

# Survey Position Grids

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



# Survey Position Grids

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

# Survey Position Grids

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



# Survey Position Grids

Family  Level		PRODUCT DEVELOPMENT (CONT'D)								
		Art 310	3D Art 312	Technical Art 315	Concept Art 320	Effects Art 322	Lighting 323	User Experience Design 325	User Interface / User Experience Art 326	User Interface Engineering 328
		Implements established artistic direction into game-ready art. May include character design, 2D art, 2D animation, 3D art, environmental design, illustration and general art.	Implements established artistic direction into 3D art assets. May include 3D characters, animations, models (modeling and texturing) and graphics.	Ensures that art and animation are enhanced by the use of advanced technical processes, systems and software.	Develops concepts for game treatments, including look, feel, color and mood. Illustrates concepts traditionally and digitally.	Creates digital effects for natural and supernatural phenomena and integrates effects into sequences and scenes.	Designs and implements lighting and shadows of objects, scenes or effects.	Develops user interfaces for games that contribute to compelling user experience and player engagement, including layout, site maps and navigation design.	Translates user interface design into art prototypes art assets for assigned game elements.	Designs, develops and tests software for user interfaces that complement the gameplay visuals and experience.
<b>Top Executive</b>	<b>10</b>									
<b>Senior Vice President</b>	<b>11</b>									
<b>Vice President</b>	<b>12</b>	31012 VP, Art Dept								
<b>Senior Director</b>	<b>13</b>	31013 Sr Dir, Art Dept	31213 Sr Dir, 3D Art Dept	31513 Sr Dir, Technical Art				32513 Sr Dir, UX Design		
<b>Director</b>	<b>14</b>	31014 Dir, Art Dept	31214 Dir, 3D Art Dept	31514 Dir, Technical Art	32014 Dir, Concept Art	32214 Dir, Effects Art		32514 Dir, UX Design		
<b>Senior Manager</b>	<b>15</b>	31015 Sr Mgr, Art Dept	31215 Sr Mgr, 3D Art Dept	31515 Sr Mgr, Technical Art				32515 Sr Mgr, UX Design		
<b>Manager</b>	<b>16</b>	31016 Mgr, Art Dept / Art Dir	31216 Mgr, 3D Art Dept / 3D Art Dir	31516 Mgr, Technical Art	32016 Mgr, Concept Art	32216 Mgr, Effects Art		32516 Mgr, UX Design		
<b>Supervisor</b>	<b>17</b>	31017 Supv, Art Dept	31217 Supv, 3D Art Dept							
<b>Lead</b>	<b>18</b>	31018 Lead Artist	31218 Lead 3D Artist	31518 Lead Technical Artist	32018 Lead Concept Artist	32218 Lead Effects Artist	32318 Lead Lighting Artist (New)		32618 Lead UI / UX Artist	
<b>Principal IC</b>	<b>21</b>	31021 Principal Artist	31221 Principal 3D Artist	31521 Principal Technical Artist	32021 Principal Concept Artist	32221 Principal Effects Artist		32521 Principal UX Designer	32621 Principal UI / UX Artist	
<b>Sr Adv IC</b>	<b>22</b>	31022 Sr Adv Artist	31222 Sr Adv 3D Artist	31522 Sr Adv Technical Artist	32022 Sr Adv Concept Artist	32222 Sr Adv Effects Artist		32522 Sr Adv UX Designer	32622 Sr Adv UI / UX Artist	
<b>Advanced IC</b>	<b>23</b>	31023 Adv Artist	31223 Adv 3D Artist	31523 Adv Technical Artist	32023 Adv Concept Artist	32223 Adv Effects Artist		32523 Adv UX Designer	32623 Adv UI / UX Artist	
<b>Senior IC</b>	<b>24</b>	31024 Sr Artist	31224 Sr 3D Artist	31524 Sr Technical Artist	32024 Sr Concept Artist	32224 Sr Effects Artist	32324 Sr Lighting Artist	32524 Sr UX Designer	32624 Sr UI / UX Artist	32824 Sr UI Engineer
<b>Journey IC</b>	<b>25</b>	31025 Artist	31225 3D Artist	31525 Technical Artist	32025 Concept Artist	32225 Effects Artist	32325 Lighting Artist	32525 UX Designer	32625 UI / UX Artist	32825 UI Engineer
<b>Associate IC</b>	<b>26</b>	31026 Assoc Artist	31226 Assoc 3D Artist	31526 Assoc Technical Artist	32026 Assoc Concept Artist	32226 Assoc Effects Artist	32326 Assoc Lighting Artist (New)	32526 Assoc UX Designer	32626 Assoc UI / UX Artist	32826 Assoc UI Engineer
<b>Coordinator</b>	<b>27</b>									
<b>Assistant</b>	<b>28</b>	20028 Prdn Asst (Any Area of Prod Dev) (cont'd)								
<b>Lead Support</b>	<b>31</b>									
<b>Senior Support</b>	<b>32</b>									
<b>Journey Support</b>	<b>33</b>									
<b>Entry Support</b>	<b>34</b>									



# Survey Position Grids

Family  Level		PRODUCT DEVELOPMENT (CONT'D)								
		Animation 330	Technical Animation 335	Art Outsourcing Management 337	Artist Management 338	Design Management 340	Engineering Management 342	Video Editing 400	Localization 405	Trust and Safety (New Family) 407
		Brief Job Family Descriptions								
<b>Top Executive</b>	10									
<b>Senior Vice President</b>	11									
<b>Vice President</b>	12									
<b>Senior Director</b>	13									
<b>Director</b>	14	33014 Dir, Animation Dept			33814 Dir, Artist Mgmt	34014 Dir, Design Mgmt	34214 Dir, Engineering Mgmt		40514 Dir, Localization	40714 Dir, Trust and Safety (New)
<b>Senior Manager</b>	15	33015 Sr Mgr, Animation / Animation Dir		33715 Sr Mgr, Art Outsourcing Mgmt	33815 Sr Mgr, Artist Mgmt	34015 Sr Mgr, Design Mgmt	34215 Sr Mgr, Engineering Mgmt			
<b>Manager</b>	16	33016 Mgr, Animation / Animation Dir	33516 Mgr, Technical Animation	33716 Mgr, Art Outsourcing Mgmt	33816 Mgr, Artist Mgmt	34016 Mgr, Design Mgmt	34216 Mgr, Engineering Mgmt	40016 Mgr, Video Editing	40516 Mgr, Localization	40716 Mgr, Trust and Safety (New)
<b>Supervisor</b>	17									
<b>Lead</b>	18	33018 Lead Animator	33518 Lead Technical Animator					40018 Lead Video Editor		
<b>Principal IC</b>	21	33021 Principal Animator								
<b>Sr Adv IC</b>	22	33022 Sr Adv Animator								
<b>Advanced IC</b>	23	33023 Adv Animator	33523 Adv Technical Animator (New)	33723 Adv Art Outsourcing Mgr						
<b>Senior IC</b>	24	33024 Sr Animator	33524 Sr Technical Animator	33724 Sr Art Outsourcing Mgr				40024 Sr Video Editor	40524 Sr Localization Producer	
<b>Journey IC</b>	25	33025 Animator	33525 Technical Animator	33725 Art Outsourcing Mgr				40025 Video Editor	40525 Localization Producer	
<b>Associate IC</b>	26	33026 Assoc Animator	33526 Assoc Technical Animator	33726 Assoc Art Outsourcing Mgr				40026 Assoc Video Editor	40526 Localization Specialist	
<b>Coordinator</b>	27							40027 Video Editing Coord	40527 Localization Coord	
<b>Assistant</b>	28	20028 Prdn Asst (Any Area of Prod Dev) (cont'd)								
<b>Lead Support</b>	31									
<b>Senior Support</b>	32									
<b>Journey Support</b>	33									
<b>Entry Support</b>	34									

# Survey Position Grids

Family  Level		TECHNOLOGY SUPPORT											
		Technology and Infrastructure 410	Server Engineering 412	Platform Engineering 413	Database Engineering 415	DevOps Engineering 416	Engine Software Engineering 420	Tools Software Engineering 430	Audio Engineering (New Family) 431	Graphics / Rendering Engineer 432	Security Engineering 435	Release Engineering 440	Release Management 442
<b>Brief Job Family Descriptions</b>		Develops and implements technology, infrastructure, architecture and applications that support product development, production and online gaming operations.	Designs, enhances and calibrates the organization's server environment underlying games. Calibrates and scales server systems to ensure that systems meet performance requirements.	Designs and develops software to manage and scale the organization's transactional infrastructure.	Designs and develops, tests and ensures the integrity of database structures. Plans for capacity and scalability.	Develops production systems that support online gaming. Engages with software developers and infrastructure engineers to integrate software development and delivery from inception to full operation.	Designs, develops and upgrades proprietary engine software on which the organization's games are run.	Designs, develops and maintains software tools to automate and enhance production processes. Evaluates commercial tools and technologies.	Creates and maintains the audio systems that enable creative freedom for the sound / audio team.	Designs, writes, debugs and refines rendering systems, features, tools and infrastructure. Ensures that rendering features meet game's artistic vision.	Designs, builds, operates and automates security solutions and processes to protect the integrity of the organization's digital network, systems, applications and data.	Configures, compiles, assembles and delivers source code for product release.	Develops release manifests and roadmaps; implements releases and release versions.
<b>Top Executive</b>	<b>10</b>												
<b>Senior Vice President</b>	<b>11</b>												
<b>Vice President</b>	<b>12</b>	41012 VP, Technology & Infrastructure		41312 VP, Platform Engineering			42012 VP, Engine SW Engineering				43512 VP, Security Engineering		
<b>Senior Director</b>	<b>13</b>	41013 Sr Dir, Technology & Infrastructure		41313 Sr Dir, Platform Engineering							43513 Sr Dir, Security Engineering		
<b>Director</b>	<b>14</b>	41014 Dir, Technology & Infrastructure	41214 Dir, Server Engineering	41314 Dir, Platform Engineering	41514 Dir, DB Engineering	41614 Dir, DevOps Engineering	42014 Dir, Engine SW Engineering	43014 Dir, Tools SW Engineering		43214 Dir, Graphics / Rendering Engineering	43514 Dir, Security Engineering		
<b>Senior Manager</b>	<b>15</b>	41015 Sr Mgr, Technology & Infrastructure	41215 Sr Mgr, Server Engineering	41315 Sr Mgr, Platform Engineering	41515 Sr Mgr, DB Engineering	41615 Sr Mgr, DevOps Engineering	42015 Sr Mgr, Engine SW Engineering	43015 Sr Mgr, Tools SW Engineering		43215 Sr Mgr, Graphics / Rendering Engineering	43515 Sr Mgr, Security Engineering		
<b>Manager</b>	<b>16</b>	41016 Mgr, Technology & Infrastructure	41216 Mgr, Server Engineering	41316 Mgr, Platform Engineering	41516 Mgr, DB Engineering	41616 Mgr, DevOps Engineering	42016 Mgr, Engine SW Engineering	43016 Mgr, Tools SW Engineering		43216 Mgr, Graphics / Rendering Engineering	43516 Mgr, Security Engineering	44016 Mgr, Release Engineering	
<b>Supervisor</b>	<b>17</b>		41217 Supv, Server Engineering										
<b>Lead</b>	<b>18</b>			41318 Lead Platform Engineer		41618 Lead DevOps Engineer	42018 Lead Engine SW Engineer	43018 Lead Tools SW Engineer	43118 Lead Audio Engineer (New)	43218 Lead Graphics / Rendering Engineer		44018 Lead Release Engineer	44218 Lead Release Manager (New)
<b>Principal IC</b>	<b>21</b>			41321 Principal Platform Engineer		41621 Principal DevOps Engineer	42021 Principal Engine SW Engineer				43521 Principal Security Engineer		
<b>Sr Adv IC</b>	<b>22</b>						42022 Sr Adv Engine SW Engineer				43522 Sr Adv Security Engineer		
<b>Advanced IC</b>	<b>23</b>	41023 Adv System Administrator	41223 Adv Server Engineer	41323 Adv Platform Engineer	41523 Adv DB Engineer	41623 Adv DevOps Engineer	42023 Adv Engine SW Engineer	43023 Adv Tools SW Engineer	43123 Adv Audio Engineer (New)	43223 Adv Graphics / Rendering Engineer	43523 Adv Security Engineer		44223 Adv Release Mgr
<b>Senior IC</b>	<b>24</b>	41024 Sr System Administrator	41224 Sr Server Engineer	41324 Sr Platform Engineer	41524 Sr DB Engineer	41624 Sr DevOps Engineer	42024 Sr Engine SW Engineer	43024 Sr Tools SW Engineer	43124 Sr Audio Engineer (New)	43224 Sr Graphics / Rendering Engineer	43524 Sr Security Engineer	44024 Sr Release Engineer	44224 Sr Release Mgr
<b>Journey IC</b>	<b>25</b>	41025 System Administrator	41225 Server Engineer	41325 Platform Engineer	41525 DB Engineer	41625 DevOps Engineer	42025 Engine SW Engineer	43025 Tools SW Engineer	43125 Audio Engineer (New)	43225 Graphics / Rendering Engineer	43525 Security Engineer	44025 Release Engineer	44225 Release Mgr
<b>Associate IC</b>	<b>26</b>	41026 Assoc System Administrator		41326 Assoc Platform Engineer	41526 Assoc DB Engineer		42026 Assoc Engine SW Engineer	43026 Assoc Tools SW Engineer	43126 Assoc Audio Engineer (New)	43226 Assoc Graphics / Rendering Engineer	43526 Assoc Security Engineer	44026 Assoc Release Engineer	44226 Assoc Release Mgr (New)
<b>Coordinator</b>	<b>27</b>												44227 Release Coord (New)
<b>Assistant</b>	<b>28</b>												
<b>Lead Support</b>	<b>31</b>												
<b>Senior Support</b>	<b>32</b>												
<b>Journey Support</b>	<b>33</b>	41033 Prdn Support Technician											
<b>Entry Support</b>	<b>34</b>												



# Survey Position Grids

Family Level		TECHNOLOGY SUPPORT (CONT'D)							CUSTOMER SUPPORT SERVICES 500	IN-GAME SUPPORT 505
		Technical Writing 445	Digital Assets Management 447	Quality Assurance 450	Quality Assurance Engineering 452	Quality Assurance Analysis 455	Quality Assurance Testing 460	Mastering Lab 490		
<b>Brief Job Family Descriptions</b>		Writes, edits and maintains technical documentation of software products.	Manages the distribution, collection and archiving of digital assets. Manages cataloguing and retrieval systems.	Ensures that software is reviewed, fixed and released bug free.	Accountable for automating test processes and testing software code. Sets technical direction for "QA" software programs.	Designs software test plans for multiple software products. Writes automated tools to support test plans.	Executes test plans on pre-release versions of software to detect and record product defects. Conducts compliance testing and maintains bug reports.	Creates final "mastered" version of software products; implements test builds and archives software.	Responds to customer inquiries, resolves billing and upgrade problems. May provide technical, in-game support and/or community support.	Assists customers during online gameplay.
<b>Top Executive</b>	<b>10</b>									
<b>Senior Vice President</b>	<b>11</b>									
<b>Vice President</b>	<b>12</b>								50012 VP, Customer Support	
<b>Senior Director</b>	<b>13</b>			45013 Sr Dir, QA					50013 Sr Dir, Customer Support	
<b>Director</b>	<b>14</b>			45014 Dir, QA	45214 Dir, QA Engineering				50014 Dir, Customer Support	
<b>Senior Manager</b>	<b>15</b>			45015 Sr Mgr, QA	45215 Sr Mgr, QA Engineering					
<b>Manager</b>	<b>16</b>			45016 Mgr, QA	45216 Mgr, QA Engineering				50016 Mgr, Customer Support	50516 Mgr, In-Game Support
<b>Supervisor</b>	<b>17</b>			45017 Supv, QA					50017 Supv, Customer Support	50517 Supv, In-Game Support
<b>Lead</b>	<b>18</b>					45518 Lead QA Analyst			50018 Lead Customer Support Specialist	
<b>Principal IC</b>	<b>21</b>				45221 Principal QA Engineer	45521 Principal QA Analyst				
<b>Sr Adv IC</b>	<b>22</b>					45522 Sr Adv QA Analyst				
<b>Advanced IC</b>	<b>23</b>				45223 Adv QA Engineer	45523 Adv QA Analyst				
<b>Senior IC</b>	<b>24</b>	44524 Sr Technical Writer			45224 Sr QA Engineer	45524 Sr QA Analyst				
<b>Journey IC</b>	<b>25</b>	44525 Technical Writer	44725 Digital Assets Mgr		45225 QA Engineer	45525 QA Analyst				
<b>Associate IC</b>	<b>26</b>				45226 Assoc QA Engineer	45526 Assoc QA Analyst				
<b>Coordinator</b>	<b>27</b>									
<b>Assistant</b>	<b>28</b>									
<b>Lead Support</b>	<b>31</b>						46031 Lead QA Tester		50031 Lead Customer Support Rep	50531 Lead In-Game Support Rep
<b>Senior Support</b>	<b>32</b>						46032 Sr QA Tester		50032 Sr Customer Support Rep	50532 Sr In-Game Support Rep
<b>Journey Support</b>	<b>33</b>						46033 QA Tester	49033 Mastering Lab Technician	50033 Customer Support Rep	50533 In-Game Support Rep
<b>Entry Support</b>	<b>34</b>						46034 Entry QA Tester		50034 Entry Customer Support Rep	50534 Entry In-Game Support Rep

# Survey Position Grids

Family  Level		OPERATIONS				MARKETING						
		Operations 550	Operations Generalist 560	Marketing 600	Brand Marketing 602	Product Marketing 603	Digital Marketing 605	Customer Relations Marketing 610	Community 612	Community Architecture 614	User Acquisition 615	Channel Marketing 620
<b>Brief Job Family Descriptions</b>		Directs software production and distribution, such as purchasing, traffic, logistics and warehousing.	Manages a range of administrative operations activities, such as information technology, finance, human resources and/or facilities. Typically this function is located in a smaller office or studio.	Creates and implements marketing programs to improve the organization's position in the market. Creates marketing and advertising campaigns and related materials.	Increases brand recognition and market share of assigned product line or franchise and creates or enhances brand identity.	Develops marketing plans for products and product features and creates materials to support product sales. Provides input on product design, definition, positioning and pricing.	Develops and implements marketing strategies through social media and other digital platforms. Builds social media engagement and analyzes customer analytics to measure and increase effectiveness.	Strengthens player engagement with the organization's game(s). Develops a deep understanding of each game and their communities, acting as a resource for driving initiatives and feature improvements. Collaborates with marketing and community to plan events and engagement campaigns.	Engages members of the player community through messaging about content and new product features. Facilitates member-created content and social media presence. Builds community and influencer relationships.	Designs, develops and enhances the player community website. Refreshes content and creates engagement through meaningful content.	Directs data analysis to assess acquisition and retention, return on investment and performance of marketing campaigns. Recommends approaches to grow player base.	Develops marketing plans and promotional campaigns through resellers or specific vertical markets and trades.
<b>Top Executive</b>	<b>10</b>											
<b>Senior Vice President</b>	<b>11</b>			60011 SVP, Mktg (Excluding Sales)								
<b>Vice President</b>	<b>12</b>	55012 VP, Ops		60012 VP, Mktg (Excluding Sales)		60312 VP, Prod Mktg	60512 VP, Digital Mktg				61512 VP, User Acquisition	
<b>Senior Director</b>	<b>13</b>			60013 Sr Dir, Mktg	60213 Sr Dir, Brand Mktg	60313 Sr Dir, Prod Mktg	60513 Sr Dir, Digital Mktg					62013 Sr Dir, Channel Mktg
<b>Director</b>	<b>14</b>	55014 Dir, Ops		60014 Dir, Mktg	60214 Dir, Brand Mktg	60314 Dir, Prod Mktg	60514 Dir, Digital Mktg	61014 Dir, Customer Relations Mktg	61214 Dir, Community		61514 Dir, User Acquisition	62014 Dir, Channel Mktg
<b>Senior Manager</b>	<b>15</b>			60015 Sr Mgr, Mktg	60215 Sr Mgr, Brand Mktg	60315 Sr Mgr, Prod Mktg	60515 Sr Mgr, Digital Mktg	61015 Sr Mgr, Customer Relations Mktg	61215 Sr Mgr, Community			62015 Sr Mgr, Channel Mktg
<b>Manager</b>	<b>16</b>	55016 Mgr, Ops	56016 Administrative Ops Mgr - Generalist	60016 Mgr, Mktg	60216 Mgr, Brand Mktg	60316 Mgr, Prod Mktg	60516 Mgr, Digital Mktg	61016 Mgr, Customer Relations Mktg	61216 Mgr, Community		61516 Mgr, User Acquisition	62016 Mgr, Channel Mktg
<b>Supervisor</b>	<b>17</b>	55017 Supv, Ops							61217 Supv, Community			
<b>Lead</b>	<b>18</b>										61518 Lead User Acquisition Analyst	
<b>Principal IC</b>	<b>21</b>											
<b>Sr Adv IC</b>	<b>22</b>										61522 Sr Adv User Acquisition Analyst	
<b>Advanced IC</b>	<b>23</b>							61023 Adv Customer Relations Mktg Mgr			61523 Adv User Acquisition Analyst	
<b>Senior IC</b>	<b>24</b>			60024 Sr Mktg Specialist	60224 Sr Brand Mktg Specialist	60324 Sr Prod Mktg Specialist	60524 Sr Digital Mktg Specialist	61024 Sr Customer Relations Mktg Mgr	61224 Sr Community Specialist		61524 Sr User Acquisition Analyst	62024 Sr Channel Mktg Specialist
<b>Journey IC</b>	<b>25</b>	55025 Ops Specialist	56025 Ops Generalist Specialist	60025 Mktg Specialist	60225 Brand Mktg Specialist	60325 Prod Mktg Specialist	60525 Digital Mktg Specialist	61025 Customer Relations Mktg Mgr	61225 Community Specialist	61425 Community Designer	61525 User Acquisition Analyst	62025 Channel Mktg Specialist
<b>Associate IC</b>	<b>26</b>		56026 Assoc Ops Generalist Specialist	60026 Assoc Mktg Specialist	60226 Assoc Brand Mktg Specialist	60326 Assoc Prod Mktg Specialist	60526 Assoc Digital Mktg Specialist		61226 Assoc Community Specialist			62026 Assoc Channel Mktg Specialist
<b>Coordinator</b>	<b>27</b>	55027 Ops Coord	56027 Ops Generalist Coord	60027 Mktg Coord (Any Area of Mktg)								
<b>Assistant</b>	<b>28</b>			60028 Mktg Asst (Any Area of Mktg) (New)								
<b>Lead Support</b>	<b>31</b>											
<b>Senior Support</b>	<b>32</b>											
<b>Journey Support</b>	<b>33</b>											
<b>Entry Support</b>	<b>34</b>											





# Survey Position Grids

Family / Level		MARKETING (CONT'D)						
		Influencer Marketing 623	Creative Services 627	Creative Services - Graphics / Marketing Multimedia 628	Creative Services - Writing 629	Creative Services - Project Management 635	Public Relations 640	Trade Show / Events 645
<b>Brief Job Family Descriptions</b>		Expands the social media presence of game(s) and esports by developing and implementing relationships and partnerships with personalities and influencers in social media.	Creates and produces marketing materials for selling and promoting software products. Establishes creative identity and "look and feel."	Develops, creates and/or integrates multimedia and/or other art assets for use by marketing, including video, audio and graphics.	Writes and edits marketing materials.	Oversees and coordinates project tracking for creating and producing art, creative and marketing materials.	Directs public relations activities of the organization. May direct the corporate communications and/or investor relations function.	Plans and executes the organization's participation in industry-specific events, including digital events.
<b>Top Executive</b>	<b>10</b>							
<b>Senior Vice President</b>	<b>11</b>							
<b>Vice President</b>	<b>12</b>		62712 VP, Creative Svcs				64012 VP, Public Relations	
<b>Senior Director</b>	<b>13</b>	62313 Sr Dir, Influencer Mktg	62713 Sr Dir, Creative Svcs				64013 Sr Dir, Public Relations	
<b>Director</b>	<b>14</b>	62314 Dir, Influencer Mktg	62714 Dir, Creative Svcs				64014 Dir, Public Relations	64514 Dir, Trade Show / Events
<b>Senior Manager</b>	<b>15</b>	62315 Sr Mgr, Influencer Mktg	62715 Sr Mgr, Creative Svcs				64015 Sr Mgr, Public Relations	64515 Sr Mgr, Trade Show / Events
<b>Manager</b>	<b>16</b>	62316 Mgr, Influencer Mktg	62716 Mgr, Creative Svcs	62816 Mgr, Graphics Design / Multimedia Editing		63516 Mgr, Creative Svcs Project Mgmt	64016 Mgr, Public Relations	64516 Mgr, Trade Show / Events
<b>Supervisor</b>	<b>17</b>							
<b>Lead</b>	<b>18</b>					63518 Lead Creative Svcs Project Mgr		
<b>Principal IC</b>	<b>21</b>							
<b>Sr Adv IC</b>	<b>22</b>							
<b>Advanced IC</b>	<b>23</b>						64023 Adv Public Relations Specialist	
<b>Senior IC</b>	<b>24</b>	62324 Sr Influencer Mktg Specialist	62724 Sr Creative Svcs IC	62824 Sr Graphic Designer / Multimedia Editor	62924 Sr Writer / Editor	63524 Sr Project Mgr	64024 Sr Public Relations Specialist	64524 Sr Trade Show / Events Specialist
<b>Journey IC</b>	<b>25</b>	62325 Influencer Mktg Specialist	62725 Creative Svcs IC	62825 Graphic Designer / Multimedia Editor	62925 Writer / Editor	63525 Project Mgr	64025 Public Relations Specialist	64525 Trade Show / Events Specialist
<b>Associate IC</b>	<b>26</b>	62326 Assoc Influencer Mktg Specialist	62726 Assoc Creative Svcs IC		62926 Assoc Writer / Editor	63526 Assoc Project Mgr	64026 Assoc Public Relations Specialist	64526 Assoc Trade Show / Events Specialist
<b>Coordinator</b>	<b>27</b>							64527 Trade Show / Events Coord
<b>Assistant</b>	<b>28</b>						64028 Public Relations Asst (New)	
<b>Lead Support</b>	<b>31</b>							
<b>Senior Support</b>	<b>32</b>							
<b>Journey Support</b>	<b>33</b>							
<b>Entry Support</b>	<b>34</b>							

# Survey Position Grids

Family  Level		ESPORTS					DATA AND ANALYTICS			
		Esports 650	Esports League Operations 653	Esports Player Relations 655	Esports Shoutcasting 660	Esports Events / Productions 663	Market Research 680	User Experience / Usability Research 681	Business Competitive Research 683	Gameplay Analytics 684
		Designs and executes esports activities for the organization. Sets the strategic vision for esports. Establishes competitive structure and format.	Develops and executes the vision, strategy and production of esports tournaments and events. Produces multi-level professional tournaments.	Represents the organization to esports professional players and teams. Cultivates relationships with teams and players, arranges promotional appearances and logistics for teams. Brings player feedback to the organization. May negotiate fees and contracts.	Delivers live play-by-play and serves as on-air talent for game broadcast. May host tournaments and provide analysis.	Plans and executes player-centric events and productions. Plans logistics for tournaments.	Collects and reports on industry and customer data, new markets and marketing campaign performance.	Designs and conducts user experience studies to test response to designs and oversees research to understand user interaction at all stages of game play. Conducts studies, reviews research and reports on human factors response to emerging technologies.	Conducts and reports on internal and external findings, including industry trends, competitive landscape product performance and business operations.	Aggregates, analyzes and interprets data and key metrics and provides recommendations to improve player retention and game monetization.
<b>Top Executive</b>	<b>10</b>						67910 Top Data and Analytics Executive			
<b>Senior Vice President</b>	<b>11</b>	65011 SVP, Esports								
<b>Vice President</b>	<b>12</b>	65012 VP, Esports	65312 VP, Esports Commissioner							68412 VP, Gameplay Analytics
<b>Senior Director</b>	<b>13</b>									
<b>Director</b>	<b>14</b>	65014 Dir, Esports	65314 Deputy Esports Commissioner			66314 Dir, Esports Events / Prdns	68014 Dir, Market Research	68114 Dir, UX / Usability Research		68414 Dir, Gameplay Analytics
<b>Senior Manager</b>	<b>15</b>					66315 Sr Mgr, Esports Events / Prdns				68415 Sr Mgr, Gameplay Analytics
<b>Manager</b>	<b>16</b>	65016 Mgr, Esports	65316 Mgr, Esports League Ops			66316 Mgr, Esports Events / Prdns	68016 Mgr, Market Research	68116 Mgr, UX / Usability Research		68416 Mgr, Gameplay Analytics
<b>Supervisor</b>	<b>17</b>									
<b>Lead</b>	<b>18</b>									
<b>Principal IC</b>	<b>21</b>									
<b>Sr Adv IC</b>	<b>22</b>									
<b>Advanced IC</b>	<b>23</b>	65023 Adv Esports Specialist					68023 Adv Market Research Analyst	68123 Adv UX / Usability Researcher	68323 Adv Bus Competitive Research Analyst	68423 Adv Gameplay Analyst
<b>Senior IC</b>	<b>24</b>	65024 Sr Esports Specialist	65324 Sr Esports League Ops Specialist			66324 Sr Esports Events / Prdns Specialist	68024 Sr Market Research Analyst	68124 Sr UX / Usability Researcher	68324 Sr Bus Competitive Research Analyst	68424 Sr Gameplay Analyst
<b>Journey IC</b>	<b>25</b>	65025 Esports Specialist	65325 Esports League Ops Specialist	65525 Esports Player Relations Specialist	66025 Esports Shoutcaster	66325 Esports Events / Prdns Specialist	68025 Market Research Analyst	68125 UX / Usability Researcher	68325 Bus Competitive Research Analyst	68425 Gameplay Analyst
<b>Associate IC</b>	<b>26</b>	65026 Assoc Esports Specialist	65326 Assoc Esports League Ops Specialist	65526 Assoc Esports Player Relations Specialist				68126 Assoc UX / Usability Researcher		68426 Assoc Gameplay Analyst
<b>Coordinator</b>	<b>27</b>	65027 Esports Coord	65327 Esports League Ops Coord					68127 UX / Usability Research Coord		
<b>Assistant</b>	<b>28</b>									
<b>Lead Support</b>	<b>31</b>									
<b>Senior Support</b>	<b>32</b>									
<b>Journey Support</b>	<b>33</b>									
<b>Entry Support</b>	<b>34</b>									

# Survey Position Grids

Family  Level	DATA AND ANALYTICS (CONT'D)			DIGITAL COMMERCE		DISTRIBUTION AND PARTNERSHIPS (New Family)	BUSINESS DEVELOPMENT	PRODUCT LICENSING	MERCHANDISING	SOFTWARE SALES		
	Data Science	Data Analytics	Business Intelligence Engineering	Website	Website Development					Sales Management	Field Sales - Regional	Field Sales - National
	685	686	690	700	710					800	810	811
<b>Brief Job Family Descriptions</b>	Analyzes large amounts of data using advanced statistical, data mining and predictive analyses to inform product and marketing decisions.	Advances game design, experience, performance and player engagement through data mining and statistical modeling. Works with developers, marketing and business leaders to frame questions and create data collection and data-modeling frameworks that meet information gathering needs.	Configures software to query dynamic databases to extract analytical information that inform business strategy and product decisions.	Maintains the organization's website(s) and/or e-commerce storefront(s), including design, content, technical functionality and troubleshooting.	Creates and maintains the technical functionality of web pages for assigned websites. Develops and maintains front-end tools and applications to create desired functionality.	Manages and executes key partnership programs for games products. Delivers against partnerships vision and annual business goals.	Identifies and pursues new business, partnership and joint venture opportunities, including event sponsorships. Performs financial analysis and due diligence and structures and negotiates business contracts. Not accountable for mergers and acquisitions.	Identifies, negotiates and develops opportunities to license the organization's intellectual property to third parties, or to license IP from others.	Manages merchandising of organization's software games and related products. May merchandise software products only, or both software and peripheral products.	Plans and directs all sales activities. Generates all or a significant portion of the organization's revenue through product sales. Develops and implements sales tactics. May manage international sales.	Sells to accounts in an area. Executes sales and promotional campaigns for new and existing software products.	Sells to key national accounts.
<b>Top Executive</b>	<b>10</b>	67910 Top Data and Analytics Executive (continued)								79909 Top Sales and Marketing Exec 80009 Top Sales Exec (Excluding Mktg)		
<b>Senior Vice President</b>	<b>11</b>					71511 SVP, Distribution and Partnerships (New)	72011 SVP, Bus Dev	76011 SVP, Licensing		80011 SVP, Sales (Excluding Mktg)		
<b>Vice President</b>	<b>12</b>	68512 VP, Data Science / Analytics				71512 VP, Distribution and Partnerships (New)	72012 VP, Bus Dev	76012 VP, Licensing		80012 VP, Sales (Excluding Mktg)		
<b>Senior Director</b>	<b>13</b>						72013 Sr Dir, Bus Dev			80013 Sr Dir, National Sales (Mgmt)		
<b>Director</b>	<b>14</b>	68514 Dir, Data Science	68614 Dir, Data Analytics	69014 Dir, Bus Intelligence Engineering	70014 Dir, Website	71514 Dir, Distribution and Partnerships (New)	72014 Dir, Bus Dev	76014 Dir, Licensing	77514 Dir, Merch	80014 Dir, National Sales (Mgmt)		
<b>Senior Manager</b>	<b>15</b>	68515 Sr Mgr, Data Science	68615 Sr Mgr, Data Analytics		70015 Sr Mgr, Website	71015 Sr Mgr, Website Dev	72015 Sr Mgr, Bus Dev					
<b>Manager</b>	<b>16</b>	68516 Mgr, Data Science	68616 Mgr, Data Analytics	69016 Mgr, Bus Intelligence Engineering	70016 Mgr, Website	71016 Mgr, Website Dev	71516 Mgr, Distribution and Partnerships (New)	72016 Mgr, Bus Dev	76016 Mgr, Licensing	77516 Mgr, Merch	80016 Mgr, Area Sales (Mgmt)	
<b>Supervisor</b>	<b>17</b>											
<b>Lead</b>	<b>18</b>	68518 Lead Data Scientist	68618 Lead Data Analyst	69018 Lead Bus Intelligence Engineer		71018 Lead Website Developer						
<b>Principal IC</b>	<b>21</b>	68521 Principal Data Scientist	68621 Principal Data Analyst		70021 Principal Website Producer	71021 Principal Website Developer						
<b>Sr Adv IC</b>	<b>22</b>	68522 Sr Adv Data Scientist	68622 Sr Adv Data Analyst									
<b>Advanced IC</b>	<b>23</b>	68523 Adv Data Scientist	68623 Adv Data Analyst	69023 Adv Bus Intelligence Engineer				72023 Adv Bus Dev Analyst			81023 Area Sales Mgr (Selling)	81123 National Sales Dir (Selling)
<b>Senior IC</b>	<b>24</b>	68524 Sr Data Scientist	68624 Sr Data Analyst	69024 Sr Bus Intelligence Engineer	70024 Sr Website Producer	71024 Sr Website Developer	71524 Sr Distribution and Partnerships Specialist (New)	72024 Sr Bus Dev Analyst	76024 Sr Licensing Specialist	77524 Sr Merch Specialist	81024 Regional Sales Mgr (Selling)	
<b>Journey IC</b>	<b>25</b>	68525 Data Scientist	68625 Data Analyst	69025 Bus Intelligence Engineer	70025 Website Producer	71025 Website Developer	71525 Distribution and Partnerships Specialist (New)	72025 Bus Dev Analyst	76025 Licensing Specialist	77525 Merch Specialist	81025 Sales Rep (Selling)	81125 Key Accounts Rep (Selling)
<b>Associate IC</b>	<b>26</b>	68526 Assoc Data Scientist	68626 Assoc Data Analyst	69026 Assoc Bus Intelligence Engineer	70026 Assoc Website Producer	71026 Assoc Website Developer		72026 Assoc Bus Dev Analyst		77526 Assoc Merch Specialist		
<b>Coordinator</b>	<b>27</b>				70027 Website Coord			76027 Licensing Coord	77527 Merch Coord			
<b>Assistant</b>	<b>28</b>											
<b>Lead Support</b>	<b>31</b>											
<b>Senior Support</b>	<b>32</b>											
<b>Journey Support</b>	<b>33</b>											
<b>Entry Support</b>	<b>34</b>											



# Survey Position Grids

Family Level		ADVERTISING SALES		SALES SUPPORT				GENERAL AND ADMINISTRATIVE			
		Advertising Sales 834	Programmatic Sales 836	Sales Analysis 840	Sales Administration 850	Account Management 860	Sales Marketing 870	Ad Operations 875	Legal Services 940	Intellectual Property / Patent Legal Services 942	Information Technology 950
<b>Brief Job Family Descriptions</b>		Achieves assigned revenue targets for sale of static and dynamic in-game advertising and sponsorships on game platforms.	Optimizes the selling of advertising inventory using real-time channels and machine-driven methods to increase yield and improve overall advertising revenues.	Compiles, analyzes and reports on sales revenue to support decisions about digital sales programs and to evaluate sales performance.	Processes sales orders, tracks sales versus quota, processes sales orders and monitors sales expenses. Supports the tracking of sales incentive / commission calculations.	Supports sales personnel during the sales cycle and manages accounts on a daily basis after the close of sale, maintaining regular contact.	Develops, disseminates and supports promotional programs, sales pitches and new products for the sales function.	Ensures the delivery, testing, technical implementation and optimization of rich media advertisements on the organization's multiple digital platforms.	Protects the ordinary and special activities of the organization. Ensures regulatory compliance. Drafts and reviews binding agreements and contracts.	Provides legal services and counsel on matters related to the ownership of service marks or trademarks, patents, trade secrets and/or copyrights.	Plans, designs, installs, upgrades and troubleshoots technology systems, software and data applications that support internal business operations. May oversee hardware, software and network systems that publish or host games and content. Ensures systems' continued functionality, availability, latency, scalability and efficiency.
<b>Top Executive</b>	<b>10</b>										
<b>Senior Vice President</b>	<b>11</b>							94011 SVP, Legal Svcs			
<b>Vice President</b>	<b>12</b>							94012 VP, Legal Svcs	94212 VP, IP / Patent Legal Svcs	95012 VP, IT	
<b>Senior Director</b>	<b>13</b>					87013 Sr Dir, Sales Marketing		94013 Sr Dir, Legal Svcs	94213 Sr Dir, IP / Patent Legal Svcs	95013 Sr Dir, IT	
<b>Director</b>	<b>14</b>	83414 Dir, Ad Sales	83614 Dir, Programmatic Sales	84014 Dir, Sales Analysis	85014 Dir, Sales Admin	87014 Dir, Sales Marketing		94014 Dir, Legal Svcs	94214 Dir, IP / Patent Legal Svcs	95014 Dir, IT	
<b>Senior Manager</b>	<b>15</b>					86015 Sr Mgr, Account Management (New)	87015 Sr Mgr, Sales Marketing	94015 Sr Mgr, Legal Svcs	94215 Sr Mgr, IP / Patent Legal Svcs	95015 Sr Mgr, IT	
<b>Manager</b>	<b>16</b>	83416 Mgr, Ad Sales	83616 Mgr, Programmatic Sales	84016 Mgr, Sales Analysis	85016 Mgr, Sales Admin	87016 Mgr, Sales Marketing	87516 Mgr, Ad Operations	94016 Mgr, Legal Svcs	94216 Mgr, IP / Patent Legal Svcs	95016 Mgr, IT	
<b>Supervisor</b>	<b>17</b>										
<b>Lead</b>	<b>18</b>									95018 Lead IT Engineer	
<b>Principal IC</b>	<b>21</b>									95021 Principal IT Engineer	
<b>Sr Adv IC</b>	<b>22</b>										
<b>Advanced IC</b>	<b>23</b>										
<b>Senior IC</b>	<b>24</b>	83424 Sr Ad Sales Account Exec	83624 Sr Programmatic Sales Account Exec	84024 Sr Sales Analyst		86024 Sr Account Mgr	87024 Sr Sales Marketing Specialist	87524 Sr Ad Operations Specialist	94024 Sr Counsel	94224 Sr IP / Patent Counsel	95024 Sr IT Engineer
<b>Journey IC</b>	<b>25</b>	83425 Ad Sales Account Exec	83625 Programmatic Sales Account Exec	84025 Sales Analyst		86025 Account Mgr	87025 Sales Marketing Specialist	87525 Ad Operations Specialist	94025 Counsel	94225 IP / Patent Counsel	95025 IT Engineer
<b>Associate IC</b>	<b>26</b>				85026 Sr Sales Coord		87026 Assoc Sales Marketing Specialist	87526 Assoc Ad Operations Specialist	94026 Assoc Counsel	94226 Assoc IP / Patent Counsel	95026 Assoc IT Engineer
<b>Coordinator</b>	<b>27</b>				85027 Sales Coord						
<b>Assistant</b>	<b>28</b>										
<b>Lead Support</b>	<b>31</b>										
<b>Senior Support</b>	<b>32</b>									95032 Sr Help Desk Coord	
<b>Journey Support</b>	<b>33</b>									95033 Help Desk Coord	
<b>Entry Support</b>	<b>34</b>										

# Survey Position Grids

Family  Level		GENERAL AND ADMINISTRATIVE (CONT'D)											
		Finance	Accounting	Finance - Royalty Accounting	Human Resources	Recruiting	Technical Recruiting	Recruitment Sourcing (New Family)	Internal Communications	Diversity, Equity and Inclusion	Learning and Development	Outsourcing Administration	Administration (New Family)
		960	965	970	980	981	982	983	992	993	994	995	997
<b>Brief Job Family Descriptions</b>		Develops budgets and forecasts. Reports on variances and provides updated forecasts and models. Supports client groups in planning and decision-making with financial and scenario modeling. Develops financial models for new ventures.	Develops, implements and maintains accounting systems and their required entries, reconciliation and reporting. Complies with approved accounting principles. Participates in and supports regular and special audits.	Tracks and reviews royalty payments and creates royalty statements. Participates in budgeting, forecasting and financial closing processes related to royalties.	Directs and implements activities that maximize attraction, retention, motivation, professional growth and productivity of employees. Ensures compliance with various entities. May participate in human resources strategic planning and organizational development.	Develops and administers staffing plans, programs and processes to recruit required talent. Sources, interviews and supports the selection of employees. Consults with line management on staffing needs.	Develops and administers staffing plans, programs and processes to recruit required talent for technical roles. Sources, interviews and supports the selection of employees. Consults with line management on staffing needs.	Ensures a continuous talent pipeline through both traditional and innovative sourcing methods. Advocates employment brand and maintains relationships with talent sources.	Develops and communicates the organization's desired image and messages to internal staff. Aligns communication of human resources programs and initiatives with the organization's vision and goals.	Develops and implements strategic and operational plans to increase diversity, equity and inclusion within the organization's brand, content, marketing, recruitment, people management and culture.	Develops and administers plans, programs and processes that improve the productivity of employees. Develops workforce metrics and insights to assess developmental needs to drive training initiatives.	Evaluates and selects vendors to fulfill production and staffing needs.	Provides support and specialized assistance to relieve executives, management and/or staff of administrative tasks.
<b>Top Executive</b>	<b>10</b>												
<b>Senior Vice President</b>	<b>11</b>				98011 SVP, HR								
<b>Vice President</b>	<b>12</b>	96012 VP, Finance	96512 Contoller		98012 VP, HR	98112 VP, Recruiting	98212 VP, Tech Recruiting						
<b>Senior Director</b>	<b>13</b>	96013 Sr Dir, Finance	96513 Sr Dir, Accounting		98013 Sr Dir, HR	98113 Sr Dir, Recruiting	98213 Sr Dir, Tech Recruiting						
<b>Director</b>	<b>14</b>	96014 Dir, Finance	96514 Dir, Accounting		98014 Dir, HR	98114 Dir, Recruiting	98214 Dir, Tech Recruiting		99314 Dir, Diversity, Equity and Inclusion			99514 Dir, Outsourcing Admin	
<b>Senior Manager</b>	<b>15</b>	96015 Sr Mgr, Finance			98015 Sr Mgr, HR	98115 Sr Mgr, Recruiting	98215 Sr Mgr, Tech Recruiting						
<b>Manager</b>	<b>16</b>	96016 Mgr, Finance	96516 Mgr, Accounting	97016 Mgr, Royalty Accounting	98016 Mgr, HR	98116 Mgr, Recruiting	98216 Mgr, Tech Recruiting		99316 Mgr, Diversity, Equity and Inclusion	99416 Mgr, Learning and Development			
<b>Supervisor</b>	<b>17</b>												
<b>Lead</b>	<b>18</b>					98118 Lead Recruiter	98218 Lead Tech Recruiter						
<b>Principal IC</b>	<b>21</b>												
<b>Sr Adv IC</b>	<b>22</b>												99725 Office Manager (New)
<b>Advanced IC</b>	<b>23</b>												99781 Executive Assistant to Senior Management (New)
<b>Senior IC</b>	<b>24</b>	96024 Sr Financial Analyst	96524 Sr Accountant		98024 Sr HR Spec	98124 Sr Recruiter	98224 Sr Tech Recruiter	98324 Sr Recruitment Sourcer (New)	99224 Sr Internal Communications Spec	99324 Sr Diversity, Equity and Inclusion Spec		99524 Sr Outsourcing Mgr	99782 Executive Assistant to Head of Studio (New)
<b>Journey IC</b>	<b>25</b>	96025 Financial Analyst	96525 Accountant		98025 HR Spec	98125 Recruiter	98225 Tech Recruiter	98325 Recruitment Sourcer (New)	99225 Internal Communications Spec		99425 Learning and Development Spec	99525 Outsourcing Mgr	99784 Assistant to Senior Vice President (New)
<b>Associate IC</b>	<b>26</b>	96026 Assoc Financial Analyst	96526 Assoc Accountant		98026 Assoc HR Spec	98126 Assoc Recruiter	98226 Assoc Tech Recruiter	98326 Assoc Recruitment Sourcer (New)				99526 Assoc Outsourcing Mgr	99785 Assistant to Vice President (New)
<b>Coordinator</b>	<b>27</b>	96027 Financial Coord	96527 Assoc Coord		98027 HR Coord	98127 Recruiting Coord	98227 Tech Recruiting Coord	98327 Recruitment Sourcing Coord (New)				99527 Outsourcing Coord	99786 Assistant to Levels Below Vice President (New)
<b>Assistant</b>	<b>28</b>				98028 HR Asst								
<b>Lead Support</b>	<b>31</b>												
<b>Senior Support</b>	<b>32</b>												
<b>Journey Support</b>	<b>33</b>												
<b>Entry Support</b>	<b>34</b>												

