

2021 C2HR Content Developers Survey – Position Grids

| Family | | EXECUTIVE MANAGEMENT | | NEW PRDTS / LINES OF BUS | NEWS | | | | | |
|---|---------------------------|---|--|--|---|--|---|---|---|--|
| | | Multiple Ntwk Co (MN) or Natl Brcdst Ntwk (NBN) | Single Ntwk Co (SN) | Digital Media | News | News Producing (New Family) | Bureau Chief (New Family) | Content or News Editorial / Assignment Desk | Content or News Research | Other News Executive (New Family) |
| Level | | 99 | | 100 | 150 | 151 | 152 | 154 | 156 | 160 |
| Brief Job Family Descriptions | | Top executives of the corporation or heads of networks. | | Directs and implements digital media activities involving the development and/or distribution of content on digital platforms such as the internet and mobile. | Oversees all aspects of news related programming and broadcasts across all network platforms. | Oversees the creative development and production processes of news programs, features and/or digital content to deliver high-quality, relevant news programs across multiple platforms that build brand, ratings and audience. | Oversees all aspects of gathering, reporting, producing and distributing of local, regional and/or national news stories from a satellite office or "bureau." | Manages the development and implementation of daily editorial content for news or sports shows for traditional and/or digital media; may also manage and/or coordinate assignments of the news gathering staff. | Researches original content for broadcast, typically for news, live sporting events, studio shows and programs. | News executives accountable for the oversight of a strategically important news function (e.g., News Operations, News Planning) not covered by other news families in this Survey (e.g., 150 News, 151 News Producing, 152 Bureau Chief, 154 Content or News Editorial / Assignment Desk, 156 Content or News Research). |
| Management | Top | 2 | 1 CEO, MN and / or NBN 11 Ntwk Group Pres, MN 12 Ntwk Pres / GM, MN 13 Intl Ntwk Pres / GM, MN 13.5 COO-Intl Ops | 14 CEO, SN | | 15002 Top News Exec | | | | 16002 Top Other News Exec (New) |
| | EVP | 10 | 17 COO, MN | 17.5 COO, SN | 10010 EVP, Digital Media | 15010 Second-Level Exec, News (Typically EVP) | | 15210 Top Bureau Chief (New) | | 16010 Second-Level Exec, Other News Exec (Typically EVP) (New) |
| | SVP | 11 | | | 10011 SVP, Digital Media | 15011 Third-Level Exec, News (Typically SVP) | 15111 Top News Producer (New) | 15211 Second-Level Exec, Deputy Bureau Chief (Typically SVP) (New) | | 16011 Third-Level Exec, Other News Exec (Typically SVP) (New) |
| | VP | 12 | | | 10012 VP, Digital Media | 15012 Fourth-Level Exec, News (Typically VP) | 15112 Exec News Producer (New) | 15212 Third-Level Exec, Deputy Bureau Chief (Typically VP) (New) | 15412 VP, Content or News Editorial / Assign Desk | |
| | Senior Director | 13 | | | 10013 Sr Dir, Digital Media | | | | | |
| | Director | 14 | | | 10014 Dir, Digital Media | 15014 Dir, News | | | 15414 Dir, Content or News Editorial / Assign Desk | |
| | Senior Manager | 15 | | | 10015 Sr Mgr, Digital Media | | | | | |
| | Manager | 16 | | | 10016 Mgr, Digital Media | | 15116 Sr News Producer (Mgmt) (New) | | 15416 Mgr, Content or News Editorial / Assign Desk | 15616 Mgr, Content or News Rsrch |
| | Supervisor | 17 | | | | | | | 15417 Asst Mgr, Content or News Editorial / Assign Desk | |
| | Lead | 18 | | | 10018 Lead Digital Media Analyst | | | | | |
| Professional Individual Contributor | Senior | 24 | | | | 15124 Sr News Producer (New) | | | | |
| | Journey | 25 | | | 10025 Digital Media Analyst | 15125 News Producer (New) | | 15425 News Assign Editor | | |
| | Assoc | 26 | | | | 15126 Assoc News Producer (New) | | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | |
| | Senior Operator | 44 | | | | | | 15444 Sr Content or News Editor | | |
| | Operator | 45 | | | | | | 15445 Content or News Editor | 15645 Content or News Rsrchr | |
| | Associate | 46 | | | | | | | | |
| | Senior Coordinator | 50 | | | | | 15150 Sr News Prod Coord (New) | | | |
| | Coordinator | 52 | | | | | 15152 News Prod Coord (New) | | | |
| | Assistant | 54 | | | | | 15154 News Prod Asst (New) | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | PROGRAMMING | | | | | | | | | |
|---|---------------------------|--|---|--|---|---|--|--|--|---|--|
| | | Programming 200 | Program Acquisitions 210 | Original Programming 220 | Program Development 230 | Current Programming 235 | International Program Development 240 | Program Scheduling 250 | Talent Relations 260 | Show Booking 261 | |
| Brief Job Family Descriptions | | Oversees / supports activities in any area of programming. | Negotiates for and acquires programs that enhance the network's competitive standing, ratings, identity and advertising sales. | Develops, selects and tracks production of new and original programming for the network (i.e., new series only). | Develops pipeline of new programming content. | Provides creative direction for new and returning scripted series. Serves as creative "voice of network" to a show. | Develops pipeline of new programming content in markets outside the U.S. | Develops and distributes schedules for programming, interstitials or both. | Selects talent and coordinates logistical arrangements for on-air talent working on shows, promotions or events. | Implements and coordinates on-air guest booking for programs, typically for high-profile talent and/or shows. | |
| Management | Top | 2 | 20002 Top Programming Executive (at Multiple Network Company, Network Group or Genre) 20002.5 Top Network Programming Executive (of Single Network Company or 2nd Level of Network Group or Genre) | | | | | | | | |
| | EVP | 10 | 21010 EVP, Prgm Acq | 22010 EVP, Original Prgm | 23010 EVP, Prgm Dev | 23510 EVP, Current Prgm | | 25010 EVP, Prgm Sched | 26010 EVP, Talent Relations | | |
| | SVP | 11 | 21011 SVP, Prgm Acq | 22011 SVP, Original Prgm | 23011 SVP, Prgm Dev | 23511 SVP, Current Prgm | 24011 SVP, Intl Prgm Dev | 25011 SVP, Prgm Sched | 26011 SVP, Talent Relations | | |
| | VP | 12 | 21012 VP, Prgm Acq | 22012 VP, Original Prgm | 23012 VP, Prgm Dev | 23512 VP, Current Prgm | 24012 VP, Intl Prgm Dev | 25012 VP, Prgm Sched | 26012 VP, Talent Relations | | |
| | Senior Director | 13 | 21013 Sr Dir, Prgm Acq | 22013 Sr Dir, Original Prgm | 23013 Sr Dir, Prgm Dev | 23513 Sr Dir, Current Prgm | | 25013 Sr Dir, Prgm Sched | 26013 Sr Dir, Talent Relations | | |
| | Director | 14 | 21014 Dir, Prgm Acq | 22014 Dir, Original Prgm | 23014 Dir, Prgm Dev | 23514 Dir, Current Prgm | 24014 Dir, Intl Prgm Dev | 25014 Dir, Prgm Sched | 26014 Dir, Talent Relations | | |
| | Senior Manager | 15 | 21015 Sr Mgr, Prgm Acq | 22015 Sr Mgr, Original Prgm | 23015 Sr Mgr, Prgm Dev | 23515 Sr Mgr, Current Prgm | | 25015 Sr Mgr, Prgm Sched | 26015 Sr Mgr, Talent Relations | | |
| | Manager | 16 | 21016 Mgr, Prgm Acq | 22016 Mgr, Original Prgm | 23016 Mgr, Prgm Dev | 23516 Mgr, Current Prgm | 24016 Mgr, Intl Prgm Dev | 25016 Mgr, Prgm Sched | 26016 Mgr, Talent Relations | | |
| | Supervisor | 17 | | | | | | | | | |
| | Lead | 18 | | | | | | | | | |
| Professional Individual Contributor | Senior | 24 | | | | | | | | | |
| | Journey | 25 | 21025 Prgm Acq Specialist | 22025 Orig Prgm Specialist | 23025 Prgm Dev Specialist | | 24025 Intl Prgm Dev Specialist | | 26025 Talent Relations Specialist | 26125 Show Booker | |
| | Assoc | 26 | | | | | | | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | |
| | Senior Operator | 44 | | | | | 25044 Sr Prgm Scheduler | | | | |
| | Operator | 45 | | | | | 25045 Prgm Scheduler | | | | |
| | Associate | 46 | | | | | | | | | |
| | Senior Coordinator | 50 | | | | | | | | | |
| | Coordinator | 52 | 20052 Programming Coord (Any Area of Programming) | | | | | | | 26052 Talent Relations Coord | |
| | Assistant | 54 | | | | | | | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | PRODUCTION - CREATIVE | | | | | | | PRODUCTION MANAGEMENT | RESOURCE SCHEDULING | |
|---|---------------------------|--|---|---|---|--|---|---|--|--|--------------------------|
| | | Music Content 270 | Producing 300 | Podcast Producing 302 | Coordinating Producing 305 | Prediting 310 | Multimedia Producing 315 | Digital Journalist 331 | | | |
| Brief Job Family Descriptions | | Supervises and produces music to be inserted into content such as live action movies, series, programs, music video and soundtrack albums. | Leads the creative and content aspects, and production processes, of programs, features and/or digital content. | Conceives, produces, manages, edits and readies podcasts for distribution on digital platforms. | Responsible for content quality and administrative and personnel management of assigned programs. | Writes, produces and edits on-air promotions and/or programming for the network. Makes the full scope of creative, content, production and many editorial decisions. | Develops, produces and directs short video clips and media projects from concept to completion for distribution across platforms. | Writes digital content and content updates for website, social media, apps, digital editions, and other editorially based digital channels. | Manages the business, logistical and technical aspects of productions. | Schedules resources required in the production and post production of programming and/or live events. Does not schedule programming for the network. | |
| Management | Top | 2 | 26802 Top Production Executive | | | | | | | | |
| | EVP | 10 | | | | | | | | | |
| | SVP | 11 | 27011 SVP, Music Content | 30011 Sr Exec Producer | | | | | 34011 SVP, Prodn | | |
| | VP | 12 | 27012 VP, Music Content | 30012 Exec Producer | | 30512 VP, Coordinating Producing | | | 34012 VP, Prodn | 35012 VP, Resource Scheduling | |
| | Senior Director | 13 | 27013 Sr Dir, Music Content | | | | | | 34013 Sr Dir, Prodn | | |
| | Director | 14 | 27014 Dir, Music Content | | | 30514 Sr Coordinating Producer | | 31514 Dir, Multimedia Producing | 34014 Dir, Prodn | 35014 Dir, Resource Scheduling | |
| | Senior Manager | 15 | 27015 Sr Mgr, Music Content | | | | | | 34015 Sr Mgr, Prodn | | |
| | Manager | 16 | 27016 Mgr, Music Content | 30016 Sr Producer (Mgmt) | | 30516 Coordinating Producer | 31016 Mgr, Prediting | 31516 Mgr, Multimedia Producing | 34016 Mgr, Prodn | 35016 Mgr, Resource Scheduling | |
| | Supervisor | 17 | | | | | | | | | |
| | Lead | 18 | | | | | | 31518 Lead Multimedia Producer | | | |
| Professional Individual Contributor | Senior | 24 | | 30024 Sr Producer | 30224 Sr Podcast Producer | | 31024 Sr Preditor | 31524 Sr Multimedia Producer | 34024 Sr Prodn Mgr | 35024 Sr Resource Scheduler | |
| | Journey | 25 | | 30025 Producer | 30225 Podcast Producer | | 31025 Preditor | 31525 Multimedia Producer | 33125 Digital Journalist | 34025 Prodn Mgr | 35025 Resource Scheduler |
| | Assoc | 26 | | 30026 Assoc Producer | 30226 Assoc Podcast Producer | | 31026 Assoc Preditor | 31526 Assoc Multimedia Producer | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | |
| | Senior Operator | 44 | | | | | | | | | |
| | Operator | 45 | | | | | | | | | |
| | Associate | 46 | | | | | | | | | |
| | Senior Coordinator | 50 | 27050 Sr Music Coord | | | | | | 34050 Sr Prodn Coord (Any Area of Prodn) | | |
| | Coordinator | 52 | 27052 Music Coord | | | | | | 34052 Prodn Coord (Any Area of Prodn) | | |
| | Assistant | 54 | 27054 Asst Music Coord | | | | | | 34054 Prodn Assistant (Any Area of Prodn) | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | PRODUCTION - TECHNICAL | | | | | | | | | | | | | |
|---|---------------------------|--|--|--|---|---|---|--|---|---|--|--|---|---|-------------------------------|
| | | Studio / Remote Production | | | | | | | | | | | | | |
| | | Technical Operations 356 | Show Direction 357 | Technical Direction 358 | Studio / Remote Operations 359 | Camera Operations 363 | Audio Technology 364 | Editorial Graphics Production 365 | Lighting 366 | Photography 367 | Stylists 368 | Hair and Makeup (New Family) 369 | Digital Production Technology 373 | Remote Operations 374 | |
| Brief Job Family Descriptions | | Manages technical production staff and equipment required to produce programs. | Plans and directs live shows and features. | Ensures smooth operation of technical equipment and services during shoots in studio or at remote locations. | Carries out a wide range of skilled production tasks including setting up, adjusting and operating a range of technical equipment, both digital and analog, in studio or at remote locations. | Photographs subjects using TV or broadcast or video recording cameras in studio or at remote locations. | Sets up, adjusts and operates audio equipment, both digital and analog, in studio or at remote locations. | Creates and executes on-screen graphics streams for assigned programs and features which may or may not be live. | Carries out a wide range of skilled production tasks related to lighting and electricity. | Designs and arranges photographic shoots including arranging for venues, actors, objects and lighting. Edits, evaluates and presents footage. | Develops and executes a vision for the aesthetic and styling of people, clothing or products during television broadcasts and/or photo shoots. | Develops and executes a vision for the aesthetic and styling of hair and/or makeup during television broadcasts and/or photo shoots. | Operates software and hardware systems and applications during assigned productions to support and enrich show concepts and production values for digital broadcasts. | Carries out technical, operational aspects of remote events such as live sporting events, remote studio shows, music events, special productions. | |
| Management | Top | 2 | 35502 Top Engineering and Operations Executive | | | | | | | | | | | | |
| | EVP | 10 | | | | | | | | | | | | | |
| | SVP | 11 | | | | | | | | | | | | | |
| | VP | 12 | 35612 VP, Tech Ops | | | | | | | 36712 VP, Photography | | | | 37412 VP, Remote Ops | |
| | Senior Director | 13 | 35613 Sr Dir, Tech Ops | | | | | | | | | | | | |
| | Director | 14 | 35614 Dir, Tech Ops | 35714 Show Dir | | | | | | 36714 Dir, Photography | | | | 37414 Dir, Remote Ops | |
| | Senior Manager | 15 | 35615 Sr Mgr, Tech Ops | | | | | | | | | | | | |
| | Manager | 16 | 35616 Mgr, Tech Ops | 35716 Asst Show Dir | | | | | | 36716 Mgr, Photography | 36816 Mgr, Stylists | | | | |
| | Supervisor | 17 | 35617 Supv, Tech Ops | | | | | | | | 36817 Supv, Stylists | | | | |
| | Lead | 18 | | | | | | | | | | | | | |
| Professional Individual Contributor | Senior | 24 | | 35724 Sr Show Direction Spec | | | | | | | | | | 37424 Sr Remote Ops Mgr | |
| | Journey | 25 | | 35725 Show Direction Spec | | | | | | | | | | 37425 Remote Ops Mgr | |
| | Assoc | 26 | | 35726 Assoc Show Direction Spec | | | | | | | | | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | 35637 Lead Tech Opr | | 35837 Lead Tech Dir (New) | | | | | | | | | | |
| | Senior Operator | 44 | | | 35844 Sr Tech Dir | | | | 36544 Sr Graphics Editor | | 36744 Sr Photographer | 36844 Sr Stylist | 36944 Sr Hair & Makeup Stylist (New) | | |
| | Operator | 45 | | | 35845 Tech Dir (New) | 35945 Studio / Remote Tech | 36345 Camera Operator | 36445 Audio Tech | 36545 Graphics Editor | 36645 Lighting Tech | 36745 Photographer | 36845 Stylist | 36945 Hair & Makeup Stylist (New) | 37345 Digital Production Tech | 37445 Remote Operations Coord |
| | Associate | 46 | 35646 Assoc Tech Opr (New) | | 35846 Assoc Tech Dir (New) | | | | | | | | | | |
| | Senior Coordinator | 50 | | | | | | | | | | | | | |
| | Coordinator | 52 | | | | | | | | | | | | | |
| | Assistant | 54 | | | | | | | | | | | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | CONTENT DISTRIBUTION | | | | | | | | | POST PRODUCTION | | | |
|---|---------------------------|---|--|---|--|--|--|--|---|--|---|---|---|--|
| | | Network Operations Coordination 376 | Closed Captioning 377 | Quality Control 378 | Media Operations 379 | Broadcast Operations 382 | Master Control 383 | Broadcast Engineering (SB=Server-Based) 384 | Transmission Engineering 385 | Digital Mastering / Encoding Services 391 | Post Production 400 | Audio Editing / Mixing / Design 401 | Character Generation 402 | |
| Brief Job Family Descriptions | | Coordinates the accurate production and timely delivery of tape or digital masters to broadcast center for air. | Implements closed captioning activities in compliance with federally mandated standards. | Conducts technical quality control processes that evaluate third-party and internally produced programming. | Responsible for processing, readying and recording media content according to specification. | Manages broadcast operations staff and/or equipment required for on-air and digital delivery of programming, including ingest and outgo. | Carries out or coordinates technical aspects of the on-air delivery of programs, including ingest and outgo. | Ensures traditional broadcast equipment and server-based broadcast hardware and software systems are available, maintained, robust and upgraded. | Ensures the transmission of signals to the company from remote locations and from the company to affiliate cable operators. | Formats program content for broadcast or distribution over linear networks and non-linear networks such as On Demand, internet and wireless. | Manages or implements post production services for television or digital media platforms. | Designs, mixes and edits audio and sound for TV or digital media platforms using specialized editing equipment. | Generates text and other characters on the screen using specialized character generating equipment. | |
| Management | Top | 2 | 35502 Top Engineering and Operations Executive (cont'd) | | | | | | | | | | | |
| | EVP | 10 | | | | | 38210 EVP, Brdct Ops | | | | | | | |
| | SVP | 11 | | | | | 38211 SVP, Brdct Ops | | | | 40011 SVP, Post Prodn | | | |
| | VP | 12 | 37612 VP, Ntwk Ops Coord | | | | 38212 VP, Brdct Ops | 38412 VP, Broadcast Engrg | 38512 VP, Trans Engrg | | 40012 VP, Post Prodn | | | |
| | Senior Director | 13 | 37613 Sr Dir, Ntwk Ops Coord | | | | 38213 Sr Dir, Brdct Ops | | | | | | | |
| | Director | 14 | 37614 Dir, Ntwk Ops Coord | | | 37914 Dir, Media Ops | 38214 Dir, Brdct Ops | 38414 Dir, Broadcast Engrg | 38514 Dir, Trans Engrg | 39114 Dir, Dig Mastering / Encoding Servs | 40014 Dir, Post Prodn | | | |
| | Senior Manager | 15 | 37615 Sr Mgr, Ntwk Ops Coord | | 37815 Sr Mgr, QC | | 38215 Sr Mgr, Brdct Ops | | | | | | | |
| | Manager | 16 | 37616 Mgr, Ntwk Ops Coord | | 37816 Mgr, QC | 37916 Mgr, Media Ops | 38216 Mgr, Brdct Ops | 38316 Mgr, Mstr Cntrl Ops | 38416 Mgr, Broadcast Engrg | 38516 Mgr, Trans Engrg | 39116 Mgr, Dig Mastering / Encoding Servs | 40016 Mgr, Post Prodn | | |
| | Supervisor | 17 | | 37717 Supv, Closed Cptng (New) | | | 38217 Supv, Brdct Ops | 38317 Supv, Mstr Cntrl Ops | | | | 40017 Supv, Post Prodn | | |
| Lead | 18 | | | | | | | | | | | | | |
| Professional Individual Contributor | Senior | 24 | | | 37824 Sr QC Tech | | 38224 Sr Brdct Engr (Electromchncl) | 38424 Sr Broadcast Engineer (SB) | | 39124 Sr Encoder | | | | |
| | Journey | 25 | | | | | 38225 Brdct Engr (Electromchncl) | 38425 Broadcast Engineer (SB) | | | | | | |
| | Assoc | 26 | | | | | | | | | | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | 38337 Lead Mstr Cntrl Opr | | 38537 Lead Trans Engrg Opr | | | | | |
| | Senior Operator | 44 | 37644 Sr Network Ops Coord | | | 37944 Sr Media Tech | 38344 Sr Mstr Cntrl Opr | | 38544 Sr Trans Engrg Opr | | 40044 Sr Editor | 40144 Sound Designer / Composer | | |
| | Operator | 45 | 37645 Network Ops Coord | 37745 Closed Cptng Coord | 37845 QC Tech | 37945 Media Tech | 38245 Brdct Coord | 38345 Mstr Cntrl Opr | 38545 Trans Engrg Opr 38545.1 Trans Opr | 39145 Encoding Operator | 40045 Editor | 40145 Audio Editor / Mixer | 40245 Char Genrtng Equip Opr | |
| | Associate | 46 | | | | 37946 Assoc Media Tech (New) | | 38346 Assoc Mstr Cntrl Opr | 38546 Assoc Trans Engrg Opr (New) | | 40046 Editing Assistant | | | |
| | Senior Coordinator | 50 | | | | | | | | | | | | |
| | Coordinator | 52 | | | | | | | | 39152 Encoding Coord | | | | |
| Assistant | 54 | | | | | | | | | | | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | LIBRARY | | ON-AIR PROMOTIONS | | CREATIVE SERVICES | | | | | | | |
|---|---------------------------|---|--|--|--|--|---|--|---|--|--|--|---|
| | | Library 430 | Digital Assets 440 | On-Air Promotions 445 | Writing / Producing 460 | Copywriting 463 | Creative Design 470 | Production Art 471 | Motion Graphics Design 472 | Effects Design 475 | Creative Services 480 | Creative Services Traffic Project Management 485 | Photo Editing 490 |
| Brief Job Family Descriptions | | Develops, organizes, maintains and enhances content and asset archives, both for tapes and digital media. | Develops, organizes, maintains and enhances the company's archive of digital assets. | Designs, directs and implements on-air promotions, including spots for individual programs, interstitial, generic spots. | Writes and edits scripts, assembles talent and production resources of assigned on-air promotions or programs for TV or digital media platforms. | Copywrites marketing communications, such as print brochures, website content, social media communications and online promotional content. | Responsible for art and design work for internal clients. Ensures that the creative objectives and needs of internal broadcast, print or digital clients are fully defined and met. | Implements retouching, cleanup, color correction and image manipulation of high volume of art assets in an art production environment. | Designs and produces animations and graphics in motion for show and brand promotions using current graphic design software. | Designs, creates and animates visual effects needed to create a believable and enhanced world for animated or live action productions and integrates effects into shots. | Executes creative content of marketing programs and materials, on-air, print and/or digital. | Administers and guides creative services projects from concept through implementation to ensure projects are delivered on time, within budget and to the satisfaction of the client. | Plans, researches, secures, reviews, selects and reads photographs to meet editorial direction. |
| Management | Top | 2 | | | | | | | | | | | |
| | EVP | 10 | | | 44510 EVP, On-Air Promos | | | | | | | | |
| | SVP | 11 | | | 44511 SVP, On-Air Promos | | 47011 SVP, Creative Design | | | | 48011 SVP, Creative Svcs | | |
| | VP | 12 | 43012 VP, Library and/or Dig Assets | | 44512 VP, On-Air Promos | | 47012 VP, Creative Design | | | | 48012 VP, Creative Svcs | | |
| | Senior Director | 13 | | | 44513 Sr Dir, On-Air Promos | | 47013 Sr Dir, Creative Design | | | | 48013 Sr Dir, Creative Svcs | | |
| | Director | 14 | 43014 Dir, Library and/or Dig Assets | | 44514 Dir, On-Air Promos | | 47014 Dir, Creative Design | | 47214 Dir, Motion Graphics Design | | 48014 Dir, Creative Svcs | 48514 Dir, CS Traffic Proj Mgmt | |
| | Senior Manager | 15 | | | 44515 Sr Mgr, On-Air Promos | | 47015 Sr Art Dir | | | | 48015 Sr Mgr, Creative Svcs | | |
| | Manager | 16 | 43016 Mgr, Library and/or Dig Assets | | 44516 Mgr, On-Air Promos | | 47016 Art Dir | | 47216 Mgr, Motion Graphics Design | | 48016 Mgr, Creative Svcs | 48516 Mgr, CS Traffic Proj Mgmt | |
| | Supervisor | 17 | | | | | | | | | | | |
| | Lead | 18 | | | | | 47018 Lead Designer | | 47218 Lead Motion Graphics Artist | | | | |
| Professional Individual Contributor | Senior | 24 | | | 46024 Sr Writer / Producer | 46324 Sr Copywriter | 47024 Sr Designer | | 47224 Sr Motion Graphics Artist | | | 48524 Sr CS Traffic Proj Mgr | 49024 Sr Photo Editor |
| | Journey | 25 | | | 46025 Writer / Producer | 46325 Copywriter | 47025 Designer | | 47225 Motion Graphics Artist | 47525 Effects Artist | 48025 Creative Svcs Spec | 48525 CS Traffic Proj Mgr | 49025 Photo Editor |
| | Assoc | 26 | | | 46026 Assoc Writer / Producer | | 47026 Assoc Designer | | 47226 Assoc Motion Graphics Artist | 47526 Assoc Effects Artist | | 48526 Assoc CS Traffic Proj Mgr | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | | | |
| | Senior Operator | 44 | 43044 Sr Librarian | 44044 Sr Dig Assets Specialist | | | | 47144 Sr Prodn Artist | | | | | |
| | Operator | 45 | 43045 Librarian | 44045 Dig Assets Specialist | | | | 47145 Prodn Artist | | | | | |
| | Associate | 46 | | | | | | | | | | | |
| | Senior Coordinator | 50 | | | | | | | | | | | |
| | Coordinator | 52 | 43052 Library Coord | | 44552 On-Air Promos Coord | | | | | | | | |
| Assistant | 54 | | | | | | | | | | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | MARKETING | | | | | | | | COMUNICATIONS | | | |
|---|---------------------------|---|---|---|---|--|--|--|---|---|---|--|--|
| | | Marketing 500 | Marketing Strategy 505 | Consumer Marketing 510 | Brand / Product Marketing 515 | Digital / Social Media Marketing 570 | Digital Partner Marketing 580 | Media Planning 585 | Events Marketing 590 | Media Relations 610 | Community Affairs 615 | Government Relations 617 | |
| Brief Job Family Descriptions | | Includes consumer marketing, events marketing, advertising sales marketing and affiliate marketing. | Develops and guides the execution of marketing strategies to reach target audiences and drive viewership. | Develops and oversees marketing programs directed to consumers to increase viewership, brand awareness, subscribers and market share. | Develops and oversees execution of marketing programs and campaigns for specific assigned brands / products across multiple platforms, including streaming. | Develops and oversees the execution of marketing strategies and campaigns on digital and social media platforms. | Develops marketing strategies and campaigns to maximize reach across digital distribution partners including digital media properties, aggregators and other emerging digital distribution vehicles. | Develops corporate / network media plans that specify the channels, platforms and resources used in campaigns. | Develops, executes company sponsored special events or company participation in outside special events. | Develops, directs, implements media relations strategies, tactics, plans that enhance positive coverage of company. | Develops, implements community outreach efforts demonstrating the company's commitment to communities. | Plans and implements activities that promote the interests of the company at the federal, state, and/or local government levels to shape emerging issues and to ensure operation without undue legislation, regulation or taxation restrictions. | |
| Management | Top | 2 | 50002 Top Marketing Executive (at Multiple Network Company, Network Group or Genre) 50002.5 Top Network Marketing Executive (of Single Network Company or 2nd Level of Network Group or Genre) | | | | | | | | 60002 Top Communications Exec (at Multiple Network Company, Network Group or Genre) 60002.5 Top Network Communications Exec (of Single Network Company or 2nd Level of Network Group or Genre) | | |
| | EVP | 10 | 50010 EVP, Marketing | | | | | | | | | | |
| | SVP | 11 | 50511 SVP, Mktg Strategy | 51011 SVP, Consumer Mktg | 51511 SVP, Brand / Product Mktg (New) | 57011 SVP, Digital / Social Media Mktg (New) | 58011 SVP, Digital Partner Mktg | 58511 SVP, Media Planning | 59011 SVP, Events Mktg (New) | 61011 SVP, Media Relations | | 61711 SVP, Gov't Relations | |
| | VP | 12 | 50512 VP, Mktg Strategy | 51012 VP, Consumer Mktg | 51512 VP, Brand / Product Mktg | 57012 VP, Digital / Social Media Mktg | 58012 VP, Digital Partner Mktg | 58512 VP, Media Planning | 59012 VP, Events Mktg | 61012 VP, Media Relations | 61512 VP, Community Affairs | 61712 VP, Gov't Relations | |
| | Senior Director | 13 | 50513 Sr Dir, Mktg Strategy | 51013 Sr Dir, Consumer Mktg | 51513 Sr Dir, Brand / Product Mktg | 57013 Sr Dir, Digital / Social Media Mktg | | 58513 Sr Dir, Media Planning | 59013 Sr Dir, Events Mktg | 61013 Sr Dir, Media Relations | | | |
| | Director | 14 | 50514 Dir, Mktg Strategy | 51014 Dir, Consumer Mktg | 51514 Dir, Brand / Product Mktg | 57014 Dir, Digital / Social Media Mktg | 58014 Dir, Digital Partner Mktg | 58514 Dir, Media Planning | 59014 Dir, Events Mktg | 61014 Dir, Media Relations | 61514 Dir, Community Affairs | 61714 Dir, Gov't Relations | |
| | Senior Manager | 15 | 50515 Sr Mgr, Mktg Strategy | 51015 Sr Mgr, Consumer Mktg | 51515 Sr Mgr, Brand / Product Mktg | 57015 Sr Mgr, Digital / Social Media Mktg | | 58515 Sr Mgr, Media Planning | 59015 Sr Mgr, Events Mktg | 61015 Sr Mgr, Media Relations | | 61715 Sr Mgr, Gov't Relations | |
| | Manager | 16 | 50516 Mgr, Mktg Strategy | 51016 Mgr, Consumer Mktg | 51516 Mgr, Brand / Product Mktg | 57016 Mgr, Digital / Social Media Mktg | 58016 Mgr, Digital Partner Mktg | 58516 Mgr, Media Planning | 59016 Mgr, Events Mktg | 61016 Mgr, Media Relations | 61516 Mgr, Community Affairs | | |
| | Supervisor | 17 | | | | | | | | | | | |
| | Lead | 18 | | | | | | | | | | | |
| Professional Individual Contributor | Senior | 24 | 50524 Sr Mktg Strategy IC | 51024 Sr Consumer Mktg IC | | 57024 Sr Digital / Social Media Mktg IC | | | | 61024 Sr Publicist | | | |
| | Journey | 25 | 50525 Mktg Strategy IC | 51025 Consumer Mktg IC | 51525 Brand / Product Mktg IC | 57025 Digital / Social Media Mktg IC | 58025 Digital Partner Mktg IC | 58525 Media Planner | 59025 Events Mktg IC | 61025 Publicist | 61525 Community Affairs IC | | |
| | Assoc | 26 | 50526 Assoc Mktg Strategy IC | 51026 Assoc Consumer Mktg IC | | 57026 Assoc Digital / Social Media Mktg IC | | | | 61026 Assoc Publicist | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | | | |
| | Senior Operator | 44 | | | | | | | | | | | |
| | Operator | 45 | | | | | | | | | | | |
| | Associate | 46 | | | | | | | | | | | |
| | Senior Coordinator | 50 | | | | | | | | | | | |
| | Coordinator | 52 | 50052 Mktg Coord (Any Area of Mktg) | | | | | | | | | 61552 Community Affairs Coord | |
| | Assistant | 54 | | | | | | | | 61054 Publicity Assistant | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | RESEARCH AND ANALYTICS | | | | | | ADVERTISING SALES | | | |
|---|---------------------------|--|--|---|---|---|--|---|--|--|---|
| | | Market and/or Audience Research 620 | Consumer Insights and Analytics 622 | Digital Analytics (New Family) 624 | Data Science 625 | Business Intelligence Engineering 630 | Extract Transform and Load Developing 632 | Advertising Sales 700 | Programmatic Sales 703 | Sales Account Management 705 | Sales Planning 710 |
| Brief Job Family Descriptions | | Develops, directs, implements the conduct of acquisition of research information to increase sales and market share. | Conducts research and analysis and delivers consumer insights to inform business decisions and improve the consumer experience on all platforms. | Conducts real-time data capture analysis and reporting of audience traffic and performance metrics. | Analyzes very large data sets in real time databases to inform business decisions and improve products and processes. | Configures information systems to query dynamic databases and to extract, report, and analyze information for business units. | Designs, develops and maintains data solutions and processes that extract data from various sources, transform the data based on internal and external user needs and load the data into a destination database. | Advertising sales personnel responsible for achieving assigned advertising revenue targets on television and digital platforms. | Optimizes the selling of digital advertising inventory using real-time channels and machine-driven methods to increase yield and improve overall advertising revenues. | Supports sales personnel during the sales cycle, manages accounts on a daily basis after the close of sale, maintaining regular contact. | Provides pricing and profitability analyses and sales planning support to the sales organization. |
| Management | Top | 2 | | 62202 Top Consumer Insights and Analytics Executive | | | | | 70002 Top Ad Sales Executive | | |
| | EVP | 10 | | | | | | | 70010 EVP, Ad Sales | | 71010 EVP, Sales Planning |
| | SVP | 11 | 62011 SVP, Research | 62211 SVP, Consumer Insights & Analytics | | | | | 70011 SVP, Ad Sales | | 71011 SVP, Sales Planning |
| | VP | 12 | 62012 VP, Research | 62212 VP, Consumer Insights & Analytics | 62412 VP, Digital Analytics (New) | 62512 VP, Data Science | 63012 VP, Bus Intell Engrng | | 70012 VP, Ad Sales | 70312 VP, Programmatic Sales | 71012 VP, Sales Planning |
| | Senior Director | 13 | 62013 Sr Dir, Research | 62213 Sr Dir, Consumer Insights & Analytics | | | | | | | 71013 Sr Dir, Sales Planning |
| | Director | 14 | 62014 Dir, Research | 62214 Dir, Consumer Insights & Analytics | 62414 Dir, Digital Analytics (New) | 62514 Dir, Data Science | 63014 Dir, Bus Intell Engrng | | 70014 Dir, Ad Sales | 70314 Dir, Programmatic Sales | 71014 Dir, Sales Planning |
| | Senior Manager | 15 | 62015 Sr Mgr, Research | 62215 Sr Mgr, Consumer Insights & Analytics | 62415 Sr Mgr, Digital Analytics (New) | 62515 Sr Mgr, Data Science | | | | | 71015 Sr Mgr, Sales Planning |
| | Manager | 16 | 62016 Mgr, Research | 62216 Mgr, Consumer Insights & Analytics | 62416 Mgr, Digital Analytics (New) | 62516 Mgr, Data Science | 63016 Mgr, Bus Intell Engrng | | | 70316 Mgr, Programmatic Sales | 71016 Mgr, Sales Planning |
| | Supervisor | 17 | | | | | | | | | |
| | Lead | 18 | | | | | | | | | |
| Professional Individual Contributor | Senior | 24 | 62024 Sr Research Analyst | 62224 Sr Consumer Insights & Analytics Analyst | 62424 Sr Digital Analyst (New) | 62524 Sr Data Scientist | 63024 Sr Bus Intell Engr | | 70024 Sr Ad Sales Acct Exec | 70324 Sr Programmatic Sales Acct Exec (New) | 71024 Sr Sales Planner |
| | Journey | 25 | 62025 Research Analyst | 62225 Consumer Insights & Analytics Analyst | 62425 Digital Analyst (New) | 62525 Data Scientist | 63025 Bus Intell Engr | 63225 Extract Transform & Load Devr | 70025 Ad Sales Acct Exec | 70325 Programmatic Sales Acct Exec (New) | 71025 Sales Planner |
| | Assoc | 26 | 62026 Assoc Research Analyst | | | | | | 70026 Assoc Ad Sales Acct Exec | 70326 Assoc Programmatic Sales Acct Exec (New) | 71026 Assoc Sales Planner |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | |
| | Senior Operator | 44 | | | | | | | | | |
| | Operator | 45 | | | | | | | | | |
| | Associate | 46 | | | | | | | | | |
| | Senior Coordinator | 50 | | | | | | | | | 70550 Ad Sales Acct Svc Rep |
| | Coordinator | 52 | | | | | | | | | 70052 Sales Coord (Any Area of Sales) |
| | Assistant | 54 | | | | | | | | | 70054 Sales Assistant (Any Area of Sales) |

2021 C2HR Content Developers Survey – Position Grids

| Family Level | | ADVERTISING SALES (cont'd) | | | | AFFILIATE SALES | | | | | | SYNDICATION SALES | |
|---|---------------------------|---|---|--|--|--|--|--|---|---|--|---|------------------------------|
| | | Sales Analysis | Integrated Sales and Marketing | Advertising Solutions | Advertising Sales Marketing | Affiliate Sales | Broadcaster Affiliate Relations | Affiliate Marketing | Digital Distribution | Digital Distribution Operations (New Family) | International Distribution | | |
| | | 715 | 720 | 722 | 725 | 730 | 732 | 735 | 736 | 737 | 738 | | 739 |
| Brief Job Family Descriptions | | Compiles, analyzes and reports on sales revenues to support decisions about sales programs and to evaluate sales performance. | Manages integrated advertising sales and marketing activities that use all available corporate resources to maximize campaigns for major clients. | Proposes and creates innovative television and/or digital advertising campaigns for new or current customers to increase advertising sales revenue and to highlight and enhance the customer's brands. | Develops marketing programs, advertising products and pricing packages to be presented by advertising sales personnel. | Affiliate sales personnel responsible for achieving assigned subscriber targets on television and digital platforms. | Manages, maintains and enhances relationships with affiliated television broadcast stations. | Develops marketing programs to be presented to and executed by affiliate networks and cable operators. | Negotiates contracts and deals that ensure distribution of current and post-release content on digital platforms. | Develops and executes operational strategies and/or activities that ensure distribution of current and post-release content on digital platforms. | Accountable for sales and distribution of programming content to cable operators, television broadcast networks and digital distributors in international markets. | Drives sales and distribution of shows and series to cable and TV broadcast distributors in international markets and digital clients such as Hulu and Netflix. | |
| Management | Top | 2 | | | | 73002 Top Aff Sales Executive | 73202 Top Broadcaster Aff Rel Executive | | | | | | |
| | EVP | 10 | | | | 73010 EVP, Aff Sales | | | | | | | |
| | SVP | 11 | | 72011 SVP, Int. Sales & Mktg | 72211 SVP, Ad Solutions | 72511 SVP, Ad Sales Mktg | 73011 SVP, Aff Sales | 73211 SVP, Broadcaster Aff Rel | 73511 SVP, Aff Mktg | 73611 SVP, Digital Distribution | 73711 SVP, Digital Distribution Ops (New) | 73811 SVP, Intl Distribution | 73911 SVP, Syndication Sales |
| | VP | 12 | | 72012 VP, Int. Sales & Mktg | 72212 VP, Ad Solutions | 72512 VP, Ad Sales Mktg | 73012 VP, Aff Sales | 73212 VP, Broadcaster Aff Rel | 73512 VP, Aff Mktg | 73612 VP, Digital Distribution | 73712 VP, Digital Distribution Ops (New) | 73812 VP, Intl Distribution | 73912 VP, Syndication Sales |
| | Senior Director | 13 | | 72013 Sr Dir, Int. Sales & Mktg | | 72513 Sr Dir, Ad Sales Mktg | 73013 Sr Dir, Aff Sales | | | 73613 Sr Dir, Digital Distribution | 73713 Sr Dir, Digital Distribution Ops (New) | | |
| | Director | 14 | | 72014 Dir, Int. Sales & Mktg | 72214 Dir, Ad Solutions | 72514 Dir, Ad Sales Mktg | 73014 Dir, Aff Sales | 73214 Dir, Broadcaster Aff Rel | 73514 Dir, Aff Mktg | 73614 Dir, Digital Distribution | 73714 Dir, Digital Distribution Ops (New) | | 73914 Dir, Syndication Sales |
| | Senior Manager | 15 | | 72015 Sr Mgr, Int. Sales & Mktg | | 72515 Sr Mgr, Ad Sales Mktg | | | | | | | |
| | Manager | 16 | | 72016 Mgr, Int. Sales & Mktg | 72216 Mgr, Ad Solutions | 72516 Mgr, Ad Sales Mktg | 73016 Mgr, Aff Sales | 73216 Mgr, Broadcaster Aff Rel | 73516 Mgr, Aff Mktg | 73616 Mgr, Digital Distribution | 73716 Mgr, Digital Distribution Ops (New) | | 73916 Mgr, Syndication Sales |
| | Supervisor | 17 | | 72017 Supv, Int. Sales & Mktg | 72217 Supv, Ad Solutions | | | | | | | | |
| | Lead | 18 | | | | | | | | | | | |
| Professional Individual Contributor | Senior | 24 | 71524 Sr Sales Analyst | 72024 Sr Int. Sales & Mktg Analyst | | 73024 Sr Aff Sales Acct Exec | | 73524 Sr Aff Mktg IC | 73624 Sr Digital Distribution IC | 73724 Sr Digital Distribution Ops IC (New) | 73824 Sr Intl Distribution IC | 73924 Sr Syndication Sales IC | |
| | Journey | 25 | 71525 Sales Analyst | 72025 Int. Sales & Mktg Analyst | | 73025 Aff Sales Acct Exec | | 73525 Aff Mktg IC | 73625 Digital Distribution IC | 73725 Digital Distribution Ops IC (New) | | 73925 Syndication Sales IC | |
| | Assoc | 26 | | 72026 Assoc Int. Sales & Mktg Analyst | | | | | | 73726 Assoc Digital Distribution Ops IC (New) | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | | | |
| | Senior Operator | 44 | | | | | | | | | | | |
| | Operator | 45 | | | | | | | | | | | |
| | Associate | 46 | | | | | | | | | | | |
| | Senior Coordinator | 50 | | | 72250 Sr Ad Solutions Coord | | | | | | | | |
| | Coordinator | 52 | 70052 Sales Coord (Any Area of Sales) (cont'd) | | | | | | | | | | |
| Assistant | 54 | 70054 Sales Assistant (Any Area of Sales) (cont'd) | | | | | | | | | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | SALES OPERATIONS | | | | | LEGAL AND/OR BUSINESS AFFAIRS | | | | | | |
|---|---------------------------|--|--|---|--|---|--|--|---|--|---|--|--|
| | | Sales Operations 740 | Advertisement Inventory 750 | Advertisement Traffic 760 | Sales Training 765 | Legal and/or Business Affairs 800 | Legal Counsel 805 | Paralegal 806 | Contract Administration 807 | Standards and Practices 810 | Rights and Clearances 820 | Anti-Piracy 825 | Licensing 830 |
| Brief Job Family Descriptions | | Directs and implements operational activities that support the sales force pre- and post-sale. | Directs, implements operational activities that analyze, identify and allocate available commercial inventory, either for TV or digital platforms. | Directs, manages, implements operational activities to ensure timely, accurate upload, tracking and billing of TV or digital ads. | Designs, prepares and delivers necessary and prescribed training courses for sales personnel, collaborating with sales management to determine sales training needs. | Directs, implements legal activities that protect the interests of the company and/or negotiate deals for talent and production services. | Provides legal counsel to protect the interests of assigned clients. | Provides legal support to corporate attorneys. | Manages and administers executed contracts. | Evaluates content for compliance with approved standards and practices of the company and the FTC. | Obtains and verifies the rights of the company to air or use material owned or created by others. | Carry out anti-piracy activities that protect the intellectual property of the organization. | Licenses the use of company properties to other parties, or the use by company of the intellectual property of others. |
| Management | Top | 2 | | | | 80002 Top Legal and/or Business Affairs Executive (at Multiple Network Company, Network Group or Genre) 80002.5 Top Network Legal and/or Business Affairs Executive (of Single Network Company or 2nd Level of Network Group or Genre) | | | | | | | |
| | EVP | 10 | 74010 EVP, Sales Ops | | | 80010 EVP, Legal and / or Bus Aff | | | | | | | |
| | SVP | 11 | 74011 SVP, Sales Ops | | | 80011 SVP, Legal and / or Bus Aff | | | 81011 SVP, Stdrd & Prcts (New) | | | | |
| | VP | 12 | 74012 VP, Sales Ops | 75012 VP, Inventory | 76012 VP, Traffic | 80012 VP, Legal and / or Bus Aff | 80512 Executive Counsel | | 80712 VP, Contract Admin | 81012 VP, Stdrd & Prcts | 82012 VP, Rghts & Clrncls | 82512 VP, Anti-Piracy | 83012 VP, Licensing |
| | Senior Director | 13 | 74013 Sr Dir, Sales Ops | 75013 Sr Dir, Inventory | 76013 Sr Dir, Traffic | 80013 Sr Dir, Legal and / or Bus Aff | | | | | | | |
| | Director | 14 | 74014 Dir, Sales Ops | 75014 Dir, Inventory | 76014 Dir, Traffic | 76514 Dir, Sales Training | 80014 Dir, Legal and / or Bus Aff | 80514 Sr Counsel | 80714 Dir, Contract Admin | 81014 Dir, Stdrd & Prcts | 82014 Dir, Rghts & Clrncls | 82514 Dir, Anti-Piracy | 83014 Dir, Licensing |
| | Senior Manager | 15 | 74015 Sr Mgr, Sales Ops | 75015 Sr Mgr, Inventory | 76015 Sr Mgr, Traffic | 76515 Sr Mgr, Sales Training | 80015 Sr Mgr, Legal and / or Bus Aff | | | 81015 Sr Mgr, Stdrd & Prcts (New) | 82015 Sr Mgr, Rghts & Clrncls | | |
| | Manager | 16 | 74016 Mgr, Sales Ops | 75016 Mgr, Inventory | 76016 Mgr, Traffic | 76516 Mgr, Sales Training | 80016 Mgr, Legal and / or Bus Aff | 80516 Counsel | 80716 Mgr, Contract Admin | 81016 Mgr, Stdrd & Prcts | 82016 Mgr, Rghts & Clrncls | 82516 Mgr, Anti-Piracy | 83016 Mgr, Licensing |
| | Supervisor | 17 | | | 76017 Supv, Traffic | | | | | | | | |
| | Lead | 18 | | | | 76518 Lead Sales Trainer | | | 80618 Lead Paralegal (New) | | | | |
| Professional Individual Contributor | Senior | 24 | 74024 Sr Sales Ops Spec | 75024 Sr Inventory Analyst | 76024 Sr Traffic Spec | 76524 Sr Sales Trainer | | 80624 Sr Paralegal | 80724 Sr Contract Mgr | 81024 Sr Stdrd & Prcts Editor (New) | | 82524 Sr Anti-Piracy Spec | |
| | Journey | 25 | 74025 Sales Ops Spec | 75025 Inventory Analyst | 76025 Traffic Spec | 76525 Sales Trainer | | 80625 Paralegal | 80725 Contract Mgr | 81025 Stdrd & Prcts Editor | 82025 Rghts & Clrncls Admnstr | 82525 Anti-Piracy Spec | 83025 Licensing Specialist |
| | Assoc | 26 | 74026 Assoc Sales Ops Spec | | 76026 Assoc Traffic Spec (New) | | | 80626 Assoc Paralegal | 80726 Assoc Contract Mgr | | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | | | |
| | Senior Operator | 44 | | | | | | | | | | | |
| | Operator | 45 | | | | | | | | | | | |
| | Associate | 46 | | | | | | | | | | | |
| | Senior Coordinator | 50 | | | 76050 Sr Traffic Coord | | 80050 Sr Legal Coord | | 80750 Contract Admnstr | | | | |
| | Coordinator | 52 | | | 76052 Traffic Coord | | 80052 Legal Coord | | | 81052 Stdrd & Prcts Coord | 82052 Rghts & Clrncls Coord | | 83052 Licensing Coord |
| Assistant | 54 | | | | | | | | | | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | Level | BUSINESS DEVELOPMENT 840 | CUSTOMER SUPPORT (New Family) 880 | GENERAL AND ADMINISTRATIVE | | | | | | | |
|---|---------------------------|-----------|---|---|---|--|---|--|---|--|---|---|
| | | | | | Human Resources 900 | Inclusion and Diversity 905 | Finance 910 | Controller 912 | Production Accounting 920 | Royalty Accounting 923 | Production Financial Analysis 925 | Participation and Residuals 927 |
| Brief Job Family Descriptions | | | Researches, evaluates, negotiates and then manages new ventures, partnerships, barter arrangements, joint ventures for non-traditional revenue streams. | Provides technical support, and sales and billing support. Develops, implements and executes policies and procedures to facilitate a quality customer service experience. | Directs and implements activities that maximize attraction, retention, motivation, professional growth and productivity of employees. | Develops, administers and monitors strategies, programs and initiatives to achieve a diverse and inclusive environment both within the company and in distributed content. | Directs and implements activities related to financial forecasting, analysis and controls at the company. | Directs and implements activities related to corporate accounting and financial reporting at the organization. | Forecasts, budgets, tracks, reports, facilitates accounts payable and receivable to track production costs for productions. | Ensures that royalties owed to or by the company are recorded, entered into the accounting system, paid, received. | Collects, analyzes and reports on status of production costs. | Directs and implements fulfillment of contractual obligations entered into by the organization for participation and residuals. |
| Management | Top | 2 | | | 90002 Top HR Executive 90002.5 Top Network HR Executive | 90502 Chief Inclusion & Diversity Officer (New) | 91002 CFO 91002.5 Top Ntwk Finance Exec | | | | | |
| | EVP | 10 | 84010 EVP, Bus Dev | | 90010 EVP, HR | 90510 EVP, Inclusion & Diversity (New) | 91010 EVP, Finance | | | | | |
| | SVP | 11 | 84011 SVP, Bus Dev | 88011 SVP, Cust Support (New) | 90011 SVP, HR | 90511 SVP, Inclusion & Diversity | 91011 SVP, Finance | 91211 SVP, Controller | | | | |
| | VP | 12 | 84012 VP, Bus Dev | 88012 VP, Cust Support (New) | 90012 VP, HR | 90512 VP, Inclusion & Diversity | 91012 VP, Finance | 91212 VP, Controller | 92012 VP, Prodn Accounting | | 92512 VP, Prodn Finance | 92712 VP, Partcip & Residuals |
| | Senior Director | 13 | 84013 Sr Dir, Bus Dev | 88013 Sr Dir, Cust Support (New) | 90013 Sr Dir, HR | 90513 Sr Dir, Inclusion & Diversity (New) | 91013 Sr Dir, Finance | 91213 Sr Dir, Controller | | | | |
| | Director | 14 | 84014 Dir, Bus Dev | 88014 Dir, Cust Support (New) | 90014 Dir, HR | 90514 Dir, Inclusion & Diversity | 91014 Dir, Finance | 91214 Dir, Controller | 92014 Dir, Prodn Accounting | | 92514 Dir, Prodn Finance | 92714 Dir, Partcip & Residuals |
| | Senior Manager | 15 | 84015 Sr Mgr, Bus Dev | 88015 Sr Mgr, Cust Support (New) | 90015 Sr Mgr, HR (Business Partner) | 90515 Sr Mgr, Inclusion & Diversity | 91015 Sr Mgr, Finance | 91215 Sr Mgr, Controller | 92015 Sr Mgr, Prodn Accounting | | | |
| | Manager | 16 | 84016 Mgr, Bus Dev | 88016 Mgr, Cust Support (New) | 90016 Mgr, HR (Business Partner) | 90516 Mgr, Inclusion & Diversity | 91016 Mgr, Finance | 91216 Mgr, Controller | 92016 Mgr, Prodn Accounting | | 92516 Mgr, Prodn Finance | 92716 Mgr, Partcip & Residuals |
| | Supervisor | 17 | | | | | | | | | | |
| | Lead | 18 | | | | | | | | | | |
| Professional Individual Contributor | Senior | 24 | 84024 Sr Bus Dev Analyst (New) | | 90024 Sr HR Generalist | | 91024 Sr Financial Analyst | | | | 92524 Sr Prodn Financial Analyst | 92724 Sr Partcip & Residuals Analyst |
| | Journey | 25 | 84025 Bus Dev Analyst | | 90025 HR Generalist | 90525 Inclusion & Diversity IC | 91025 Financial Analyst | | 92025 Prodn Accountant | 92325 Royalty Accountant | 92525 Prodn Financial Analyst | 92725 Partcip & Residuals Analyst |
| | Assoc | 26 | 84026 Assoc Bus Dev Analyst (New) | | | | 91026 Assoc Financial Analyst | | | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | | |
| | Senior Operator | 44 | | | | | | | | | | |
| | Operator | 45 | | | | | | | | | | |
| | Associate | 46 | | | | | | | | | | |
| | Senior Coordinator | 50 | | 88050 Sr Cust Support Rep (New) | 90050 Sr HR Coord | | | | | | | |
| | Coordinator | 52 | | 88052 Cust Support Rep (New) | 90052 HR Coord | | | | 92052 Prodn Accounting Coord | | | 92752 Partcip & Residuals Coord |
| | Assistant | 54 | | 88054 Cust Support Asst (New) | 90054 HR Asst | | | | | | | |

2021 C2HR Content Developers Survey – Position Grids

| Family | | TECHNOLOGY | | | | INTERNATIONAL | | | | | | |
|---|---------------------------|---|--|---|--|---|---|--|---|---|--|----------------------------|
| | | Technology 930 | Information Technology 935 | Advanced Technology 940 | Digital Media Delivery Engineering 945 | International General Management 950 | International Programming 952 | International Producing 954 | International Marketing 956 | International Head of Advertising Sales 960 | International Business Development 962 | |
| Brief Job Family Descriptions | | Plans, develops implements and administers one or more technology functions including broadcast and/or digital media technologies and may include information technology. | Designs, installs, upgrades, troubleshoots technology systems, software and data applications that support internal business operations. | Identifies and investigates new and emerging digital content distribution technologies. | Digital media distribution typically includes broadcast, broadband, information technology and distribution services to support various revenue models including subscription-based, ad-supported and transaction-based delivery of content. | Directs operations of assigned region(s) to achieve strategic current and long-range objectives for assigned region(s) exclusive of company headquarter location. Typically has P&L responsibility. | Oversees / supports activities in any area of programming for assigned region(s). | Leads the creative and content aspects, and production processes, of programs, features and/or digital content for assigned region(s). | Develops, executes, tracks, evaluates and adjusts multi-platform integrated marketing and promotions campaigns for assigned region(s) to enhance brand awareness and drive demand to maximize market share. | Oversees achievement of advertising revenue targets on television and digital platforms for (a) country(ies) exclusive of company headquarter location. | Identifies, analyzes, negotiates for and develops new international business opportunities and strategic alliances that support growth objectives in assigned region(s). | |
| Management | Top | 2 | 93002 Chief Technology Officer | | | | | | | | | |
| | EVP | 10 | 93010 EVP, Technology | 93510 EVP, IT | | | | | | | | |
| | SVP | 11 | 93011 SVP, Technology | 93511 SVP, IT | 94011 SVP, Advanced Tech | | | | | | | |
| | VP | 12 | 93012 VP, Technology | 93512 VP, IT | 94012 VP, Advanced Tech | 94512 VP, Dig Media Delv Engring | | | | | | |
| | Senior Director | 13 | | 93513 Sr Dir, IT (New) | 94013 Sr Dir, Advanced Tech | | 95012 Intl General Manager | 95212 Intl Head of Programming | 95412 Intl Executive Producer | 95612 Intl Head of Marketing | 96012 Intl Head of Ad Sales | 96212 Intl Head of Bus Dev |
| | Director | 14 | | 93514 Dir, IT (New) | 94014 Dir, Advanced Tech | 94514 Dir, Dig Media Delv Engring | | | | | | |
| | Senior Manager | 15 | | 93515 Sr Mgr, IT (New) | 94015 Sr Mgr, Advanced Tech | | | | | | | |
| | Manager | 16 | | 93516 Mgr, IT | 94016 Mgr, Advanced Tech | 94516 Mgr, Dig Media Delv Engring | | | | | | |
| | Supervisor | 17 | | | | | | | | | | |
| | Lead | 18 | | | | | | | | | | |
| Professional Individual Contributor | Senior | 24 | | 93524 Sr System Administrator | | 94524 Sr Dig Media Delv Design Engr | | | | | | |
| | Journey | 25 | | 93525 System Administrator | | 94525 Dig Media Delv Design Engr | | 95425 Intl Producer | 95625 Intl Marketing Manager | 96025 Intl Ad Sales Account Executive | 96225 Intl Bus Dev Analyst | |
| | Assoc | 26 | | 93526 Assoc System Administrator | | 94526 Assoc Dig Media Delv Design Engr | | | | | | |
| Operating Individual Contributor / Support | Lead Operator | 37 | | | | | | | | | | |
| | Senior Operator | 44 | | | | | | | | | | |
| | Operator | 45 | | | | | | | | | | |
| | Associate | 46 | | | | | | | | | | |
| | Senior Coordinator | 50 | | | | | | | | | | |
| | Coordinator | 52 | | | | | 95252 Intl Programming Coord | 95452 Intl Production Coord | 95652 Intl Marketing Coord | | | |
| Assistant | 54 | | | | | | | | | | | |