT MANAGEMENT			
	Data Engineering 565	Database Development 570	Database Administration 580	Digital Analytics 582	Data Science 583	Business Intelligence Engineering 585	Technical Project Management 595	Technical Program Management 597	Scrum Master 599	Creative Services Project Management 605
Brief Job Family Descriptions	Develops software systems that process, store and serve data for use by others. Optimizes the availability of data to generate insights and address business needs.	Designs and develops database and data warehousing applications, and software to query databases.	Develops and designs database strategies, monitors and maintains databases, and enhances database performance and capacity.	Conducts real time data capture analysis and reporting of audience traffic and performance metrics.	Uses data mining and modeling techniques to observe trends in current behavior and predict future outcomes. Analyzes very large data sets in real time databases and develops and implements mathematical predictive modeling and algorithms.	Configures software to query dynamic databases to extract required analytical information and reports for business units.	Manages multi-disciplinary technology teams that manage, but do not own, specific technical projects using typical project management techniques.	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.
Top	30 Top Technology Executive (continued)									
EVP										
SVP	50011 SVP, SW Engrg (continued)									
VP				58212 VP, Digital Analytics	58312 VP, Data Science		59512 VP, Tech Proj Mgmt	59712 VP, Tech Prog Mgmt		
Sr Director	56513 Sr Dir, Data Engrg			58213 Sr Dir, Digital Analytics	58313 Sr Dir, Data Science	58513 Sr Dir, Bus Intel Engrg	59513 Sr Dir, Tech Proj Mgmt	59713 Sr Dir, Tech Prog Mgmt	60513 Sr Dir, Creative Svcs Proj Mgmt	
Director	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	59514 Dir, Tech Proj Mgmt	59714 Dir, Tech Prog Mgmt	60514 Dir, Creative Svcs Proj Mgmt	
Sr Manager	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	59515 Sr Mgr, Tech Proj Mgmt	59715 Sr Mgr, Tech Prog Mgmt	60515 Sr Mgr, Creative Svcs Proj Mgmt	
Manager	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	59516 Mgr, Tech Proj Mgmt	59716 Mgr, Tech Prog Mgmt	59916 Agile Coach	
Supervisor										
Lead						58518 Lead Bus Intel Engr				
Distinguished IC	56520 Distinguished Data Engr				58320 Distinguished Data Scientist					
Principal IC	56521 Princ Data Engr	57021 DB Architect			58321 Principal Data Scientist					
Sr Advanced IC	56522 Sr Adv Data Engr			58222 Sr Adv Digital Analyst	58322 Sr Adv Data Scientist		59522 Sr Adv Tech Proj Mgr			
Advanced IC	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	59523 Adv Tech Proj Mgr	59723 Adv Tech Prog Mgr	59923 Adv Scrum Master	
Senior IC	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	59524 Sr Tech Proj Mgr	59724 Sr Tech Prog Mgr	59924 Sr Scrum Master	
Journey IC	56525 Data Engr	57025 DB Devr	58025 DB Admnr	58225 Digital Analyst	58325 Data Scientist	58525 Bus Intel Engr	59525 Tech Proj Mgr	59725 Tech Prog Mgr	59925 Scrum Master	
Assoc IC	56526 Assoc Data Engr		58026 Assoc DB Admnr		58326 Assoc Data Scientist	58526 Assoc Bus Intel Engr	59526 Assoc Tech Proj Mgr	59726 Assoc Tech Prog Mgr		
Coordinator										
Assistant										

Survey Position Grids

Family Level	MARKETING									
	Marketing 610	Brand Marketing 620	Brand Development and Licensing 622	Product Marketing 630	Direct Marketing 650	Product Copywriting 655	Email / Live Chat Marketing 660	Email Marketing Analysis 661	Events Marketing 670	Influencer Marketing 672
	Brief Job Family Descriptions									
	Develops, executes, tracks, evaluates and adjusts multi-platform integrated marketing and promotions campaigns to enhance brand awareness and drive demand to maximize market share.	Increases brand recognition and market share of assigned digital channels, products or services and creates or enhances brand identity.	Expands brand recognition and drives revenue by identifying, negotiating and developing opportunities to license the organization's branded content and/or products to third parties.	Develops and executes marketing programs and campaigns for specific assigned brands / products that drive demand to maximize market share. Oversees the launch of new products and supports the sales process for the lifecycle of products.	Develops and executes customer development and retention programs to increase customer base and engender customer loyalty.	Writes copy about products, typically for inclusion in a product page displayed digitally.	Develops and executes email and live chat communication between digital organization and its customers / users.	Analyzes email marketing campaign performance.	Plans, develops and organizes events to bring the organization's message to the customer.	Expands the organization's social media presence by developing and implementing relationships and partnerships with personalities and influencers in social media.
Top	32 Top Marketing Executive									
EVP										
SVP	61011 SVP, Mktg			63011 SVP, Prdt Mktg						
VP	61012 VP, Mktg (Gnrlist)	62012 VP, Brand Mktg		63012 VP, Prdt Mktg	65012 VP, Direct Mktg					
Sr Director	61013 Sr Dir, Mktg (Gnrlist)	62013 Sr Dir, Brand Mktg		63013 Sr Dir, Prdt Mktg					67013 Sr Dir, Events Mktg	
Director	61014 Dir, Mktg (Gnrlist)	62014 Dir, Brand Mktg	62214 Dir, Brand Dev & Licensing	63014 Dir, Prdt Mktg	65014 Dir, Direct Mktg		66014 Dir, Email / Live Chat Mktg		67014 Dir, Events Mktg	67214 Dir, Influencer Mktg
Sr Manager	61015 Sr Mgr, Mktg (Gnrlist)	62015 Sr Mgr, Brand Mktg		63015 Sr Mgr, Prdt Mktg	65015 Sr Mgr, Direct Mktg				67015 Sr Mgr, Events Mktg	
Manager	61016 Mgr, Mktg (Gnrlist)	62016 Mgr, Brand Mktg	62216 Mgr, Brand Dev & Licensing	63016 Mgr, Prdt Mktg	65016 Mgr, Direct Mktg	65516 Mgr, Prdt Copywriting	66016 Mgr, Email / Live Chat Mktg		67016 Mgr, Events Mktg	67216 Mgr, Influencer Mktg
Supervisor										
Lead										
Distinguished IC										
Principal IC										
Sr Advanced IC		62022 Sr Adv Brand Mktg Spec								
Advanced IC	61023 Adv Mktg Spec (Gnrlist)	62023 Adv Brand Mktg Spec		63023 Adv Prdt Mktg Spec		65523 Adv Prdt Copywriter				67223 Adv Influencer Mktg Spec
Senior IC	61024 Sr Mktg Spec (Gnrlist)	62024 Sr Brand Mktg Spec		63024 Sr Prdt Mktg Spec	65024 Sr Direct Mktg Spec	65524 Sr Prdt Copywriter	66024 Sr Email / Live Chat Mktg Spec		67024 Sr Events Mktg Spec	67224 Sr Influencer Mktg Spec
Journey IC	61025 Mktg Spec (Gnrlist)	62025 Brand Mktg Spec	62225 Brand Dev & Licensing Spec	63025 Prdt Mktg Spec	65025 Direct Mktg Spec	65525 Prdt Copywriter	66025 Email / Live Chat Mktg Spec	66125 Email Mktg Analyst	67025 Events Mktg Spec	67225 Influencer Mktg Spec
Assoc IC	61026 Assoc Mktg Spec (Gnrlist)	62026 Assoc Brand Mktg Spec		63026 Assoc Prdt Mktg Spec		65526 Assoc Prdt Copywriter	66026 Assoc Email / Live Chat Mktg Spec			67226 Assoc Influencer Mktg Spec
Coordinator							66027 Email / Live Chat Admnr		67027 Events Mktg Coord	
	61027 Marketing Coord									
Assistant	61028 Marketing Asst									

Survey Position Grids

Family Level	MARKETING (CONTINUED)				RESEARCH		BUSINESS DEVELOPMENT		SOCIAL MEDIA / COMMUNITY			
	Experiential Marketing 673	Audience Development 675	Integrated Marketing 678	Creative Services 679	Market Research 680	Competitive / Business Intelligence Research 700	Business Development 710	Account Service / Management 730	Social Media Management 731	Social Media Producing 732	Social Media Editorial 734	
Brief Job Family Descriptions	Designs, creates and activates immersive events for consumers that are experienced publicly and extended through social and traditional media.	Develops, enhances and maintains sustained relationships with existing and potential audiences for digital content.	Leverages and uses corporate resources to develop multi-platform, integrated marketing programs and campaigns that meet brand strategy and objectives, maximize market share and deliver a consistent, seamless, multi-dimensional brand experience for the consumer.	Creates and produces sales and marketing materials (e.g., print, digital, video, on-air) for selling and promoting the digital organization's brand, products and/or services. Establishes creative identity and "look and feel."	Designs, conducts and analyzes quantitative and qualitative research that measures consumer response to content, products and services.	Analyzes 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.	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 websites.	Produces and directs a high volume of short video and photo content for distribution on social media platforms.	Creates, develops, manages and edits content for posting on social media to expand organization's presence and drive traffic to organization's website(s).	
Top	32 Top Marketing Executive (continued)											
EVP												
SVP							71011 SVP, Bus Dev					
VP		67512 VP, Aud Dev	67812 VP, Integrated Mktg		68012 VP, Mkt Rsrch	70012 VP, Comp / Bus Intel Rsrch	71012 VP, Bus Dev	73012 VP, Acct Svc / Mgmt	73112 VP, Social Media Mgmt	73212 VP, Social Media Producing		
Sr Director		67513 Sr Dir, Aud Dev	67813 Sr Dir, Integrated Mktg		68013 Sr Dir, Mkt Rsrch	70013 Sr Dir, Comp / Bus Intel Rsrch	71013 Sr Dir, Bus Dev	73013 Sr Dir, Acct Svc / Mgmt	73113 Sr Dir, Social Media Mgmt			
Director	67314 Dir, Exper	67514 Dir, Aud Dev	67814 Dir, Integrated Mktg	67914 Dir, Creative Svcs	68014 Dir, Mkt Rsrch	70014 Dir, Comp / Bus Intel Rsrch	71014 Dir, Bus Dev	73014 Dir, Acct Svc / Mgmt	73114 Dir, Social Media Mgmt	73214 Dir, Social Media Producing	73414 Dir, Social Media Editorial	
Sr Manager		67515 Sr Mgr, Aud Dev	67815 Sr Mgr, Integrated Mktg	67915 Sr Mgr, Creative Svcs	68015 Sr Mgr, Mkt Rsrch	70015 Sr Mgr, Comp / Bus Intel Rsrch	71015 Sr Mgr, Bus Dev	73015 Sr Mgr, Acct Svc / Mgmt	73115 Sr Mgr, Social Media Mgmt			
Manager	67316 Mgr, Exper Mktg	67516 Mgr, Aud Dev	67816 Mgr, Integrated Mktg	67916 Mgr, Creative Svcs	68016 Mgr, Mkt Rsrch	70016 Mgr, Comp / Bus Intel Rsrch	71016 Mgr, Bus Dev	73016 Mgr, Acct Svc / Mgmt	73116 Mgr, Social Media Mgmt	73216 Mgr, Social Media Producing	73416 Mgr, Social Media Editorial	
Supervisor										73217 Supv, Social Media Producing		
Lead												
Distinguished IC												
Principal IC												
Sr Advanced IC												
Advanced IC							71023 Adv Bus Dev Analyst					
Senior IC	67324 Sr Exper Mktg Spec	67524 Sr Aud Dev Analyst	67824 Sr Integrated Mktg Spec	67924 Sr Creative Svcs Spec	68024 Sr Mkt Rsrch Analyst	70024 Sr Comp / Bus Intel Rsrch	71024 Sr Bus Dev Analyst	73024 Sr Acct Svc Mgr	73124 Sr Social Media Mgmt Spec	73224 Sr Social Media Producer	73424 Sr Social Media Editor	
Journey IC	67325 Exper Mktg Spec	67525 Aud Dev Analyst	67825 Integrated Mktg Spec	67925 Creative Svcs Spec	68025 Mkt Rsrch Analyst	70025 Comp / Bus Intel Rsrch	71025 Bus Dev Analyst	73025 Acct Svc Mgr	73125 Social Media Mgmt Spec	73225 Social Media Producer	73425 Social Media Editor	
Assoc IC	67326 Assoc Exper Mktg Spec	67526 Assoc Aud Dev Analyst			68026 Assoc Mkt Rsrch Analyst			73026 Assoc Acct Svc Mgr	73126 Assoc Social Media Mgmt Spec		73426 Assoc Social Media Editor	
Coordinator	61027 Marketing Coordinator (continued)							71027 Bus Dev Coord	73027 Acct Svc Coord	73127 Social Media Mgmt Coord		73427 Social Media Editorial Coord
Assistant	61028 Marketing Asst (continued)										73228 Asst Social Media Producer	

Survey Position Grids

Family Level	SOCIAL MEDIA / COMMUNITY (CONTINUED)					ADVERTISING SALES					DIGITAL PRODUCT SALES
	Community Management	User Content Review	SEARCH ENGINE OPTIMIZATION	SEARCH ENGINE MARKETING	CUSTOMER SUPPORT	Field Ad Sales	Programmatic Sales	Inside Ad Sales	Local Field Ad Sales	Ad Solutions	
	736	737	740	742	750	800	805	810	811	815	
Brief Job Family Descriptions	Develops features on the organization's websites to create and sustain a sense of community and foster conversation with existing and potential community members.	Reviews content submitted by users to ensure consistent compliance with terms of use. Ensures that user contributions meet intellectual property, brand or product reputation standards.	Adjusts or rewrites website content to achieve a higher ranking in user searches.	Promotes website(s) by increasing their visibility on search engine results pages through optimization or advertising.	Provides technical support, and sales and billing support.	Sells national and regional advertising on assigned website(s).	Optimizes the selling of digital advertising inventory using real-time channels and machine-driven methods to increase yield and improve overall advertising revenues.	Sells advertising on assigned website(s) 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.	Sells the organization's digital products or services to clients, meeting sales metrics and quotas.
Top						36 Top Sales Executive					
EVP						80010.5 EVP, Ad Sales					
SVP						80011 SVP, Ad Sales				81511 SVP, Ad Solutions	82011 SVP, Digital Prod Sales
VP			74012 VP, Search Engine Optimization	74212 VP, Search Engine Mktg	75012 VP, CS	80012 VP, Ad Sales	80512 VP, Programmatic Sales			81512 VP, Ad Solutions	82012 VP, Digital Prod Sales
Sr Director			74013 Sr Dir, Search Engine Optimization	74213 Sr Dir, Search Engine Mktg	75013 Sr Dir, CS	80013 Sr Dir, Ad Sales	80513 Sr Dir, Programmatic Sales	81013 Sr Dir, Inside Ad Sales		81513 Sr Dir, Ad Solutions	82013 Sr Dir, Digital Prod Sales
Director	73614 Dir, Community		74014 Dir, Search Engine Optimization	74214 Dir, Search Engine Mktg	75014 Dir, CS	80014 Dir, Ad Sales	80514 Dir, Programmatic Sales	81014 Dir, Inside Ad Sales	81114 Dir, Local Ad Sales	81514 Dir, Ad Solutions	82014 Dir, Digital Prod Sales
Sr Manager	73615 Sr Mgr, Community		74015 Sr Mgr, Search Engine Optimization		75015 Sr Mgr, CS	80015 Sr Mgr, Ad Sales		81015 Sr Mgr, Inside Ad Sales		81515 Sr Mgr, Ad Solutions	82015 Sr Mgr, Digital Prod Sales
Manager	73616 Mgr, Community	73716 Mgr, User Content Review	74016 Mgr, Search Engine Optimization	74216 Mgr, Search Engine Mktg	75016 Mgr, CS	80016 Mgr, Ad Sales	80516 Mgr, Programmatic Sales	81016 Mgr, Inside Ad Sales	81116 Mgr, Local Ad Sales	81516 Mgr, Ad Solutions	82016 Mgr, Digital Prod Sales
Supervisor					75017 Supv, CS						
Lead	73618 Lead Community Spec				75018 Lead CS Rep						
Distinguished IC											
Principal IC											
Sr Advanced IC											
Advanced IC	73623 Adv Community Spec		74023 Adv Search Eng Optimizer	74223 Adv Search Eng Mktg Rep		80023 Adv Acct Exec				81523 Adv Ad Solutions Spec	82023 Adv Digital Prod Sales Acct Exec
Senior IC	73624 Sr Community Spec		74024 Sr Search Eng Optimizer	74224 Sr Search Eng Mktg Rep	75024 Sr CS Rep	80024 Sr Acct Exec	80524 Sr Programmatic Sales Acct Exec	81024 Sr Inside Ad Sales Rep		81524 Sr Ad Solutions Spec	82024 Sr Digital Prod Sales Acct Exec
Journey IC	73625 Community Spec	73725 User Content Review Rep	74025 Search Eng Optimizer	74225 Search Eng Mktg Rep	75025 CS Rep	80025 Acct Exec	80525 Programmatic Sales Acct Exec	81025 Inside Ad Sales Rep	81125 Local Ad Sales Acct Exec	81525 Ad Solutions Spec	82025 Digital Prod Sales Acct Exec
Assoc IC	73626 Assoc Community Spec	73726 Assoc User Content Review	74026 Assoc Search Eng Optimizer		75026 Assoc CS Rep	80026 Assoc Acct Exec		81026 Assoc Inside Ad Sls Rep		81526 Assoc Ad Solutions Spec	82026 Assoc Digital Prod Sales Acct Exec
Coordinator			74027 Search Engine Optimization Coord	74227 Search Engine Mktg Coord	75027 CS Coord						
Assistant			74028 Search Engine Optimization Asst	74228 Search Engine Mktg Asst		82528 Sales Assistant					

Survey Position Grids

Family Level	GENERAL SALES SUPPORT			ADVERTISEMENT OPERATIONS							
	Pre-Sales 823	Sales Account Service / Management 825	Sales Marketing 830	Sales Strategy and Planning 840	Sales Operations 860	Lead Generation Administration 871	Sales Analysis 874	Sales Training 876	Ad Producing 881	Ad Operations 883	Ad Inventory Management 885
Brief Job Family Descriptions	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.	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 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.	Prepares digital advertisements by organizing and testing creative assets, scheduling and posting of advertisements, and managing inventory and media placement in coordination with websites 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.
Top	36 Top Sales Executive (continued)										
EVP											
SVP											
VP		82512 VP, Sales Acct Svc / Mgmt		84012 VP, Sales Strat & Pnng	86012 VP, Sales Ops					88312 VP, Ad Ops	
Sr Director		82513 Sr Dir, Sales Acct Svc / Mgmt	83013 Sr Dir, Sales Mktg		86013 Sr Dir, Sales Ops						
Director		82514 Dir, Sales Acct Svc / Mgmt	83014 Dir, Sales Mktg	84014 Dir, Sales Strat & Pnng	86014 Dir, Sales Ops			87614 Dir, Sales Training		88314 Dir, Ad Ops	88514 Dir, Ad Inventory Mgmt
Sr Manager		82515 Sr Mgr, Sales Acct Svc / Mgmt	83015 Sr Mgr, Sales Mktg		86015 Sr Mgr, Sales Ops			87615 Sr Mgr, Sales Training		88315 Sr Mgr, Ad Ops	
Manager		82516 Mgr, Sales Acct Svc / Mgmt	83016 Mgr, Sales Mktg	84016 Mgr, Sales Strat & Pnng	86016 Mgr, Sales Ops			87616 Mgr, Sales Training		88316 Mgr, Ad Ops	88516 Mgr, Ad Inventory Mgmt
Supervisor										88317 Supv, Ad Ops	
Lead										88318 Lead Ad Ops Spec	
Distinguished IC											
Principal IC											
Sr Advanced IC	82322 Sr Adv Pre-Sales Specialist										
Advanced IC		82523 Adv Sales Acct Svc Mgr									
Senior IC		82524 Sr Sales Acct Svc Mgr	83024 Sr Sales Mktg Spec	84024 Sr Sales Strat & Pnng Spec	86024 Sr Sales Ops Spec		87424 Sr Sales Analyst	87624 Sr Sales Trainer		88324 Sr Ad Ops Spec	88524 Sr Ad Inventory Spec
Journey IC	82325 Pre-Sales Specialist	82525 Sales Acct Svc Mgr	83025 Sales Mktg Spec	84025 Sales Strat & Pnng Spec	86025 Sales Ops Spec	87125 Lead Gen Admin Specialist	87425 Sales Analyst	87625 Sales Trainer	88125 Ad Producer	88325 Ad Ops Spec	88525 Ad Inventory Spec
Assoc IC		82526 Assoc Sales Acct Svc Mgr	83026 Assoc Sales Mktg Spec	84026 Assoc Sales Strat & Pnng Spec				87626 Assoc Sales Trainer		88326 Assoc Ad Ops Spec	88526 Assoc Ad Inventory Spec
Coordinator		82527 Sales Acct Svc Coord									
Assistant	82528 Sales Assistant (continued)										

Survey Position Grids

Family Level	ADVERTISEMENT OPERATIONS (CONTINUED)			FRAUD		GENERAL AND ADMINISTRATIVE					
	Yield Analytics 887	Ad Campaign Management 889	Ad Traffic 891	Fraud Prevention and Investigation 920	Fraud Analysis 960	Digital Recruiting 970	Digital Legal Counsel 975	Finance 976	Production Accounting 977	Human Resources 978	Information Technology 979
Brief Job Family Descriptions	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.	Investigates claims of fraud against the organization and its customers using software programs as well as manual reviews to monitor and analyze transactional and customer records for fraud.	Analyzes large data sets to understand customer behavior, detect unusual platform activity and prevent fraudulent payment and losses.	Sources, recommends and hires digital talent for the organization's positions through social media and traditional recruiting tools.	Protects the ordinary and special activities of the organization. Ensures regulatory compliance. Drafts and reviews binding agreements and contracts.	Develops budgets and forecasts, reports on variances and provides updated forecasts and models. Supports client groups in planning and decision making with financial and scenario modeling. Develops financial models for new ventures.	Forecasts, budgets, tracks, reports, and facilitates accounts payable and receivable to track production costs.	Directs and implements activities that optimize attraction, retention, motivation, professional growth and productivity of employees. Ensures compliance with various entities.	Plans, designs, installs, upgrades, and troubleshoots technology systems, software and data applications that support internal business operations.
Top	36 Top Sales Executive (continued)										
EVP							97510.5 EVP, Digital Legal Counsel				
SVP							97511 SVP, Digital Legal Counsel			97811 SVP, Human Resources	
VP							97512 Digital Counsel	97612 VP, Finance	97712 VP, Prod Acct	97812 VP, Human Resources	97912 VP, IT
Sr Director							97513 Sr Dir, Digital Legal Counsel	97613 Sr Dir, Finance		97813 Sr Dir, Human Resources	
Director	88714 Dir, Yield Analytics		89114 Dir, Ad Traffic	92014 Dir, Fraud Programs		97014 Dir, Digital Recruiting	97514 Dir, Digital Legal Counsel	97614 Dir, Finance	97714 Dir, Prod Acct	97814 Dir, Human Resources	97914 Dir, IT
Sr Manager	88715 Sr Mgr, Yield Analytics					97015 Sr Mgr, Digital Recruiting				97815 Sr Mgr, Human Resources	
Manager	88716 Mgr, Yield Analytics	88916 Mgr, Ad Camp Mgmt	89116 Mgr, Ad Traffic	92016 Mgr, Fraud Programs		97016 Mgr, Digital Recruiting	97516 Mgr, Digital Legal Counsel	97616 Mgr, Finance	97716 Mgr, Prod Acct	97816 Mgr, Human Resources	97916 Mgr, IT
Supervisor			89117 Supv, Ad Traffic	92017 Supv, Fraud Programs							
Lead						97018 Lead Digital Recruiting Spec					97918 Lead IT Engineer
Distinguished IC											
Principal IC											
Sr Advanced IC											
Advanced IC		88923 Adv Ad Camp Mgr									
Senior IC	88724 Sr Yield Analyst	88924 Sr Ad Camp Mgr	89124 Sr Ad Traffic Spec	92024 Sr Fraud Investigator	96024 Sr Fraud Analyst	97024 Sr Digital Recruiter	97524 Sr Paralegal	97624 Sr Financial Analyst	97724 Sr Prod Acctnt	97824 Sr Human Resources Generalist	97924 Sr IT Engineer
Journey IC	88725 Yield Analyst	88925 Ad Camp Mgr	89125 Ad Traffic Spec	92025 Fraud Investigator	96025 Fraud Analyst	97025 Digital Recruiter	97525 Paralegal	97625 Financial Analyst	97725 Production Acctnt	97825 Human Resources Generalist	97925 IT Engineer
Assoc IC		88926 Assoc Ad Camp Mgr	89126 Assoc Ad Traffic Spec		96026 Assoc Fraud Analyst	97026 Assoc Digital Recruiter					
Coordinator			89127 Ad Traffic Coord			97027 Digital Recruiting Coord				97827 Human Resources Coord	97927 Help Desk Coord
Assistant	82528 Sales Assistant (continued)										