

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: GENERALIST – MARKETING COMMUNICATIONS

FUNCTIONAL DUTIES AND RESPONSIBILITIES: (Normally involved in a combination of the defined functions/specialties.)

Plans, creates and/or produces marketing communications/sales promotional materials to implement product marketing strategies and sales objectives. Produces information materials for communications media to reach the maximum number of customer and prospects. May perform, coordinate or oversee activities such as marketing related writing, layout, sales kit preparation and display arrangement. Consults with product management, sales and internal/external organizations to develop and implement plans. Coordinates activities involved in the preparation of advertising, sales promotion and publicity in support of the marketing of company products.

Develops short and long-term advertising and sales promotion objectives. Develops and coordinates the selection of media, creation of program concepts, materials preparation and placements. Plans and implements advertising programs consistent with marketing and product objectives. Coordinates with advertising agencies in developing and preparing promotional campaigns, selecting media and formats to inform potential customer of products. Evaluates effectiveness of advertising programs through analysis of responses and sales indicators. Develops, coordinates and conducts special promotional programs. Prepares special sales and promotional literature for various audiences including company personnel, special target groups, selected industries and the like.

May organize and coordinate trade show exhibits, seminars and press meetings to promote new products or enhance potential sales of existing products. May be responsible for writing and/or editing of technical and/or promotional papers (i.e., product description catalogs, brochures). Plans and implements internal and/or external company related events, i.e., non-technical and technical exhibit/event set-up, facility and budget negotiation.

NOTE: For those who are limited to a single function, such as, advertising, web design, trade show/exhibit coordination and graphics design. See Job Series 12XX, 13XX, and 35XX

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1000</u>	<u>Marketing Communications Specialist - Entry</u> Requires a working knowledge of business practice and procedures which is generally obtained on the job. Applies standard principles, theories and concepts. Plans and schedules the daily tasks to be performed by the position. Makes choices on work prioritization with some assistance. Uses standard instructions, written manuals and documents.	Bachelor Degree or equivalent experience	< 1 year	< 2 years
<u>1001</u>	<u>Marketing Communications Specialist - Intermediate</u> Requires thorough knowledge of business practice and procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Participates in planning and scheduling to establish deadlines and ensure the timely completion of several independent tasks and short-term projects. May organize and schedule group tasks. Multiple tasks/projects are assigned and reviewed generally only upon completion.	Bachelor Degree or Master Degree or equivalent experience	3+ years 2+ years	4+ years
<u>1002</u>	<u>Marketing Communications Specialist - Career</u> Requires advanced knowledge of the principles and practices within marketing communications field or recognized body of formal knowledge. This includes knowledge required for complex problems, new project and system development, financial analysis, etc. Plans for the effective development and implementation of longer-term projects. Requires work prioritization, forecasting, scheduling and coordinating resources within assigned projects. Major projects are reviewed in terms of achieving goals, generally over an extended period of time.	Bachelor Degree or Master Degree or equivalent experience	5+ years 4+ years	6+ years

FUNCTION: MARKETING COMMUNICATIONS



JOB FAMILY: GENERALIST – MARKETING COMMUNICATIONS (continued)

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1003</u>	<u>Marketing Communications Specialist - Senior/Expert</u> Requires advanced knowledge of marketing communications professional field. Applies advanced principles, theories and concepts. Contributes to the development of new principles and concepts. May require considerable working knowledge of other major areas and the skill to integrate and communicate that information. Projects or forecasts future internal or external needs. Evaluates impact on strategic marketing communication planning objectives and strategies. Decisions have a profound impact on the total organization. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals.	Bachelor Degree or Master Degree or equivalent experience	7+ years 6+ years	8+ years
<u>1004</u>	<u>Marketing Communications Specialist - Consultant</u> <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> May have functional management responsibilities. Requires expert knowledge in several professional or industry fields and the ability to integrate critical information from many diverse areas. Requires extensive theoretical, practical and industry knowledge. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high-level expertise. Conducts long-term planning of complex, strategic and major marketing communication programs. Forecast marketing communication needs. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves a broad latitude for decision-making and review of actions through goal attainment.	Bachelor Degree or Master Degree or equivalent experience	9+ years 8+ years	10+ years

JOB FAMILY: MARKETING COMMUNICATIONS - MANAGEMENT

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>1100</u>	<u>Marketing Communications Supervisor</u> <i>First Level Full Management Responsibility.</i> Requires thorough knowledge of the marketing communications field. Applies acquired knowledge of business practices and procedures in order to perform non-repetitive, analytical work. Requires application of principles, theories, concepts and draws on previous experience to determine a course of action. May report to 1 st or 2 nd level of marketing communication management. Provides general direction to and review of marketing communications staff. Is involved in the complexities of day-to-day operational problems. Work involves decision-making and review of actions through goal attainment. May monitor performance of outside vendors and free lance contractors.	Bachelor Degree equivalent experience	2+ years	5+ years



FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: MARKETING COMMUNICATIONS – MANAGEMENT (continued)

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1101</u>	<u>Marketing Communications Manager/Director A</u> Requires expert knowledge within a marketing communications field and the ability to integrate critical information from many diverse areas. Requires extensive practical and industry knowledge. Applies and/or develops advanced concepts. Provides input to senior managers in developing and establishing communication policies. May report to 2nd level of marketing communications management or Senior Marketing Executive. Provides general direction to and review of marketing communications staff. Develops organizational policies and authorizes implementation of same. Work prioritization and decisions are important to the overall success of all aspects and phases of the organization. May have country or international responsibility. At times, is involved in the complexities of day-to-day operational problems. Ensures that overall budget schedules and performance standards are realistically set and attained. Work involves a broad latitude for decision-making and review of actions through goal attainment. Monitors performance of outside vendors and free lance contractors.	Bachelor Degree or Master Degree or equivalent experience	7+ years 6+ years	9+ years
<u>1102</u>	<u>Marketing Communications Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Requires extensive knowledge of marketing communications activities concerned with developing and analyzing diverse areas such as marketing communication strategies, defining and implementing advertising and promotion programs, etc. Typically reports to a Senior Marketing Executive. Plan, directs and controls the activities of a staff to maximize the marketing communications efforts of the organizational unit. Provides for the preparation and consolidation of forecasts which meet overall marketing/sales objectives of the company. Develops methods to track effectiveness of implemented programs. Monitors performance and cost effectiveness of outside vendors and freelance contractors.	Bachelor Degree or Master Degree or equivalent experience	10+ years 9+ years	12+ years

JOB FAMILY: TRADE SHOWS/EXHIBITS/EVENTS

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1240</u>	<u>Trade Show/Exhibits/Events Specialist - Entry</u> Knowledge of trade show activities and venues. Coordinates with internal users to collect information necessary for planning requirements, materials and services needed for trade shows, exhibits and events. Reviews space requirements and recommends placement. Assists in coordination of installation of specialized equipment and facilities, travel and freight arrangements, catering and the like.	Associate Degree or equivalent	< 1 year	< 2 years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: TRADE SHOWS/EXHIBITS/EVENTS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1241</u>	Trade Show/Exhibits/Events Specialist - Intermediate Knowledge of trade show activities and venues. Coordinates with internal users to collect information necessary for planning requirements, materials and services needed for trade shows, exhibits and events. Reviews space requirements and recommends placement. Assists in coordination of installation of specialized equipment and facilities, travel and freight arrangements, catering and the like.	Associate Degree or equivalent experience	1+ year	3+ years
<u>1242</u>	Trade Show/Exhibits/Events Specialist - Career Coordinates arrangements for the booking, set-up and establishment of company presence at industry trade shows, events and exhibits. Requires advanced knowledge of marketing communications. Reviews space requirements and determines placement. Coordinates acquisition and shipment of exhibit materials, company products required. May coordinate installation of specialized equipment and facilities. Schedules events which may require acquisition of facilities, travel arrangements, program talent, catering and the like.	Associate Degree or equivalent experience	3+ years	6+ years
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1243</u>	Trade Show/Exhibits/Events Specialist - Senior/Expert Extensive knowledge of trade show activities and venues. Maintains awareness of newly developing sites and opportunities. Develops and reviews trade show/exhibit/event plans to maximize company presence and exposure at minimal cost. Coordinates site design and configuration. Collects and analyses cost information and prepares comparative analyses for alternative venues. Seeks out and qualifies outside vendors and services for transportation, set-up, production, catering, freight and the like. Recommends most cost effective means.	Associate Degree or equivalent experience	7+ years	12+ years
<u>1244</u>	Trade Show/Exhibits/Events Specialist - Consultant Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Expert knowledge of trade show activities and venues. Actively works with external groups/agencies to develop trade show sites and opportunities. Develops trade show/exhibit/event plans to maximize company presence and exposure while meeting budget requirements. Develops site design and configuration standards for the company. Establishes effective vendor relationships to ensure quality services and responsiveness. Analyzes costing for competitiveness and makes recommendations to management. Negotiates on behalf of the company to obtain the most cost effective pricing and services. Applies professional expertise, knowledge, principles, concepts, methodologies, and company standards/practices to planning trade show, exhibits and events. Requires extensive theoretical practical and industry knowledge. Requires expert negotiation skills. Recognized by internal and external associates for high-level expertise. Demonstrates superior presentation skills. Represents the company point-of-view in high-level presentations. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment.	Bachelor Degree or equivalent experience	9+ years	15+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: TRADE SHOWS/EXHIBITS/EVENTS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1247</u>	<p><u>Trade Show/Exhibits /Events Manager/Director</u> Extensive knowledge of trade show activities and venues. Maintains awareness of newly developing sites and opportunities and possesses strong management skills and experience. Responsible for the creation of trade show and events calendar, plan, and execution. Recommends criteria for shows and creates project plans for each show proposed. Manage trade show events including strategy, plans and budget associated with trade show activities. Manages all exhibit properties arranging for booth space and ordering all booth services for shows; Manages communications with outside exhibit companies for booth and show graphics, and supervises the implementation, booth modifications or construction by exhibit house. Develops show budget, tracks expenses and manages program to budget; Manage event related details such as negotiating sponsorships, developing marketing materials, maintaining exhibit, coordinates event staffing and managing booth logistics on site, including live presentations. Develops and implements corporate message and theme for events including production of collateral, tradeshow signs, giveaways and booth design; also conducts pre-show briefings with booth staff. Reviews show attendance and response data.</p>	Bachelor Degree or equivalent experience	8+ years	12+ years

JOB FAMILY: MEETINGS/CONFERENCE PLANNING

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1250</u>	<p><u>Meeting/Conference Planning Specialist - Entry</u> Provides assistance in the planning of major corporate meetings, conferences and events. Is assigned specific planning projects by management staff. Presents finding to management. Requires working knowledge of the business practices and procedures that are generally obtained on the job. Works with written as well as verbal direction. Applies standard principles, theories and concepts in meeting/conference and event planning. Guidance is readily available from other team members or management. Consults with team leaders and or management to develop schedules, milestones, and priorities. Entry-level position into job family.</p>	Associate Degree or equivalent experience	< 1 year	< 2 years
<u>1251</u>	<p><u>Meeting/Conference Planning Specialist - Intermediate</u> Requires thorough knowledge of business practice and procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Participates in planning and scheduling to establish deadlines and ensure the timely completion of several independent tasks and short-term projects. May organize and schedule group tasks. Multiple tasks/projects are assigned and reviewed generally only upon completion.</p>	Associate Degree or equivalent experience	2+ years	4+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: MEETINGS/CONFERENCE PLANNING (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1252</u>	<p><u>Meeting/Conference Planning Specialist - Career</u> Requires advanced knowledge to provide cost effective and successful meeting planning services by coordinating facilities, lodging, food and beverage, travel, entertainment and other related issues for conferences, meetings and special events. Reviews and monitors meeting/conference budgets. Reviews billings for accuracy. May have prescribed negotiation responsibilities. Researches site locations for suitability. Prepares bid comparisons. Reviews site and service contracts for facilities, transportation, entertainment, events and related activities. Coordinates arrangements with vendors and site logistics as needed.</p>	Associate Degree or equivalent experience	3+ years	6+ years
<u>1253</u>	<p><u>Meeting/Conference Planning Specialist - Senior/Expert</u> Requires expert knowledge of successful meeting/conference planning techniques and methodologies Responsible for coordination of planning for major corporate meetings/conferences and events which have high customer exposure and are high profile events.</p>	Bachelor Degree or equivalent experience	6+ years	10+ years
<u>1254</u>	<p><u>Meeting/Conference Planning Specialist - Consultant</u> Normally the highest level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Works closely with company management to establish needs and objectives of an event. Establishes effective vendor relationships to ensure quality services and responsiveness. Prepares request for bids and reviews bids for competitiveness and performance. Negotiates on behalf of the company to obtain the most cost-effective pricing and services. Applies professional expertise, knowledge, principles, concepts, methodologies, and company standards/practices to planning company functions. Requires extensive theoretical, practical and industry knowledge. Requires expert negotiation skills. Recognized by internal and external associates for high-level expertise. Demonstrates superior presentation skills. Represents the company point-of-view in high-level presentations. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment.</p>	Bachelor Degree or equivalent experience	8+ years	12+ years
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>1257</u>	<p><u>Meeting/Conference Planning Manager/Director A</u> <i>First Level Full Management Responsibilities.</i> Requires expert knowledge of meeting/conference arrangements to manage meeting/conference planning activities which provide cost effective and successful meeting planning services by negotiating facilities, lodging, food and beverage, travel, entertainment, safety, security and other related activities. Establishes and monitors meeting/conference budgets for cost effective results. Meets with internal management to determine needs and objectives of event. Researches site locations; may conduct site visits and inspections to insure suitability and capabilities of vendors. Prepares requests for vendor bids and reviews bids for competitiveness and performance. Negotiates site and service contracts for facilities, transportation, entertainment, events and related activities. Establishes and maintains on-going vendor relationships to ensure quality support, competitiveness and responsiveness.</p>	Bachelor Degree or equivalent experience	5+ years	8+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: MEETINGS/CONFERENCE PLANNING (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1258</u>	<p><u>Meeting/Conference Planning Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job). Requires extensive knowledge of meeting/conference management activities. Plans and manages all aspects of major, high-level meetings and special events to achieve cost effective and successful meetings/conferences and events, for groups of up to 1000, including facilities, lodging, food and beverage, travel, entertainment, safety and security, and related activities. Plans, organizes, directs and controls activities and staff involved in determining event requirements, researching site locations, negotiating event activities. Conducts site and vendor visits to determine suitability and capability. Works directly with event sponsors to develop and finalize program formats, topics, speakers, and special events. Evaluates effectiveness of event. Determines and manages budget. Establishes and manages acceptable contingency plans and arrangements.</i></p>	Bachelor Degree or equivalent experience	6+ years	10+ years
<u>1261</u>	<p><u>Corporate Events Specialist – Intermediate</u> <i>Assists in the planning, organizing, developing and conducting of corporate or business unit sponsored events, such as tennis matches, golf matches, auto races, triathlons, marathons, walks, cycling competitions and other similar recreation events. Assignments normally encompass well established events where tasks are well defined, or localized events with limited impact. Requires thorough knowledge of business practice and procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Participates in planning and scheduling to establish deadlines and ensure the timely completion of several independent tasks and short-term projects. May organize and schedule group tasks. Multiple tasks/projects are assigned and reviewed generally only upon completion.</i></p>	Bachelor Degree or equivalent experience	3+ years	5+ years
<u>1262</u>	<p><u>Corporate Events Specialist – Career</u> <i>Assists in the planning, organizing, developing and conducting of corporate or business unit sponsored events, such as tennis matches, golf matches, auto races, triathlons, marathons, walks, cycling competitions and other similar recreation events. Assignments normally encompass a variety of events which require definition and experience new challenges. Researches and analyzes cost information. Coordinates arrangements and schedules. Requires advanced knowledge of the principles and practices within corporate events field or recognized body of formal knowledge. This includes knowledge required for complex problems, new project and strategic analysis, etc. Plans for the effective development and implementation of longer-term projects. Requires work prioritization, forecasting, scheduling and coordinating resources within assigned projects. Major projects are reviewed in terms of achieving goals, generally over an extended period of time.</i></p>	Bachelor Degree or equivalent experience	5+ years	7+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: MEETINGS/CONFERENCE PLANNING (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1263</u>	<p><u>Corporate Events Specialist - Senior/Expert</u> Oversees the planning, organizing, developing and conducting of corporate or business unit sponsored events, such as tennis matches, golf matches, auto races, triathlons, marathons, walks, cycling competitions and other similar recreation events. Assignments normally encompass a wide variety of events where company exposure is significant and guidance is minimal. Requires advanced knowledge of corporate events. Applies advanced principles and concepts. Contributes to the development of new concepts. May require considerable working knowledge of other major areas and the skill to integrate and communicate that information. Projects or forecasts future internal or external needs and their impact on strategic planning objectives. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals.</p>	Bachelor Degree or Master Degree or equivalent experience	7+ years	9+ years
<u>1264</u>	<p><u>Corporate Events Specialist - Consultant</u> <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> Manages the planning, organizing, developing and conducting of corporate or business unit sponsored events, such as tennis matches, golf matches, auto races, triathlons, marathons, walks, cycling competitions and other similar recreation events. Assignments normally encompass major, high profile events having a major impact on company resources. Tasks are complex, with little or not guidance available. May have functional management responsibilities. Requires expert knowledge in several professional area and the ability to integrate critical information from many diverse areas. Requires extensive theoretical and practical knowledge. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high level expertise. Demonstrates superior presentation skills. Represents the company point-of-view in high level presentations of an external and internal nature. Forecasts business opportunities growth and success of the organization. Work prioritization and decisions are critical to the overall success of all events. Work involves a broad latitude for decision-making and review of actions through goal attainment.</p>	Bachelor Degree or Master Degree or equivalent experience	9+ years	12+ years
<u>1267</u>	<p><u>Corporate Events/Sponsorship Manager</u> Plans, organizes and conducts corporate sponsored events including professional and amateur sporting and similar events such as tennis matches, golf matches, auto races, triathlons, cycling events, recreation events with a local or regional geography impact. Plans, organizes, directs, and controls activities and staff involved developing and evaluating corporate sponsorship opportunities and events which have significant customer exposure. Develops sponsorship proposals for effectiveness. Negotiates sponsorship agreements. Coordinates with top management in the creation and development of corporate sponsorship programs to maximize their customer impact.</p>	Bachelor Degree or equivalent experience	8+ years	10+ years
<u>1269</u>	<p><u>Corporate Events/Sponsorship Director – National Level</u> Normally reports to a Senior Marketing Executive (9XXX Level Job). Requires extensive knowledge of activities and external contacts involved in planning, organizing and conducting major corporate sponsored events on a nationwide scale including high profile professional and amateur sporting and similar events such as tennis matches, national championships, bowl games, golf championships, auto races, triathlons, cycling events, recreation events with a national or major geography impact. Plans, organizes, directs, and controls activities and staff involved developing and evaluating major corporate sponsorship opportunities and events which have high customer exposure and are high profile events. Develops sponsorship proposals for effectiveness. Negotiates sponsorship agreements. Coordinates with top management in the creation and development of corporate sponsorship programs to maximize their customer impact.</p>	Bachelor Degree or equivalent experience	10+ years	15+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – GRAPHICS DESIGN



The Creative Graphics Design Family may exist in either a company internal agency or an outside, external agency environment. Report outside/external agency employees as organizational code "4".

NOTE: If substantial (over 75%) web site graphics design responsibilities are present, use 352X Job Series. Use this job series (131X) if web related responsibilities are less than 25% of activities.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1310</u>	<u>Graphics Design Specialist - Entry</u> Under close supervision, plans, lays-out and prepares art work for inclusion in product brochures, displays, presentations, slides, proposals, technical manuals, and similar graphics applications where standards are well established and follows prescribed formats. Familiar with standard PC-based graphics presentation techniques and applications. Works from written as well as verbal direction. Guidelines from superiors are readily available. Prepares renderings, charts, graphs, schematics, two and three-dimensional drawings. May support web graphics design requirements. Uses engineering drawings, photographs, rough sketches, models or other documentation to prepare desired artwork. Utilizes standard graphics art techniques, equipment and supplies.	Associate Degree or equivalent experience	< 1 year	< 2 years
<u>1311</u>	<u>Graphics Design Specialist - Intermediate</u> Under limited supervision, plans, lays-out and prepares art work for inclusion in product brochures, displays, presentations, slides, proposals, technical manuals, and similar graphics applications where standards are well established and generally follow prescribed formats. Familiar with standard PC-based graphics presentation techniques and applications. Works from written as well as verbal direction. Guidelines from superiors are readily available. Prepares renderings, charts, graphs, schematics, two and three-dimensional drawings. May support web graphics design requirements. Uses engineering drawings, photographs, rough sketches, models or other documentation to prepare desired artwork. Utilizes standard graphics art techniques, equipment and supplies.	Associate Degree or equivalent experience	2+ years	4+ years
<u>1312</u>	<u>Graphics Design Specialist - Career</u> Under general supervision, performs a variety of support tasks in the planning, layout and preparation of commercial art work for inclusion in product brochures, displays, web applications, presentations, slides, proposals, technical manuals, and similar graphics applications requiring a creative graphics treatment. Experienced user of a variety of PC-based graphics presentation techniques and applications. Works from general guidelines using considerable creative judgment regarding composition, media selection and the like. May provide technical guidance to other designers. Familiar with multiple media and presentation techniques. Designs, develops, produces and prepares creative graphics, commercial art and technical illustrative materials from sketches, written and verbal requests. May support web graphics design requirements. Selects techniques best suited to produce desired visual effects in conformance with specified quality standards. Recommends appropriate methods and medium to convey the desired effect. Utilizes a wide variety of graphics production equipment, web tools and supplies including personal computer and desktop publishing/graphics software.	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	4+ years	6+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – GRAPHICS DESIGN (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1313</u>	<p><u>Graphics Design Specialist - Senior/Expert</u> Under general supervision, performs complex design, layout, planning and preparation of commercial artwork for application on a wide variety of products, product literature, displays, web applications, presentations, proposals, technical manuals, and similar graphics applications requiring innovative and creative graphics capabilities. Works from general guidelines utilizing extensive creative skill and judgment regarding composition, media selection, presentation impact, style definitions and the like. Familiar with a wide variety of media and presentation techniques and PC-based design tools. Designs, develops, produces and prepares advanced creative graphics, commercial art and technical illustrative materials from general instructions. May support advanced web graphics design requirements. Defines techniques best suited to produce desired visual effects to achieve required results. Specifies methods and medium to convey the desired message. Utilizes a wide variety of graphics production equipment and supplies including personal computer and desktop publishing/graphics software. May provide guidance to other designers.</p>	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	6+ years	8+ years
<u>1314</u>	<p><u>Graphic Design Specialist - Consultant</u> Normally the Highest Level Individual Contributor without staff management responsibilities. Develops design concepts involving highly creative and innovative approaches. May have functional management responsibilities. Works independently to perform expert level design, layout, planning and preparation of commercial art work for application on a wide variety of products, product literature, displays, web applications, presentation, proposals, technical manuals and similar graphics applications requiring innovative and creative capabilities. Works with management and other organizations (e.g. sales, public relations and promotions) to develop graphic materials. Requires expert level skills with a wide variety of media and presentation techniques and PC-based design tools. Applies professional expertise, knowledge, principles, concepts, methodologies, and company standards/practices to designing company materials. Works with management to set standards and practices for the function. Requires extensive theoretical practical and industry knowledge. Recognized by internal and external associates for high-level expertise. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. A wide degree of creativity is required. Work involves broad latitude for decision-making and review of actions through goal attainment. Provide work guidance to others in the work group.</p>	B.A Degree in graphics design from AIGA accredited school or equivalent experience	8+ years	10+ years
<u>1315</u>	<p><u>Art Director – No Staff Responsibilities</u> Under general supervision, performs complex design, layout, planning and preparation of commercial artwork for application on a wide variety of products, product literature, displays, web applications, presentations, proposals, technical manuals, and similar graphics applications requiring innovative and creative graphics capabilities. Works from general guidelines utilizing extensive creative skill, artistic conceptualization and judgment regarding composition, media selection, presentation impact, style definitions and the like. Familiar with a wide variety of media and presentation techniques and PC-based design tools. Develops initial design concepts, strategic design direction and company identity systems. Leads design strategy definition efforts to ensure that visual and brand identity are reinforced by all graphic design efforts. May provide artistic & conceptual guidance to other designers. <u>Does not perform supervision or staff management responsibilities.</u></p>	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	10+ years	15+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – GRAPHICS DESIGN (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>1317</u>	<p>Creative Director A – First Level <i>First full level management responsibility.</i> Requires expert knowledge within the creative development, design, copy, production and media planning functions and the ability to integrate and coordinate internal and external resources. Formulates and monitors branding concepts and applications to ensure that branding reinforces client requirements and desired image. Interprets client preferences and communication strategies; devises creative solutions, approaches and treatments which result in desired impact. Develops and applies advanced creative and design concepts. Strong experience with design, copy, media and production activities with ability to manage creative projects from conception through implementation. Manages and directs the creative staff and function to implement and produce timely and cost effective advertising approaches. Responsible for the conception and development of new advertising/promotion campaigns for print, broadcast, e-Commerce and related media. Develops creative solutions and overall strategies to address marketing goals.</p>	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	7+ years	10+ years
<u>1318</u>	<p>Creative Director B – Second Level <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Serves as creative leader and mentor to conceptualize, develop and implement new creative solutions which will enhance company and brand image. Formulates and monitors branding concepts and applications to ensure that branding reinforces client requirements and desired image. Interprets client preferences and communication strategies; devises creative solutions, approaches and treatments which result in desired impact. Reviews all creative work to ensure meeting strategic targets, and satisfying quality standards. Requires expert knowledge within the creative development, design, copy, production and media planning functions and the ability to integrate and coordinate internal and external resources. Establishes creative standards. Manages and directs the creative staff and functions such as Graphics, Video, Photography, Digital Imaging and Studio Activities. Implements and produces timely and cost effective marketing, branding and advertising approaches. Responsible for the conception and development of new advertising/promotion campaigns for print, broadcast, e-Commerce and related media. Develops creative solutions and overall strategies to address marketing goals.</p>	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	10+ years	15+ years
<u>1319</u>	<p>Vice President Creative <i>Third Level Full Management Responsibilities. Normally directs and manages thru First Level (A) and Second Level (B) positions.</i> Develops the overall strategy of the creative activities of the organization. Mentors and manages staff involved in the conceptualization, design, development, and implementation of new creative solutions which will enhance the company and brand image. Oversees the formulation and monitoring of branding concepts and applications to ensure that branding reinforces organizations' requirements and desired image. Requires expert knowledge within the all creative areas. Oversees the creation and implementation of plans for introduction of new product lines. May explore new technologies to deliver innovative, user friendly, interface design solutions across multiple platforms. May determine systems and hardware requirements within the organization to accomplish business objectives. Establishes creative standards.</p>	Bachelor Degree or Master Degree or equivalent experience	12+ years	15+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – MEDIA



The Creative – Media job family may exist in either a company internal agency or an external/outside agency environment. Report external/outside agency employees as Organization Code "4".

NOTE: If substantial web site graphics design responsibilities are present, use 352X Job Series.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1320</u>	<u>Copywriter - Entry</u> Requires a basic knowledge of company products, services, and marketing strategies. Applies standard principles, theories and concepts in copywriting. Assist with the planning, researching and preparing written copy content for a variety of marketing applications and programs. These programs may include internet web pages, media advertising pieces, marketing collateral, promotional literature, articles, internal/external publications and other assigned projects. May contact both internal and external sources to develop copy content. Requires working knowledge of the business practices and procedures that are generally obtained on the job. Works with written as well as verbal direction. Guidance is readily available from other team members or management. Consults with team leaders and or management to develop schedules, milestones, and priorities. Entry-level position into job family. Excludes trainees without required academic preparation.	Bachelor Degree in English, Journalism or equivalent experience	< 1 year	< 2 years
<u>1321</u>	<u>Copywriter – Intermediate</u> Requires working knowledge of company products, services, marketing strategies and company editorial standards/practices. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Strong marketing knowledge and writing ability. Participates in planning, researching and preparing written copy content for a variety of standard marketing applications and programs such as internet web pages, media advertising pieces, marketing collateral, promotional literature, articles, internal/external publications, and other assigned projects. Contacts internal and external sources to develop copy content.	Bachelor Degree in English, Journalism or equivalent experience	2+ years	3+ years
<u>1322</u>	<u>Copywriter - Career</u> Requires thorough knowledge of company products, services, marketing strategies and company editorial standards/practices. Thorough marketing knowledge and writing ability. Plans for the effective development and implementation of long term projects. Researches and prepares written copy content for a variety of complex marketing applications and programs such as internet web pages, direct mail, print ads, media advertising pieces, marketing collateral, promotional literature, articles, internal/external publications, and other assigned projects. Contacts internal and external sources to develop copy content.	Bachelor Degree in English, Journalism or equivalent experience	3+ years	5+ years
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1323</u>	<u>Copywriter – Senior/Expert</u> Requires advanced knowledge of company products, services, marketing strategies and company editorial standards/practices. Applies advanced knowledge, principles, theories, concepts, and writing ability. Defines the development of new principles and concepts. Forecasts future internal and external needs to develop copy content for a wide variety of diverse and complex marketing applications and programs such as high end collateral, audio, video scripting, annual reports, senior level executive presentations and speeches.. Decisions have a profound impact on the total organization. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals.	Bachelor Degree in English, Journalism or equivalent experience	5+ years	7+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – MEDIA (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1324</u>	<p>Copywriter - Consultant Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Requires expert knowledge of company products, services, marketing strategies and company editorial standards/practices. Applies expert knowledge, principles, theories, concepts, and writing ability. Integrate critical information from many diverse areas, with extensive theoretical practical and industry knowledge. Forecasts and advises management on the future internal and external needs to develop copy content for a wide variety of complex marketing applications and programs. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high-level expertise. Represents the company point-of-view in high-level presentations. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment.</p>	Bachelor Degree in English, Journalism or Master Degree or equivalent experience	9+ years	11+ years
<u>1330</u>	<p>Copy Editor - Entry Edits, proofreads and writes standard company marketing documents. Reviews documents to establish that company marketing standards are met. Applies standard principles, theories and concepts in copyediting. Requires basic knowledge of marketing and advertising media including print, audio, internet, video etc. Provides review and edit of written copy, articles, web content, marketing collateral, internal/external publications and the like for content accuracy, style, grammar, spelling, and syntax punctuation. Conducts assigned research and authenticity verification. Works with internal and external sources to develop copy content. Guidance is readily available from other team members or management. Consults with team leaders and or management to develop schedules, milestones, and priorities. Entry-level position into job family. Requires basic marketing knowledge with high-quality writing ability and editorial skills. Excludes trainees without required academic preparation.</p>	Bachelor Degree in English, Journalism or equivalent experience	< 1 year	< 2 years
<u>1331</u>	<p>Copy Editor - Intermediate Requires marketing knowledge with excellent writing ability and editorial skills. Working knowledge of marketing and advertising media including print, audio, Internet, video, etc. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Thorough knowledge of company editorial standards/practices. Reviews and edits written copy, articles, web content, marketing collateral, internal/external publications, and the like for content, accuracy, style, grammar, punctuation, spelling and syntax. Researches and verifies authenticity. May participate in assigning projects to internal/external resources/vendors and track progress. May participate in coordination of layout, artwork, and progress thru production.</p>	Bachelor Degree in English, Journalism or equivalent experience	2+ years	3+ years
<u>1332</u>	<p>Copy Editor - Career Requires thorough marketing knowledge with excellent writing ability and editorial skills. Experienced knowledge of a variety of marketing and advertising media including print, audio, Internet, video, etc. Strong knowledge of company editorial standards/practices. Reviews and edits a variety of written copy, articles, web content, marketing content, marketing collateral, marketing collateral, internal/external publications, and the like for content, accuracy, style, grammar, punctuation, spelling and syntax. Researches and verifies authenticity. May assist in assigning projects to internal/external resources/vendors and track progress. May assist in coordination of layout, artwork, and progress thru production.</p>	Bachelor Degree in English, Journalism or equivalent experience	3+ years	5+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – MEDIA (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1333</u>	<u>Copy Editor - Senior/Expert</u> Applies advanced knowledge, principles, company editorial standards/practices, theories, concepts, writing ability and editorial skills. Develops and recommends copy standards. Defines the development of new principles and concepts. Forecasts future internal and external needs to edit copy content for a wide variety of complex marketing applications and programs. Decisions have a profound impact on the total organization. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals. Assigns projects to internal/external resources/vendors and track progress.	Bachelor Degree in English, Journalism or equivalent experience	5+ years	7+ years
<u>1334</u>	<u>Copy Editor - Consultant</u> Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Applies expert knowledge, principles, theories, concepts, company editorial standards/practices, writing ability and editorial skills. Applies expert knowledge and the ability to integrate critical information from many diverse areas. Requires extensive theoretical practical and industry knowledge. Forecasts and advises management on the future internal and external needs to develop copy content for a wide variety of complex marketing applications and programs. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high-level expertise. Demonstrates superior presentation skills. Represents the company point-of-view in high-level presentations. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment.	Bachelor Degree in English, Journalism or Master Degree or equivalent experience	9+ years	11+ years
<u>1337</u>	<u>Copy Manager A – First Level</u> Manages the copywriting function e.g. assigning projects, reviewing/ editing/ approving all written copy. Requires expert knowledge of company products, services, marketing strategies and company editorial standards/practices. Requires expert knowledge of principles, theories and concepts of writing and the ability to integrate critical information from many diverse areas required. Possesses extensive theoretical practical and industry knowledge. Manages the forecasting of internal and external needs to develop copy content for a wide variety of complex marketing applications and programs. Oversees copy to be used whether written internally or by an outside vendor. Establishes and maintains quality assurance standards and procedures for all written material. Responsible for scheduling all jobs into production schedule. Maintaining records of copies for jobs on the production schedule. Applies advanced copywriting and editing skills. Requires advanced knowledge of databases, word processing and spreadsheets. Excellent attention to detail, organization and analytical skills are required. Ability to manage multiple projects simultaneously, prioritizing work and problem solving. Monitors budget performance.	Bachelor Degree in English, Journalism or Master Degree or equivalent experience	5 + years	7 + years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – MEDIA (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1340</u>	<u>Media Production Traffic Coordinator - Entry</u> Requires basic knowledge of capabilities and requirements of internal departments, outside vendors of media (print, voice, video), agencies, freelance contractors and the like. Facilitates the tracking and coordinating of the production of print, art, graphics design, copy, etc. Works with internal staff support and outside vendor/free lance contractors. Is assigned specific projects by management staff. Requires working knowledge of the business practices and procedures that are generally obtained on the job. Works with written as well as verbal direction. Uses standard instruction, written manuals and documents. Applies standard principles, theories and concepts. Guidance is readily available from other team members or management. Makes choices on work prioritization with some assistance. Entry-level position into job family.	Associate Degree or equivalent experience	< 1 year	< 2 years
<u>1341</u>	<u>Media Production Traffic Coordinator - Intermediate</u> Requires working knowledge of capabilities and requirements of internal departments and outside vendors of media (print, voice, video), agencies, freelance contractors and the like. Participates in tracking and coordinating production of print, art, graphics design, copy, etc. involving internal staff support and outside vendors/free lance contractors. Participates in developing and monitoring production scheduling and time-lines. Participates in determining priorities to meet established deadlines.	Associate Degree or equivalent experience	2+ years	3+ years
<u>1342</u>	<u>Media Production Traffic Coordinator - Career</u> Requires thorough knowledge of capabilities and requirements of internal departments and outside vendors of media (print, voice, video), agencies, freelance contractors and the like. Tracks and coordinates production of print, art, graphics design, copy, etc. Involving internal staff support and outside vendors/free lance contractors. Assist in developing and monitoring production scheduling and time-lines. Assists in determining priorities to meet established deadlines.	Associate Degree or equivalent experience	3+ years	5+ years
<u>1343</u>	<u>Media Production Traffic Coordinator - Senior/Expert</u> Requires advanced knowledge of other major areas and the skill to integrate and communicate that information. Determines priorities to meet established deadlines. Tracks complete media production assignments. Coordinates major outside vendor contributions. Decisions have a major impact on the total organization. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals.	Associate Degree or equivalent experience	5+ years	7+ years

FUNCTION: **MARKETING COMMUNICATIONS**

JOB FAMILY: **CREATIVE – MEDIA** (continued)



<u>Job Code</u>	<u>Typical Knowledge, Skills, Activities & Responsibilities</u>	<u>Minimum Education</u>	<u>Minimum Experience</u>	<u>Typical Incumbent Experience Level</u>
<u>1344</u>	<u>Media Production Traffic Coordinator - Consultant</u> Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Establishes effective media vendor relationships to ensure quality services and responsiveness. Negotiates on behalf of the company to obtain the most cost effective pricing and services. Researches and recommends new media opportunities for incorporation into marketing plans. Applies professional expertise, knowledge, principles, concepts, methodologies, and company standards/practices. Requires expert knowledge of other major areas and the skill to integrate and communicate that information. Requires expert negotiation skills. Recognized by internal and external associates for high-level expertise. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment.	Associate Degree or equivalent experience	7+ years	9+ years
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>1357</u>	<u>Print Media Manager A – First Level</u> <i>First Level Full Management Responsibility.</i> Requires advanced knowledge of print advertising industry, including magazine, newspaper, direct mail and similar print/publishing media applications. Establishes and implements control of agency-of-record (AOR) relationships and buying responsibility. Negotiates printing and paper rates. Coordinates with publishers as needed. Reviews print schedules. Monitors budget performance.	Bachelor Degree or Master Degree or equivalent experience	4+ years 3+ years	6+ years
<u>1358</u>	<u>Print Media Manager B – Second Level</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Requires expert knowledge of print advertising industry. Provides technical expertise to subordinate level managers. Oversees agency-of-record (AOR) relationships, buying responsibilities and vendor negotiations. Directs execution of purchases to ensure that costs are optimized and consistent with budget performance. Determines priorities to meet print schedules.	Bachelor Degree or Master Degree or equivalent experience	6+ years 5+ years	8+ years
<u>1367</u>	<u>Broadcast Media Manager A – First Level</u> <i>First Level Full Management Responsibilities.</i> Requires advanced knowledge of broadcast media, advertising industry, including network, cable, syndicate, spot and radio media applications. Establishes and implements agency relationships and buying responsibilities. Negotiates placement rates. Coordinates with media vendors as needed. Reviews placement schedules. Monitors agency-of-record (AOR) for performance. Recommends long and short term strategies to maximize broadcast investments. Monitors budget and programming performance.	Bachelor Degree or Master Degree or equivalent experience	4+ years 3+ years	6+ years
<u>1368</u>	<u>Broadcast Media Manager B – Second Level</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Requires expert knowledge of broadcasting media. Oversees agency relationships and buying responsibilities. Oversees vendor negotiation placement rates. Establishes placement schedules. Oversees agency-of-record (AOR) for performance. Establishes long and short-term strategies to maximize broadcast investments. Directs agencies in execution of broadcast purchases to ensure that costs are optimized and consistent with budget and programming guidelines.	Bachelor Degree or Master Degree or equivalent experience	6+ years 5+ years	8+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – MEDIA (continued)

<u>Job Code</u>	<u>Typical Knowledge, Skills, Activities & Responsibilities</u>	<u>Minimum Education</u>	<u>Minimum Experience</u>	<u>Typical Incumbent Experience Level</u>
<u>1372</u>	<u>Media Buyer – Career</u> Reviews media content requirements to identify possible media vendors, based on vendor capabilities for print, voice, video, direct mail, catalog and/or internet applications. Researches and qualifies potential vendors for suitability. Collects and analyzes rate information. Prepares and presents media recommendations to management. Participates in vendor selection process. Negotiates with vendor sales representatives for the purchase, placement and scheduling of media time/space. Reviews placement to ensure that it meets specifications.	Associate Degree or equivalent experience	3+ years	5+ years
<u>1377</u>	<u>Media Services Manager/Director A</u> <i>First Level Full Management Responsibility.</i> Requires expert knowledge of media industry trends and opportunities to ensure a maximum return on media costs. Seeks, identifies and proposes strategic opportunities to improve cost effectiveness of media plans. Reviews new media opportunities for incorporation in marketing plans. May report to second level of advertising or marketing communications management or senior marketing executive. Directs and manages active relationship with agencies-of-record (AOR) to ensure that agency media contacts receive proper marketing direction. Provides liaison and reviews media plans to ensure they reflect brand/product/service marketing strategies and advertising objectives. Supports corporate goals and strategies for network, cable, syndication, spot, print, radio, internet and similar opportunities. Develops budgets with marketing management.	Bachelor Degree or Master Degree or equivalent experience	8+ years 7+ years	10+ years
<u>1378</u>	<u>Media Services Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Requires extensive knowledge of media utilization and placement to ensure a maximum return on media costs. Develops, coordinates and executes media commitments. Investigates, develops and implements new/interactive media opportunities. Understanding of domestic and global aspects of media placement may be required. Plans, organizes, directs and coordinates with agencies-of-record (AOR) in the formulation of long-term buying strategies for network, cable, syndication, spot, print, radio, internet and similar opportunities. Advise management on relevancy and practicality of recommended media strategies, tactics and recommended alternatives. Ensure proper staffing levels and budget performance. Develops long-term budgets with marketing management. May report to third level of advertising or marketing communications management or senior marketing executive.	Bachelor Degree or Master Degree or equivalent experience	10+ years 9+ years	12+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – MANAGEMENT



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>1387</u>	<u>Internal Advertising Manager/Director A</u> <i>First Level Full Management Responsibility.</i> May report to second level of advertising or marketing communications management or Senior Marketing Executive. Requires expert knowledge within the advertising function and the ability to integrate and coordinate internal and external resources. Requires extensive media and advertising knowledge. Applies and/or develops advanced concepts. Provides input to senior managers in developing and establishing advertising policies. Plans, organizes, directs and controls activities and staff in the preparation of advertising, sales promotion materials and associated publicity involved in marketing company products to meet marketing objectives. May select and coordinate activities and support from external resources, advertising agencies and media placement organizations. Evaluates effectiveness of advertising programs.	Bachelor Degree or equivalent experience	7+ years	10+ years
<u>1388</u>	<u>Internal Advertising Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job). Requires extensive knowledge of all aspects of advertising, including creative media, production and related functions. Plans, directs and controls the activities of staff to maximize advertising resources. Provides guidance to executive management on advertising plans, programs, placement, design, development and related matters. Reviews effectiveness of advertising efforts. Responsible for the development and progress of budget and resources. Coordinates review and selection of agencies-of-record (AOR). Typically reports to senior advertising or senior marketing executive.	Bachelor Degree or equivalent experience	10+ years	12+ years

JOB FAMILY: CREATIVE – PHOTOGRAPHY

The Creative – Photography job family may exist in either a company internal agency or an outside/external agency environment. Report outside/external agency employees to Organization Code "4".

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1402</u>	<u>Photo Studio Coordinator</u> Coordinates all digital and traditional photographs and artwork. Generates work schedules and calendar of events. Provides support to the supervisor in the daily operations of the studio, production and event management. Maintains existing organizational system. Typically a non-exempt position.	High School Diploma or equivalent experience.	1+ year	2+ years

FUNCTION: MARKETING COMMUNICATIONS

JOB FAMILY: CREATIVE – PHOTOGRAPHY (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1412</u>	Photographer Produces and preserves photographic images of people, places, events or products using digital and/or film media. Selects and presents subject to achieve desired effect, with attention to lighting, background and style. Prepares subject and equipment, utilizing a variety of photographic equipment including lenses, lighting, filters, etc. Applies techniques necessary to produce photos for use in various media, advertising, catalogs, presentations, etc. Uses photo software to modify and create images meeting defined style requirements. Experience in advertisement and/or catalog photography and photo editing.	Associate Degree or equivalent experience.	2+ years	4+ years
<u>1413</u>	Photographer – Senior Produces and preserves photographic images of people, places, events or products using digital and/or film media. Directs photo shoots and determines visuals. Ensures unity of message among all brand photographs. Coordinates with other creative and advertising staff to determine shoot objectives. Provides expert guidance on capabilities and means to optimize photo opportunities. Plans the composition of the photograph. Analyzes subject material, selects equipment, lighting, angle and background. Selects and presents subject to achieve desired effect, with attention to lighting, background and style. Chooses and utilizes a wide variety of photographic equipment including lenses, lighting, filters, etc. Applies techniques necessary to produce photos for use in various media, advertising, catalogs, presentations, etc. Uses photo software to modify and create images meeting defined style requirements. Edits and enhances images; may modify existing techniques and processes; applies special effects and color correction as needed. Experience in advertisement and/or catalog photography and photo editing.	Associate Degree or equivalent experience	4 + years	6 + years
<u>1416</u>	Photo Studio Supervisor Supervises the daily operations of the studio, production and photo event management. Manages the studio floor and schedules activities and staff to meet client services for production. Strengthens the studio's customer base. Ensures a satisfying process and product for catalog clients. Establishes and monitors quality control. Trains and develops studio associates into an effective, support team and manages employee performance to achieve sales goals. Typically an exempt position. Software programs used in studio. Strong interpersonal skills.	Associate Degree or equivalent experience.	4+ years	6+ years



FUNCTION: CATALOG/DIRECT MAIL

JOB FAMILY: CATALOG/DIRECT MAIL

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Prepares, produces, and monitors the development, production and distribution of product catalogs and direct mail literature. Provides accountability for the production, scheduling of layouts, typesetting, photographic requirements, and design of catalogs. Develops a consistent aesthetic and presentation style to be applied to catalogs and direct mail. Delivers and executes analysis and circulation plans that increase revenue and profitability.

The CATALOG – DIRECT MAIL job family may exist in either a company internal agency or an outside/external agency environment. Report outside/external agency employees to Organizational Code "4"

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1421</u>	Catalog Production Coordinator – Intermediate Assists in coordinating the following: layout, typesetting, design and production, creates production timelines including copy/art deadlines, creates ad spec sheets, checks all incoming ad materials for adherence to ad specs, prepares catalog files for print, creates outreach flyer template, general signage template and specific ticket price/policy signage, scans, formats and touch-up program/editorial images. Typically a non-exempt position. Excellent verbal and written communication skills. Strong time-management and organizational skills.	Associate Degree or equivalent experience.	1+ year	2+ years
<u>1422</u>	Catalog/Production Coordinator – Career Responsible for selling consumer products through a company's catalog or direct mail channel. Ensures that the company's catalog and direct mail materials merchandise the right products at the right price to maximize sales revenue. Accountable to meet unit and/or revenue sales objectives. Coordinates closely with call center operations to ensure customer satisfaction.	Bachelor Degree or Master Degree or equivalent experience.	3+ years	8+ years
<u>1423</u>	Catalog Production Coordinator - Senior/Expert Responsible for coordinating catalog/direct mail materials production and scheduling. Coordinates the following: layout, typesetting, design and production, creates production timelines including copy/art deadlines, creates ad spec sheets, checks all incoming ad materials for adherence to ad specs, prepares catalog files for print, creates outreach flyer template, general signage template and specific ticket price/policy signage, scans, formats and touch-up program/editorial images. Ensures that the company's catalog and direct mail materials merchandise the right products at the right price to maximize sales revenue. Accountable to meet unit and/or revenue sales objectives. Interfaces closely with call center operations to ensure customer satisfaction. Requires expert knowledge of corporate catalog production. Applies advanced principles and concepts. May require considerable working knowledge of other major areas and the skill to integrate and communicate that information. Work involves latitude for decision-making and priority setting.	Bachelor Degree or Master Degree or equivalent experience	5+ years	7+ years

FUNCTION: CATALOG/DIRECT MAIL

JOB FAMILY: CATALOG/DIRECT MAIL (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1427</u>	<u>Catalog Production Manager</u> Responsible for total catalog production and scheduling including: scheduling, planning, staging and art directing photo shoots; ordering and monitoring paper; coordinating with press including ink-jet messages, layout, blue lines, print quantities, press color checks, etc.; layout design and implementation including covers, copywriting, proofing, etc.; communicating with merchandising department; pagination based on historical sales analysis; traffic all images and color proofs; postage estimates; coordinate with outside vendors for paper, photography, separations, mail houses, printers, etc.; create ads and marketing materials for retail, web, etc.; web design and updates. Typically an exempt position. Proficient with software i.e. Illustrator, Photoshop, etc. Copywriting, graphics design and catalog imaging experience. Knowledge of the catalog business.	Bachelor Degree or equivalent experience.	5+ years	6+ years
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1437</u>	<u>Catalog Planning Manager</u> Provides strategic and logistical leadership for the development, planning and ongoing management of all catalogs. Develops catalogs for current customers and develops new customer base. Selects products for catalogs for maximum sales volume, reviews product performance for deletions and additions. Works with vendors to insure strong vendor relations and customer satisfaction from vendors. Analyzes sales/catalog distribution ratios/develop and maintain critical numbers and sales reports. Ability to plan, develop and monitor all phases of catalog production and printing.	Bachelor Degree or equivalent experience.	5+ years	6+ years
<u>1447</u>	<u>Head, Catalog Production</u> Provides supervision for layout, typesetting, design and production. Creates production timeline including copy/art deadlines, creation of ad/spec, preparation of catalog files for print, outreach flyer template, general signage template and specific ticket price/policy, scanning, formatting, and touching up program/editorial images. Ensures all deadlines are met. Monitors tracking and be accountable for account status and project progress, deliverables, quality assurance and customer service. Understanding of catalog enablement and knowledge of catalog database. Excellent time-management, multi-tasking, problem solving and organizational skills.	Bachelor Degree or equivalent experience.	6+ years	8+ years
<u>1451</u>	<u>Circulation Planning Analyst – Intermediate</u> Provides development and testing of catalog circulation tactics to carry out customer acquisition and retention strategies. Develops initial sales and marketing reporting using various software applications; develops various direct marketing analyses potentially including lifetime value, customer segmentation and product analysis. Very-good analytical ability with knowledge of data analysis and extraction techniques. Strong detail orientation. Exceptional verbal and written communication skills. Strong time-management and organizational skills.	Associate Degree or Bachelor Degree or equivalent experience.	1+ year	2+ years

FUNCTION: CATALOG/DIRECT MAIL

JOB FAMILY: CATALOG/DIRECT MAIL (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>1452</u>	<u>Circulation Planning Analyst-Career</u> Develops and tests catalog circulation tactics to carry out customer acquisition and retention strategies. Develops sales and marketing reporting using various software applications; develops various direct marketing analyses potentially including lifetime value, customer segmentation and product analysis. Strong analytical ability with knowledge of data analysis and extraction techniques. Excellent communication skills. Very strong detail orientation.	Bachelor Degree or equivalent experience.	3+ years	4+ years
<u>1453</u>	<u>Circulation Planning Analyst-Senior</u> Develops segmentation strategies and initiatives that drive the catalog direct marketing. Develops, tests and implements other printed material and mailing campaign strategies. Develops goals and plans for new customer acquisition, retention, and reactivation marketing. Oversees list management process and brokerage, merge/purge, house prospects and international mailings. Develops reporting on file attrition, retention and acquisition measurement. Develops and presents reports on prospect lists and segments performance. Works closely with merchants to determine target segments and increase mailing efficiency. Monitors performance of all circulation strategies and makes appropriate recommendations. Creates, prepares and presents circulation analysis and reports as required. Must be self-directed and detail oriented. Excellent communication and project management skills.	Bachelor Degree or equivalent experience.	4+ years	6+ years
<u>1457</u>	<u>Circulation Manager</u> Delivers and executes marketing and circulation plans that increase revenue and profitability. Analyzes circulation data and customer trends to determine strategies needed to improve circulation and increase business. Management of vendors and catalog customer relationships. Provides complete financial responsibility for campaigns; prepares marketing budgets for house file and prospect circulation, new business development, list management and merge/purge processing. Track spending vs. budget and results vs. target. Provides pre and post analysis of all direct campaigns. Typically an exempt position. Knowledge of statistical modeling for circulation and direct mail. Advanced statistical skills. Excellent communication skills.	Master Degree or equivalent experience.	7+ years	10+ years
<u>1487</u>	<u>Catalog/Direct Mail Channel Marketing Manager</u> <i>First Level Full Management Responsibility.</i> Directs a team that is responsible for selling consumer products through a company's catalog or direct mail channels. Ensures that the company's catalog and direct mail materials merchandise the right products and the right price to maximize sales revenue. Accountable to meet unit and/or revenue sales objectives. Coordinates closely with call center operations to ensure customer satisfaction.	Bachelor Degree or Master Degree or equivalent experience.	7+ years	12+ years
<u>1488</u>	<u>Catalog/Direct Mail Channel Marketing Director</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Plans and directs an organization that is responsible for selling consumer products through a company's catalog or direct mail channel. Develops strategies to ensure that the company's catalog and direct mail materials merchandise the right products at the right price to maximize sales revenue. Accountable to meet unit and/or revenue sales objectives for the company's catalog or direct mail channel. Coordinates closely with call center operations to ensure customer satisfaction.	Bachelor Degree or Master Degree or equivalent experience.	10+ years	15+ years

FUNCTION: INTERNAL/EXTERNAL ADVERTISING AGENCY

JOB FAMILY: ACCOUNT SERVICES



The ACCOUNT SERVICES job family may exist in either a company internal agency or an outside/external agency environment. Report outside/external agency employees to Organizational Code "4"

<u>Job Code</u>	<u>Typical Knowledge, Skills, Activities & Responsibilities</u>	<u>Minimum Education</u>	<u>Minimum Experience</u>	<u>Typical Incumbent Experience Level</u>
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>1702</u>	<u>Account Executive</u> Provides day-to-day coordination and liaison with clients to ensure timely and responsive completion of ad campaigns and projects. Acts as contact and resource between the agency and the client. Reviews and monitors progress to meet delivery expectations. Aids client in developing advertising strategy involving product launch, print, voice, video, direct mail, catalog, internet and other advertising channels. Responsible for maintaining existing business and development of new business.	Bachelor Degree or equivalent experience.	3+ years	5+ years
<u>1703</u>	<u>Account Manager/Senior Executive</u> Plans, coordinates, directs and implements major advertising programs, promotions, campaigns and projects. May assist Account Sales efforts by providing technical support to the Sales Force as needed. Participates and actively contributes to needs assessment, goal determination, tactical and strategic concept development. Develops media recommendations involving media identification and selection, timing and placement. Evaluates budgetary considerations. Ensures the timely implementation of campaign strategies; reviewing, adjusting and redirecting activities and resources as needed. May provide work leadership/supervision to Account Executives.	Bachelor Degree or equivalent experience.	5+ years	8+ years
<u>1711</u>	<u>Account Director</u> Manages the client relationship. Responsible for the development and delivery of presentations and pitches to existing and potential clients. Assists the Account Sales efforts by providing technical support to the Sales Force. Manages activities of Account Manager and Account Executives. Serves as the primary contact between agency and client, for resolving support, services, schedule, timing, budgetary, conceptual issues and the like. Plans, coordinates, directs and implements major advertising programs, promotions, campaigns and projects. May assist Account Sales efforts by providing technical support to the Sales Force as needed. Participates and actively contributes to needs assessment, goal determination, tactical and strategic concept development. Develops media recommendations involving media identification and selection, timing and placement. Evaluates budgetary considerations. Ensures the timely implementation of campaign strategies; reviewing, adjusting and redirecting activities and resources as needed. Demonstrates superior communication skills, involving advanced negotiation and liaison capabilities. Background often includes multi-industry exposure and experience.	Bachelor Degree or equivalent experience.	10+ years	15+ years



FUNCTION: PUBLIC RELATIONS

JOB FAMILY: GENERALIST - PUBLIC RELATIONS

FUNCTIONAL DUTIES AND RESPONSIBILITIES: (Normally involved in a single function or specialty, or a combination of defined functions/specialties.)

Develops, coordinates, implements and/or administers public relations programs, directed primarily toward the news/communications media and secondarily to industry, stockholders and/or employees. Develops, implements and administers policies responsive to organizational strategies and objectives. Reviews material intended for public release to ensure that it represents the best interests of the company, customer base, stockholders and employees and is consistent with established company public relations objectives and policies. Plans, prepares and disseminates information (e.g. press releases). Individuals act as internal experts, consultants and program/project managers and represent the organization to external groups, trade associations, agencies, customers, stockholders and vendors. May coordinate corporate sponsorship, promotional events (e.g. corporate branded/sponsored sports events) and contribution programs.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>2000</u>	<u>Public Relations Specialist - Entry</u> Requires a working knowledge of business practice and procedures which is generally obtained on the job. Applies standard principles, theories and concepts. Plans and schedules the daily tasks to be performed by the position. Makes choices on work prioritization with some assistance. Uses standard instructions, written manuals and documents.	Bachelor Degree or equivalent experience	< 1 year	< 3 years
<u>2001</u>	<u>Public Relations Specialist - Intermediate</u> Requires thorough knowledge of business practice and procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Participates in planning and scheduling to establish deadlines and ensure the timely completion of several independent tasks and short-term projects. May organize and schedule group tasks. Multiple tasks/projects are assigned and reviewed generally only upon completion.	Bachelor Degree or Master Degree or equivalent experience	3+ years 2+ years	5+ years
<u>2002</u>	<u>Public Relations Specialist - Career</u> Requires advanced knowledge of the principles and practices within public relations field or recognized body of formal knowledge. This includes knowledge required for complex problems, new project and system development, strategic analysis, etc. Plans for the effective development and implementation of longer-term projects. Requires work prioritization, forecasting, scheduling and coordinating resources within assigned projects. Major projects are reviewed in terms of achieving goals, generally over an extended period of time.	Bachelor Degree or Master Degree or equivalent experience	5+ years 4+ years	7+ years
<u>2003</u>	<u>Public Relations Specialist - Senior/Expert</u> Requires advanced knowledge of public relations field. Applies advanced principles, theories and concepts. Contributes to the development of new principles and concepts. May require considerable working knowledge of other major areas and the skill to integrate and communicate that information. Projects or forecasts future internal or external needs and their impact on strategic planning objectives and strategies for the organization. Decisions have a profound impact on the total organization. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals.	Bachelor Degree or Master Degree or equivalent experience	7+ years 6+ years	9+ years

FUNCTION: PUBLIC RELATIONS

JOB FAMILY: GENERALIST - PUBLIC RELATIONS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>2004</u>	<p><u>Public Relations Specialist - Consultant</u> <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> May have functional management responsibilities. Requires expert knowledge in several professional or industry fields and the ability to integrate critical information from many diverse areas. Requires extensive theoretical, practical and industry knowledge. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high level expertise. Demonstrates superior presentation skills. Represents the company point-of-view in high level presentations of an external and internal nature. Conducts long-term planning to determine the future direction of the organization. Forecasts business opportunities and internal responses to ensure continued growth and success of the organization. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves a broad latitude for decision-making and review of actions through goal attainment.</p>	Bachelor Degree or Master Degree or equivalent experience	9+ years 8+ years	12+ years

JOB FAMILIES: PRESS RELATIONS & COMMUNITY AFFAIRS/CONTRIBUTIONS

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>2050</u>	<p><u>Press Release Manager</u> Requires advanced knowledge of public relations field, with detailed applications in press relations and liaison. Provides research, preparation, editing of materials for external and internal dissemination including press releases, internal communications, internet communications content, and similar channels of communications. Develops and maintains external press contacts to ensure placement of press releases on company activities.</p>	Bachelor Degree or Master Degree or equivalent experience	6+ years 5+ years	10+ years
<u>2067</u>	<p><u>Community Affairs/Contributions Manager/Director A</u> <i>First level Full Management Responsibility.</i> Advanced knowledge of corporate giving programs/sponsorship and non-profit organization activities and operations. Establishes and maintains relationships with community development and non-profit organizations. Administers corporate contributions and grants programs. Reviews donation and grant programs for adherence to corporate giving standards and guidelines. Analyses and evaluates contribution/grant request for alignment with corporate goals and prepares recommendations. Represents the corporation to non-profit organizations and programs.</p>	Bachelor Degree or equivalent experience	3+ years	5+ years

FUNCTION: PUBLIC RELATIONS

JOB FAMILIES: PRESS RELATIONS & COMMUNITY AFFAIRS/CONTRIBUTIONS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>2068</u>	<p><u>Community Affairs/Contributions Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job). Extensive knowledge of corporate giving programs/sponsorship and non-profit organization activities and operations. Develops and implements corporate contributions programs. Establishes qualifying standards and guidelines for potential recipients of company donations and grants. Reviews and approves recommendations for corporate contributions/grants. Develops corporate relationship with community and non-profit organizations involved in medical research, community development, education, artistic and cultural affairs and the like.</i></p>	Bachelor Degree or equivalent experience	5+ years	8+ years
<u>2101</u>	<p><u>Public Relations Manager/Director A</u> <i>First Level Full Management Responsibility. Requires expert knowledge within the public relations field and the ability to integrate critical information form many diverse areas. Requires extensive practical and industry knowledge. Applies and/or develops advanced concepts. Provides input to senior managers in developing and establishing organization policies. May report to 2nd level of public relations management or Senior Marketing Executive. Provides general direction to and review of staff. Develops organizational policies and authorizes implementation of same. Work prioritization and decisions are important to the overall success of all aspects and phases of the organization. May have country or international responsibility. At times, is involved in the complexities of day-to-day operational problems. Ensures that overall budget schedules and performance standards are realistically set and attained. Work involves a broad latitude for decision-making and review of actions through goal attainment.</i></p>	Bachelor Degree or Master Degree or equivalent experience	8+ years 7+ years	10+ years
<u>2102</u>	<p><u>Public Relations Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job). Requires extensive knowledge of public relations activities concerned with developing and analyzing diverse areas such as public relations requirements, defining and implementing public relations policies, practices and programs, etc. Typically reports to a Senior Marketing Executive. Plan, directs and controls the activities of a staff to maximize the public relations efforts of the organizational unit. Provides for the preparation and consolidation of forecasts which meet overall marketing/sales objectives of the company. Develops methods to track effectiveness of implemented programs.</i></p>	Bachelor Degree or Master Degree or equivalent experience	10+ years 9+ years	12+ years



FUNCTION: SOCIAL NETWORKING MEDIA

JOB FAMILY: GENERALIST – SOCIAL NETWORKING MEDIA

FUNCTIONAL DUTIES AND RESPONSIBILITIES: (Normally involved in a combination of the defined functions/specialties.)

Plans, creates and/or produces content on social networking websites and related media. Engages in creative, marketing, and monetization endeavors involving the use of social networking. Develops and enhances the design of social networking media features and campaigns that attract and sustain interest, and present a prominent, positive and compelling brand identity. Makes use of Web analytics to adapt creative and business objectives in response to market feedback and user activity trends. Experiments with new and alternative approaches to leveraging social networking media opportunities. Provides guidance and advice to cross-functional teams seeking ways to integrate social networking media with their programs.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>2200</u>	<u>Social Networking Media Specialist - Entry</u> Requires a working knowledge of business practice and procedures which is generally obtained on the job. Applies standard principles, theories and concepts. Plans and schedules the daily tasks to be performed by the position. Makes choices on work prioritization with some assistance. Uses standard instructions, written manuals and documents.	Bachelor Degree or equivalent experience	< 1 year	< 2 years
<u>2201</u>	<u>Social Networking Media Specialist - Intermediate</u> Requires thorough knowledge of business practice and procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Participates in planning and scheduling to establish deadlines and ensure the timely completion of several independent tasks and short-term projects. May organize and schedule group tasks. Multiple tasks/projects are assigned and reviewed generally only upon completion.	Bachelor Degree or Master Degree or equivalent experience	3+ years 2+ years	4+ years
<u>2202</u>	<u>Social Networking Media Specialist - Career</u> Requires advanced knowledge of the principles and practices within marketing communications field or recognized body of formal knowledge. This includes knowledge required for complex problems, new project and system development, financial analysis, etc. Plans for the effective development and implementation of longer-term projects. Requires work prioritization, forecasting, scheduling and coordinating resources within assigned projects. Major projects are reviewed in terms of achieving goals, generally over an extended period of time.	Bachelor Degree or Master Degree or equivalent experience	5+ years 4+ years	6+ years

FUNCTION: SOCIAL NETWORKING MEDIA (continued)

JOB FAMILY: GENERALIST – SOCIAL NETWORKING MEDIA (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>2203</u>	<p>Social Networking Media Specialist - Senior/Expert Requires advanced knowledge of marketing communications professional field. Applies advanced principles, theories and concepts. Contributes to the development of new principles and concepts. May require considerable working knowledge of other major areas and the skill to integrate and communicate that information. Projects or forecasts future internal or external needs. Evaluates impact on strategic marketing communication planning objectives and strategies. Decisions have a profound impact on the total organization. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals.</p>	Bachelor Degree or Master Degree or equivalent experience	7+ years 6+ years	8+ years
<u>2204</u>	<p>Social Networking Media Specialist - Consultant <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> May have functional management responsibilities. Requires expert knowledge in several professional or industry fields and the ability to integrate critical information from many diverse areas. Requires extensive theoretical, practical and industry knowledge. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high-level expertise. Conducts long-term planning of complex, strategic and major marketing communication programs. Forecast marketing communication needs. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves a broad latitude for decision-making and review of actions through goal attainment.</p>	Bachelor Degree or Master Degree or equivalent experience	9+ years 8+ years	10+ years

FUNCTION: SOCIAL NETWORKING MEDIA (continued)

JOB FAMILY: SOCIAL NETWORKING MEDIA - MANAGEMENT



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>2251</u>	Social Networking Media Manager/Director A Requires expert knowledge within the social networking media field and the ability to integrate critical information from many diverse areas. Requires extensive practical and industry knowledge. Applies and/or develops advanced concepts. Provides input to senior managers in developing and establishing social networking media policies. May report to 2nd level of social networking media management or Senior Marketing Executive. Provides general direction to and review of social networking media staff. Develops organizational policies and authorizes implementation of same. Work prioritization and decisions are important to the overall success of all aspects and phases of the organization. May have country or international responsibility. At times, is involved in the complexities of day-to-day operational problems. Ensures that overall budget schedules and performance standards are realistically set and attained. Work involves a broad latitude for decision-making and review of actions through goal attainment. Monitors performance of outside vendors and free lance contractors.	Bachelor Degree or Master Degree or equivalent experience	7+ years 6+ years	9+ years
<u>2252</u>	Social Networking Media Manager/Director B <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Requires extensive knowledge of social networking media activities concerned with developing and analyzing diverse areas such as social networking media strategies, defining and implementing programs, etc. Typically reports to a Senior Marketing Executive. Plan, directs and controls the activities of a staff to maximize the social networking media efforts of the organizational unit. Provides for the preparation and consolidation of forecasts which meet overall marketing/sales objectives of the company. Develops methods to track effectiveness of implemented programs. Monitors performance and cost effectiveness of outside vendors and freelance contractors.	Bachelor Degree or Master Degree or equivalent experience	10+ years 9+ years	12+ years



FUNCTION: MARKETING PLANNING & PROGRAMS

JOB FAMILY: GENERALIST - MARKETING PLANNING & PROGRAMS

FUNCTIONAL DUTIES AND RESPONSIBILITIES: (Normally involved in a single function or specialty, or a combination of the defined functions/specialties.)

Responsible for planning and implementation of marketing programs or projects that support organizational marketing objectives for volume, revenue, profit, customer acquisitions, retention and satisfaction. Identifies and develops new marketing program opportunities. Works individually or with a team to analyze economic considerations, develop marketing forecasts, estimate costs, prepare pricing studies, and manage program/project budgets. Includes segment marketing activities.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3000</u>	<u>Marketing Planning & Program Specialist – Entry</u> Requires a working knowledge of business practice and procedures which is generally obtained on the job. Applies standard principles, theories and concepts. Plans and schedules the daily tasks to be performed by the position. Makes choices on work prioritization with some assistance. Uses standard instructions, written manuals and documents.	Bachelor Degree or equivalent experience	< 1 year	< 2 years
<u>3001</u>	<u>Marketing Planning & Program Specialist - Intermediate</u> Requires thorough knowledge of business practice and procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Participates in projects such as the development of marketing plans and forecasts, prepares pricing, competitive evaluations and short-term projects. May organize and schedule group tasks. Tasks may be more tactical than strategic in nature. Multiple tasks/projects are assigned and reviewed generally only upon completion.	Bachelor Degree or Master Degree or equivalent experience	3+ years 2+ years	4+ years
<u>3002</u>	<u>Marketing Planning & Program Specialist - Career</u> Requires advanced knowledge of the principles and practices within a marketing field or recognized body of formal knowledge. This includes knowledge required for complex problems, new project and system development, strategic analysis, etc. Plans for the effective development and implementation of longer term marketing projects. Requires work prioritization, forecasting, scheduling and coordinating resources within assigned projects. Conducts decision support analysis tasks. Major projects are reviewed in terms of achieving goals, generally over an extended period of time.	Bachelor Degree or Master Degree or equivalent experience	5+ years 4+ years	7+ years
<u>3003</u>	<u>Marketing Planning & Program Specialist – Senior/Expert</u> Requires advanced knowledge of marketing field. Applies advanced principles, theories and concepts. Contributes to the development of new principles and concepts. May require considerable working knowledge of other major areas and the skill to integrate and communicate that information. Projects or forecasts future marketing needs. Evaluates impact on strategic marketing planning objectives and strategies. Decisions have a profound impact on the total organization. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals.	Bachelor Degree or Master Degree or equivalent experience	7+ years 6+ years	9+ years

FUNCTION: **MARKETING PLANNING & PROGRAMS**

JOB FAMILY: **GENERALIST - MARKETING PLANNING & PROGRAMS** (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3004</u>	<p>Marketing Planning & Program Specialist - Consultant <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> May have functional management responsibilities. Requires expert knowledge in several professional or industry fields and the ability to integrate critical information from many diverse areas. Requires extensive theoretical, practical and industry knowledge. Recognized by internal and external associates for high level expertise. Conducts long-term planning and large marketing studies to determine the future direction of the organization. Applies and/or develops highly advanced principles and concepts. Forecasts business opportunities and internal responses to ensure continued growth and success of the organization. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves a broad latitude for decision-making and review of actions through goal attainment.</p>	Bachelor Degree or Master Degree or equivalent experience	9+ years 8+ years	12+ years

JOB FAMILY: **BUSINESS DEVELOPMENT**

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Responsible for the strategic development of new sales opportunities to both existing and new customers, through the creation of new modes of selling, new channels and new market development. These positions are supportive of Brand and Product Management and the regular sales force and are not necessarily on a sales incentive plan. May accompany the sales team on customer calls to gather market insight and support sales effort. Sets up sales opportunities for servicing by normal sales channels. The function has direct influence on achieving yearly budget goals and future volume and profit growth of the business through the identification of new business opportunities, direct customer contact, relationship building and delivery of customer needs. Develops and implements strategic business plans for assigned accounts that will deliver maximum potential volume and profit.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3020</u>	<p>Business Development Specialist - Entry Assists in executing marketing and/or sales development programs in support of business and/or product line goals. Develops and maintains customer business relationships in domestic and/or international markets. Identifies opportunities for business expansion.</p>	Bachelor Degree or equivalent experience	1+ year	3+ years
<u>3021</u>	<p>Business Development Specialist - Intermediate Plans and executes activities that directly support the implementation and optimization of efforts to grow sales/revenue/profit/market share in an assigned market or segment. Develops and maintains customer business relationships in domestic and/or international markets. Identifies and develops opportunities for business expansion. Develops marketing strategies and provides input into long range business plans.</p>	Bachelor Degree or Master Degree or equivalent experience	3+ years	4+ years

FUNCTION: MARKETING PLANNING & PROGRAMS

JOB FAMILY: BUSINESS DEVELOPMENT (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3022</u>	<u>Business Development Specialist - Career</u> Responsible for business development towards the attainment of segment-specific growth and financial objectives. Researches, identifies, selects best channels to improve effectiveness of coverage in marketplace and meet the unique needs of defined customer/business segments. Develops key business relationships in domestic and/or international markets. Has primary responsibility for identifying and developing opportunities for business expansion. Develops marketing strategies and proposes long range business plans.	Bachelor Degree or Master Degree or equivalent experience	5+ years	7+ years
<u>3023</u>	<u>Business Development Specialist - Senior/Expert</u> Plans and executes strategic activities and projects that directly support the implementation and optimization of efforts to grow segment-specific sales, revenue, profit, market share. May negotiate with and influence management on various sales channels to provide focus or additional training to meet market objectives. Assesses, evaluates, establishes and develops business opportunities with content and technological partners. Conducts market and technology research. Analyzes and develops distribution channel. Develops new initiatives and partnerships.	Bachelor Degree or Master Degree or equivalent experience	7+ years	9+ years
<u>3024</u>	<u>Business Development Specialist – Consultant</u> <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> Establishes plans and executes strategic activities and projects that directly support the implementation and optimization of efforts to grow segment-specific sales, revenue, profit, market share. Negotiates with and influences management on various sales channels to provide focus or additional training to meet market objectives. Assesses, evaluates, establishes and develops business opportunities. Conducts market and technology research. Develops new initiatives and partnerships. Requires expert knowledge in several professional areas and demonstrates the ability to integrate critical information from many diverse areas. Requires extensive theoretical and practical knowledge. Recognized by internal and external associates for high level expertise. Demonstrates superior presentation skills. Represents the company point-of-view in high level presentations. Forecasts business opportunities growth and success of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment. May have functional management responsibilities.	Bachelor Degree or Master Degree or equivalent experience	9+ years	10+ years
<u>3027</u>	<u>Business Development Manager/Director A</u> <i>First Level Full Management Responsibility.</i> Responsible for direct management of the Business Development staff. Organizes project and task work loads and selects individuals most qualified for assignments on specific projects. Manages business development processes and capture activities. Acts as primary liaison between Business Development and other functional groups to optimize supply of existing and new product offerings and resolves any escalated issues. Establishes partnerships, identifies needs/opportunities and manages programs to deliver incremental business. Demonstrates leadership skills in the form of meeting customer needs, challenging customer requests as appropriate, and influencing the decision of customers and internal contacts. Responsible for employment, training, motivation and discipline of assigned employees.	Bachelor Degree or equivalent experience	5+ years	7+ years
<u>3028</u>	<u>Business Development Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Second Level Management. Directs the overall management of the Business Development function through subordinate managers. This is the top-level manager in the function, responsible for productivity, expense levels and asset management. Responsible for overall strategy development, implementation and management of multiple markets and business segments critical to company business objectives. Accountable for achieving specific business growth and financial objectives.	Bachelor Degree or Master Degree or equivalent experience	10+ years	15+ years

western
management
group



FUNCTION: MARKETING PLANNING & PROGRAMS

JOB FAMILY: MARKETING PLANNING & PROGRAMS – MANAGEMENT



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>3062</u>	<u>Licensing Agreement Manager/Director</u> Develops, acquires and maintains major, complex licensing agreements with defined, strategic accounts for the placement and use of company image, proprietary materials and/or products by external licensees, licensors, partners, outside companies and other entities. Responsible for the negotiation and structuring of terms, conditions and issues in such agreements and contracts. Identifies, investigates and recommends new licensing opportunities and manages the contact and presentation of potential licensing agreements to licensees and licensors. Requires an extensive knowledge of associated financial and legal issues related to the structure of licensing agreements. May report to 2 nd Level of marketing management or Senior Marketing Executive	Bachelor Degree or equivalent experience	8+ years	12+ years
<u>3072</u>	<u>Strategic Alliance Manager/Director</u> Superior knowledge of company product/services, marketing strategies and competitive environment. Strong written and oral presentation skills. Extensive product marketing experience. Seeks out and identifies potential long-term strategic alliances and shorter term partnering opportunities which enhance the company's competitive marketing position. Develops and implements the strategic framework for identifying, analyzing and structuring marketing alliances in support of corporate objectives. Identifies business-building opportunities with external partners.	Bachelor Degree or equivalent experience	8+ years	12+ years
<u>3101</u>	<u>Marketing Planning & Program Manager/Director A</u> <i>First Level Full Management Responsibility.</i> Requires expert knowledge within a marketing field and the ability to integrate critical information from many diverse areas. Requires extensive practical and industry knowledge. Applies and/or develops advanced concepts. Provides input to senior managers in developing and establishing marketing policies. May report to 2nd level of marketing management or Senior Marketing Executive. Provides general direction to and review of marketing program staff. Develops organizational policies and authorizes implementation of same. Work prioritization and decisions are important to the overall success of all aspects and phases of the organization. May have country or international responsibility. At times, is involved in the complexities of day-to-day operational problems. Ensures that overall budget schedules and performance standards are realistically set and attained. Work involves broad latitude for decision-making and review of actions through goal attainment.	Bachelor Degree or Master Degree or equivalent experience	8+ years 7+ years	10+ years
<u>3102</u>	<u>Marketing Planning & Program Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Requires extensive knowledge of marketing activities concerned with developing and analyzing marketing programs, defining and implementing, forecasting, pricing, marketing strategy, etc. Typically reports to a Senior Marketing Executive. Plan, directs and controls the activities of a staff to maximize the marketing program efforts of the organizational unit. Provides for the preparation and consolidation of forecasts which meet overall marketing/sales objectives of the company. Develops methods to track effectiveness of implemented programs.	Bachelor Degree or Master Degree or equivalent experience	10+ years 9+ years	12+ years

FUNCTION: MARKETING PLANNING & PROGRAMS

JOB FAMILY: DISTRIBUTION CHANNELS

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Plans and executes activities and projects that directly support the implementation and optimization of an organization’s go-to-market resources as part of the business plan. Responsible for deciding best channels or combination of channels to sell a product, (e.g. use telephone, web, vender, salesperson, etc.) base on the needs and buying behavior of the target market. Identify resources and skills necessary to support the channel strategy and achieve product sales in the most productive manner. Researches and selects the appropriate mix of distribution channels designed to improve the effectiveness and efficiency of an organization’s coverage in the marketplace and optimize its go-to-market resources.

Develops go-to-market, execution plans, and channel marketing support plans. Aids other professionals in the marketing function as well as other functions (e.g. sales, legal, business practices, communications, etc.) in understanding, collecting and coordinating channels marketing requirements.

Develops recommendations and plans and ensures they are executed. Monitors results via business plan assessment and through implementing changes to plans to drive desired results. Identifies new/emerging channels, resources and intermediaries and develops integrated strategies, plans and programs to leverage these opportunities.

NOTE: Normally only applicable for product codes “TE” and “TH”.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3310</u>	<u>Distribution Channels Specialist - Entry</u> Requires a working knowledge of business practice and procedures which is generally obtained on the job. Applies standard principles, theories and concepts. Plans and schedules the daily tasks to be performed by the position. Makes choices on work prioritization with some assistance. Uses standard instructions, written manuals and documents. Collects measurement results on a regular basis.	Bachelor Degree or equivalent experience	< 1 year	1+ year
<u>3311</u>	<u>Distribution Channels Specialist - Intermediate</u> Requires thorough knowledge of business practice & procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles and theories and draws on previous experience to determine a course of action. Participates in projects such as the development of best distribution channels. May organized and schedule group tasks. Tasks may be more tactical than strategic. Multiple tasks are assigned and reviewed upon completion.	Bachelor Degree or equivalent experience	2+ years	4+ years
<u>3312</u>	<u>Distribution Channels Specialist - Career</u> Requires advanced knowledge of the principles and practices of marketing or recognized body of formal knowledge. This includes knowledge required for complex projects, new project and system development, strategic analysis, etc. Plans for the effective development and implementation of longer term marketing projects. Requires work prioritization, forecasting, scheduling and coordinating resources within a assigned project. Major projects are reviewed in terms of achieving goals, generally over an extended period of time.	Bachelor Degree or equivalent experience	4+ years	6+ years
<u>3313</u>	<u>Distribution Channels Specialist - Senior/Expert</u> Requires advanced knowledge of marketing field. Applies advanced principles, theories and concepts. Contributes to the development of new principles and concepts. May require considerable working knowledge of other major areas. Projects or forecasts future distribution channels needs. Evaluates impact on strategic distribution channels planning objectives and strategies. Decisions have a profound impact on the total organization. Assigned long range projects and reviewed through achievement of objectives.	Bachelor Degree or equivalent experience	6+ years	9+ years

FUNCTION: MARKETING PLANNING & PROGRAMS

JOB FAMILY: DISTRIBUTION CHANNELS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3314</u>	<u>Distribution Channels Specialist - Consultant</u> <i>Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Requires expert knowledge in several professional or industry fields and the ability to integrate critical information from different areas. Conducts long-term planning and large distribution channels studies to determine the future direction of the organization. Forecasts business opportunities and internal responses to ensure continued growth. Work involves broad latitude.</i>	Bachelor Degree or equivalent experience	8+ years	11+ years

JOB FAMILY: DISTRIBUTION CHANNELS - MANAGEMENT

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3317</u>	<u>Distribution Channels Program Manager/Director A</u> <i>First Level Full Management Responsibility. Requires expert knowledge in the distribution channels field and the ability to integrate critical information from many different areas. May report to 2nd level manager or senior marketing executive. Provides general direction to and review of distribution channels program staff. Develops practices and policies and ensures the implementation of same. Work prioritization is important and may have country or international responsibilities. At times is involved in the complexities of day-to-day operations as well.</i>	Bachelor Degree or equivalent experience	8+ years	12+ years

FUNCTION: MARKETING PLANNING & PROGRAMS

JOB FAMILY: TECHNICAL SUPPORT MARKETING

FUNCTIONAL DUTIES AND RESPONSIBILITIES:

The Technical Support Marketing Specialist (TSMS) is responsible for strategizing, planning and ensuring the execution of the technical support and enabling services required for products entering the market. Position will decide what type of skills and resources, pre and post installation support and enabling services are required to support different products, offerings and solutions. The TSMS develops strategies and plans to ensure cradle-to-grave support/enabling services for company's offerings. Identifies market opportunities to provide enabling services that will enhance the rapid utilization, value received, user satisfaction with specific offerings.

Works with the Distribution Channels Management function to ensure that appropriate technical support and enabling services are available for each distribution channel. Works with the Market Intelligence function to ensure that appropriate technical support and enabling services are a competitive differentiator for all channels.

Works with Marketing Communications function to develop key technical support and enabling services value messages to be feature in marketing communications/branding campaigns. Participates with marketing communications staff to appropriately support campaigns, business shows, user group events, etc.

NOTE: Normally only applicable for product codes "TE" and "TH".

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3320</u>	<u>Technical Support Marketing Specialist - Entry</u> Requires a working knowledge of business practice and procedures which is generally obtained fro the job. Applies standard principles, theories and concepts. Plans and schedules the daily tasks to be performed by the position. Makes choices on work prioritization with some assistance. Uses standard instructions, written manuals and documents.	Bachelor Degree or equivalent experience	< 1 year	1+ year
<u>3321</u>	<u>Technical Support Marketing Specialist - Intermediate</u> Requires thorough knowledge of business practice & procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles and theories and draws on previous experience to determine a course of action. Participates in projects such as the development of best distribution channels. May organized and schedule group tasks. Tasks may be more tactical than strategic. Multiple tasks are assigned and reviewed upon completion.	Bachelor Degree or equivalent experience	2+ years	4+ years
<u>3322</u>	<u>Technical Support Marketing Specialist - Career</u> Requires advanced knowledge of business principles and practices or recognized body of formal knowledge. This includes knowledge required for complex projects, new project and system development strategic analysis etc. Plans for the effective development and implementation of longer term technical support projects. Requires work prioritization, forecasting, scheduling and coordinating resources within an assigned project. Major projects are reviewed in terms of achieving goals, generally over an extended period of time.	Bachelor Degree or equivalent experience	4+ years	6+ years
<u>3323</u>	<u>Technical Support Marketing Specialist - Senior/Expert</u> Requires advanced knowledge of marketing field. Applies advanced principles, theories and concepts. Contributes to the development of new principles and concepts. May require considerable working knowledge of other major areas. Projects or forecasts future technical support needs. Evaluates impact on technical marketing support planning objective and strategies. Decisions have profound impact on the total organization. Assigned long range projects and reviewed through achievement of objectives	Bachelor Degree or equivalent experience	6+ years	9+ years

FUNCTION: MARKETING PLANNING & PROGRAMS

JOB FAMILY: TECHNICAL SUPPORT MARKETING (continued)

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3324</u>	<u>Technical Support Marketing Specialist - Consultant</u> <i>Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Conducts long term planning and large technical support marketing studies to determine the future direction o the organization. Forecasts business opportunities and internal responses.</i>	Bachelor Degree or equivalent experience	8+ years	11+ years
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>3327</u>	<u>Technical Support Marketing Program Manager/Director A</u> <i>First Level Full Management Responsibility. Requires expert knowledge in the technical support marketing field and the ability to integrate critical information from many different areas. May report to 2nd level manager or senior marketing executive. Provides general direction to and review of technical support marketing program staff. Develops practices and policies and ensures the implementation of same. Work prioritization is important and position may have country or international responsibilities. At times is involved in the complexities of day to day operations.</i>	Bachelor Degree or equivalent experience	8+ years	12+ years

FUNCTION: PRICING

JOB FAMILY: PRICING ANALYST

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Provides analytical support and assistance in the development of pricing for company's services/merchandises. Performs pricing analysis that determines the cost requirements and the overhead of the company's products/services. In addition, this role will develop and research costing for products/services and maintain adherence to standard pricing guidelines.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3400</u>	<u>Pricing Analyst – Entry</u> Performs professional level activities in the area of pricing analysis. Implements the retail pricing strategy, ensuring pricing complies with guidelines and meets financial targets. Responds to pricing questions from the field. Works closely with management to balance price image and gross margin goals. Maintains and updates price management system. Maintains and utilizes database and spreadsheets that contain promotional prices, competitor prices, discounted prices, etc. Prepares special projects as assigned. Typically an exempt position. Analytical skills to conduct basic research analyze data and prepare recommendations. Require proficiency in the use of personal computers functions. Strong written and verbal communication skills. Proven ability to work independently as well as part of a team. Ability to communicate with employees at all levels.	Bachelor Degree in related field or equivalent experience.	< 1 year	1+ year

FUNCTION: PRICING



JOB FAMILY: PRICING ANALYST (continued)

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Provides analytical support and assistance in the development of pricing for company's services/merchandises. Performs pricing analysis that determines the cost requirements and the overhead of the company's products/services. In addition, this role will develop and research costing for products/services and maintain adherence to standard pricing guidelines.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3401</u>	<u>Pricing Analyst – Intermediate</u> Performs a wide variety of professional level activities in the area of pricing analysis. Implements the retail pricing strategy, ensuring pricing complies with guidelines and meets financial targets. Conducts competitive pricing. Participates in company and brand initiatives as appropriate. Communicates financial results, forecasts, and action plans to management and cross-functional teams. Responds to pricing questions from the field. Develops and communicates department level markdown recommendations and strategies. May present financial plans, forecasts and strategies in meetings. May make recommendations to management on balancing price image and gross margin goals. Maintains and updates price management system. Maintains and utilizes database and spreadsheets that contain promotional prices, competitor prices, discounted prices, etc. Conducts research, analyzes data and prepares recommendations on assigned projects. Prepares special projects as assigned. Provides assistance to line management regarding pricing analysis practices. May provide technical guidance to lower level staff. Typically an exempt position. Possesses analytical skills to conduct basic research data analysis and prepare recommendations. Requires proficiency in the use of personal computers functions. Strong written and verbal communication skills required. Proven ability to work independently as well as part of a team. Ability to communicate with employees at all levels.	Bachelor Degree in related field or equivalent experience.	2+ years	3+ years
<u>3402</u>	<u>Pricing Analyst – Career</u> Performs advanced professional level activities in the area of pricing analysis. Implements the retail pricing strategy, ensuring pricing complies with guidelines and meets financial targets. Conducts competitive pricing research. Participates in company and brand initiatives as appropriate. Communicates financial results, forecasts, and action plans to management and cross-functional teams. Responds to pricing questions from the field. Develops and communicates department level markdown recommendations and strategies. Presents financial plans, forecasts and strategies in meetings. Designs management reports and makes recommendations to management on balancing price image and gross margin goals. Maintains and updates price management system. Maintains and utilizes database and spreadsheets that contain promotional prices, competitor prices, discounted prices, etc. Conducts research, analyzes data and prepares recommendations on assigned projects. May participate in company's budget process. May be responsible for budget versus actual sales comparisons, variance reasoning analysis and subsequent reporting. Prepares special projects as assigned. Provides assistance to line management regarding pricing analysis practices. Provides technical guidance to lower level staff. Typically an exempt position. Possesses analytical skills to conduct basic research data analysis and prepare recommendations. Ability to formally present business strategies and action plans. Demonstrates logical analysis and problem solving skills. Requires proficiency in the use of personal computers functions. Strong written and verbal communication skills required. Proven ability to work independently as well as part of a team. Ability to communicate with employees at all levels. Requires practical knowledge of the techniques, concepts and considerations pertinent to effective pricing analysis.	Bachelor Degree in related field or equivalent experience.	4+ years	6+ years

FUNCTION: PRICING

JOB FAMILY: PRICING ANALYST (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3403</u>	<u>Pricing Analyst – Senior/Expert</u> A high level diagnostician of pricing issues and performance. Assesses information needs, strategic issues and current program effectiveness. Identifies opportunities to improve pricing performance. Implements actionable pricing plans to achieve strategic objectives. Takes into account key issues, such as competition, price sensitivity, cost economics and pricing performance. Projects or forecasts future needs. Evaluates impact on strategic pricing analysis planning objectives and strategies. Participate in budgeting process. Work involves latitude for decision-making and priority setting. Assigned long-range projects and reviewed on meeting goals. Provides staff consulting support in the investigation of new programs. Provides project leadership to other staff members. Typically an exempt position. Requires advanced knowledge of principles, theories, concepts and the willing ability and skills to apply and communicate this knowledge. May require considerable working knowledge of other major functions (e.g. Marketing, Purchasing, Finance, Etc.) and the skill to integrate that information.	Bachelor Degree in related field or equivalent experience.	6+ years	10+ years
<u>3404</u>	<u>Pricing Analyst - Consultant</u> Normally the highest level individual contributor. Requires expert knowledge to be able to analyze and report on financial, operational, and/or technical data used in decision-making to arrive at profitable pricing strategies. Develops, interprets, implements the mechanical concepts for functional pricing adjustments. Performs analysis to determine impact on company performance. Identifies and implements projects that improve and/or automate current processes. Develops specific marketing plans and activities for specific products to establish, enhance or distinguish product pricing within the competitive arena. Monitors competitive activity. Leads major and complex cost proposals with high dollar value. Develops complex pricing strategies and performs risk and cash flow analyses. Develops and presents price assumptions and risk assessment. Provides strategic focus to all proposal efforts. Provides work leadership/technical guidance to lower level pricing analysts.	Bachelor Degree or equivalent experience.	7+ years	10+ years
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>3407</u>	<u>Pricing Analyst Manager/Director</u> <i>First Level Full Management Responsibilities.</i> Plans, organizes and directs staff responsible for the development and implementation of pricing strategies, tactics and standards for effectively maintaining corporate margins and financial objectives. Solid written/verbal communication skills. Must be detail-oriented with excellent organization and time management skills. Strong communication and influencing skills.	Bachelor Degree or equivalent experience.	5+ years	8+ years
<u>3408</u>	<u>Pricing Analyst Manager/Director – Second Level</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Develops the overall pricing strategy. Plans, directs and controls all aspects of organization to maximize resources.	Bachelor Degree or equivalent experience	8+ years	10+ years

FUNCTION: e-COMMERCE

JOB FAMILY: WEB CONTENT



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3510</u>	<u>Web Content Coordinator - Entry</u> Assignments are well defined and of moderate scope and technical complexity, where technical supervision provides an outline of the tasks to be performed and suggestions as to methods of approach and procedure to be followed. Guidance is readily available from other team members or management. Consults with team leader and/or management to develop schedules, milestones, and priorities. Entry level position into job family. Excludes trainees without required academic preparation.	Bachelor Degree or equivalent experience	< 1 year	< 2 years
<u>3511</u>	<u>Web Content Coordinator - Intermediate</u> Requires standard knowledge of company products/services to develop company Web Site content. Applies skills involving web flow and site organization and marketing communication techniques. Confers with Project Teams, and related staff to develop and implement Web Site content and applications. Assists in the identification of objectives for Web Site applications and coordinates the development of content to meet defined objectives. Confers with Web Technical Developer to insure that required technical features are feasible and can be implemented.	Bachelor Degree or equivalent experience	2 years	3+ years
<u>3512</u>	<u>Web Content Coordinator - Career</u> Requires broad knowledge of company products/services to develop company Web Site content. Applies creative skills involving web flow and site organization and marketing communication techniques. Coordinates with Project Teams, and related staff to develop and implement Web Site objectives. Assists in the identification of objectives for Web Site applications and coordinates the development of content to meet defined objectives. Coordinates with Web Technical Developer to insure that required technical features are feasible and can be implemented.	Bachelor Degree or equivalent experience	3+ years	5+ years
<u>3513</u>	<u>Web Content Coordinator - Senior/Expert</u> Requires complex knowledge of company products/services to develop company Web Site content. Applies extensive creative skills involving web flow and site organization and marketing communication techniques. Coordinates with Project Teams, and related staff to develop and implement Web Site objectives, content and applications. Identify objectives for Web Site applications and coordinates the development of content to meet defined objectives. Coordinates with Web Technical Developer to insure that required technical features are feasible and can be implemented. May provide project leadership	Bachelor Degree or equivalent experience	5+ years	8+ years



FUNCTION: e-COMMERCE

JOB FAMILY: WEB CONTENT (continued)

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3514</u>	<u>Web Content Coordinator - Consultant</u> Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Requires expert knowledge of company product/services and marketing strategies to develop company web site content and maximize traffic to site. Thorough knowledge of web site design, flow and site organization. Applies expert level creative skills involving web site content and marketing communication techniques. Works with management and other organizations (e.g. sales, public relations and promotions) to develop project objectives. Applies professional expertise, knowledge, principles, concepts, methodologies, and company standards/practices to develop company web site content. Works with management to set standards and practices for the function. Requires extensive theoretical practical and industry knowledge. Recognized by internal and external associates for high-level expertise. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. A wide degree of creativity is required. Work involves broad latitude for decision-making and review of actions through goal attainment. Provide work guidance to others in the work group.	Bachelor Degree or equivalent experience	7+ years	10 + years
<u>3517</u>	<u>Web Content Manager</u> <i>First Level Full Management Responsibility.</i> Extensive knowledge of company products and marketing strategies. Experience in appropriate marketing approaches to company's customer/client base. Thorough knowledge of web site design, flow and site organization. Directs staff involved in developing Web Site content. Responsible for the development and delivery of web content that will enhance the company's e-Commerce marketing efforts. Defines Web Site objectives. Defines features and functionality that needs to be implemented by the Web Design/Development staff.	Bachelor Degree or equivalent experience	5+ years	10+ years

JOB FAMILY: WEB SITE GRAPHICS DESIGN

NOTE: *If Web Graphics Design activities are NOT a substantial (75% +) portion of the job duties, use Job Series 131X.*

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3520</u>	<u>Web Graphics Designer - Entry</u> Assignments are well defined and of moderate scope and technical complexity, where technical supervision provides an outline of the tasks to be performed and suggestions as to methods of approach and procedure to be followed. Guidance is readily available from other team members or management. Consults with team leader and/or management to develop schedules, milestones, and priorities. Entry-level position into job family. Excludes trainees without commensurate combination of academic preparation and experience.	Bachelor Degree or equivalent experience	< 1 year	< 2 years

FUNCTION: e-COMMERCE

JOB FAMILY: WEB SITE GRAPHICS DESIGN (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3521</u>	<p>Web Graphics Designer - Intermediate Familiar with common Web Site/Page layout and graphics design/presentation tools and applications, such as Photoshop, Quark, Illustrator, Freehand, Flash, Shockwave, Director, PowerPoint and Streamline. Produces design and layout of standard Web Sites to meet defined marketing requirements. Implements web graphics design requirements as assigned to meet the defined visual "look, feel and appeal".</p>	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	2+ years	3+ years
<u>3522</u>	<p>Web Graphics Designer - Career Experienced user with confident working knowledge of a variety of Web Site/Page layout and graphics design presentation tools and applications, such as Photoshop, Quark, Illustrator, Freehand, Flash, Shockwave, Director, PowerPoint and Streamline. Produces design and layout for a variety of Web Site applications. Recommends techniques and treatments which support the visual "look, feel and appeal" graphics design concepts of the site. Creates and manipulates Web Graphics to optimized palette, size, speed, navigation, structure and web page layout. Plans and designs functional interfaces. Coordinates with marketing, Web content and Web technical staff to define graphics requirements that complement overall functionality and purpose of the Web Site.</p>	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	4+ years	6+ years
<u>3523</u>	<p>Web Graphics Designer - Senior/Expert Expert knowledge and skill in using and applying a wide variety of Web Site/Page layout and graphics design presentation tools and applications, such as Photoshop, Quark, Illustrator, Freehand, Flash, Shockwave, Director, PowerPoint and Streamline, which may include animation, interaction and other state-of-the-art capabilities. Produces design and layout of critical Web Sites involving new concepts. Creates graphic "look, feel and appeal" of Web Site to meet requirements. Creates and manipulates Web Graphics to optimized palette, size, speed, navigation, structure and web page layout. Plans and designs functional interfaces. Recommends web graphics design standards and techniques consistent with marketing objectives.</p>	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	5+ years	8+ years

FUNCTION: e-COMMERCE

JOB FAMILY: WEB SITE GRAPHICS DESIGN (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3524</u>	<p><u>Web Graphics Designer - Consultant</u> Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Professional knowledge of a wide variety of web site/page layouts and graphics design presentation tools, techniques and applications, including animation, interaction and other developing capabilities. Expert level graphic design, planning and creative skills. Works with management and other organizations to develop web graphic designs. Requires expert level skills with graphic design presentation tools and applications. Involved in the defining of design parameters that capture and project corporate identify and maximize style, brand identification and visually translate desired impact. Applies professional expertise, knowledge, principles, concepts, methodologies, and company standards/practices to designing company web sites and maximizes traffic to the site. Works with management to set standards and practices for the function. Requires extensive theoretical practical and industry knowledge. Recognized by internal and external associates for high-level expertise. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. A wide degree of creativity is required. Work involves broad latitude for decision-making and review of actions through goal attainment. Provide work guidance to others in the work group.</p>	Bachelor Degree in Graphics Design from AIGA accredited school or equivalent experience	7+ years	9+ years
<u>3527</u>	<p><u>Web Graphics Design Manager</u> <i>First Level Full Management Responsibility.</i> Extensive and advanced knowledge of a wide variety of Web Site/Page layouts and graphics design presentation tools, techniques and applications, including animation, interaction and other developing capabilities. Strong graphic design skills and demonstrated capabilities. Responsible for staff and activities involved in developing and implementing the "look, feel and appeal" of Web Site. Responsible for defining design parameters that capture and project corporate identity and maximize style, brand identification and visually translates desired impact. Develops initial web design concepts, strategic design direction and web identity systems. Leads web design strategy definition efforts to ensure that visual and brand identity are reinforced by all web graphic design efforts. Defines web graphics design standards and techniques which support marketing objectives.</p>	Bachelor Degree in graphics design from AIGA accredited school or equivalent experience	5+ years	10+ years



FUNCTION: e-COMMERCE

JOB FAMILY: WEB TECHNICAL DEVELOPMENT

NOTE: *If graphics design and web site technical development are combined activities/responsibilities, report employees under the 353X Job Series. Use 352X where duties are specifically (over 50%) graphic design related and 353X if technically related. If web graphics design responsibilities exceed 50% of job content, report to Job Series 352X.*

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3530</u>	<u>Web Technical Developer - Entry</u> Assignments are well defined and of moderate scope and technical complexity, where technical supervision provides an outline of the tasks to be performed and suggestions as to methods of approach and procedure to be followed. Guidance is readily available from other team members or management. Consults with team leader and/or management to develop schedules, milestones, and priorities. Entry level position into job family. Excludes trainees without required academic preparation.	Bachelor Degree or equivalent experience	< 1 year	< 2 years
<u>3531</u>	<u>Web Technical Developer - Intermediate</u> Provides technical support, and administration of the software infrastructure for the implementation and maintenance of company's web sites. Requires basic knowledge of web activities, internet techniques, tools, HTML code, JAVA, GIF, animation, browsers and basic GUI design related applications. Designs and builds web pages using a variety of software applications, techniques and development tools. Develops user interface features, site animation and special effects. Coordinates with web content developers and graphics designers to ensure that needs are technically feasible. Provides technical site maintenance and advice on issues related to animation, search engine techniques, link integrity, navigation, browsers, graphics, and other technical web developments. Develops code using HTML, Visual Basic or other web-based programming languages. Performs functionality and navigation testing. Prepares technical documentation.	Bachelor degree or equivalent experience	2+ years	3+ years
<u>3532</u>	<u>Web Technical Developer - Career</u> Provides technical consultation, planning, and administration of the software infrastructure and technical support for the implementation and maintenance of company's web sites. Requires advanced knowledge of web activities, techniques, tools, HTML code, JAVA, GIF, animation, browser and GUI design related applications. May require graphics design skills. Builds, deploys and maintains Web Site pages. Develops and improves site navigation. Coordinates with web content developers and graphics designers to ensure that needs are technically feasible. Provides technical site maintenance, consultation on issues related to animation, search engine techniques, link integrity, navigation, browsers, graphics, and other technical web developments. Develops code using HTML, Visual Basic or other web-based programming languages. Prepares technical documentation.	Bachelor Degree or equivalent experience	3+ years	5+ years
<u>3533</u>	<u>Web Technical Developer - Senior/Expert</u> Provides technical consultation, planning, and administration of the software infrastructure and technical support for the implementation and maintenance of company's web sites. Requires extensive and in-depth knowledge of web activities, techniques, tools, HTML code, JAVA, GIF, animation, browser and GUI design related applications. Builds, deploys and maintains Web Site pages. Develops and improves site navigation. Consults with web content developers to ensure that complex needs are technically feasible. Provides technical site maintenance, consultation on issues related to animation, search engine techniques, link integrity, navigation, browsers, graphics, and other technical web developments. Design web architecture. Ensures functionality. Develops functionality and navigation testing standards. May provide project leadership.	Bachelor Degree or equivalent experience	5+ years	8+ years

FUNCTION: e-COMMERCE

JOB FAMILY: WEB TECHNICAL DEVELOPMENT (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3534</u>	<p>Web Technical Developer - Consultant Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Professional knowledge of a wide variety of applications, software infrastructure and technical support for the implementation and maintenance of company's web sites. Expert level knowledge of web activities, techniques, tools, HTML code, JAVA, GIF, animation, browser and GUI design related applications. Leads the building, deployment and maintenance of web site pages. May plan, develop and implement site architecture. Consults with web content developers to ensure technical needs are achievable. Applies professional expertise, knowledge, principles, concepts, methodologies, and company standards/practices to company web sites to maximize traffic to the site. Works with management to set standards and practices for the function. Requires extensive theoretical practical and industry knowledge. Recognized by internal and external associates for high-level expertise. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. A wide degree of creativity is required. Work involves broad latitude for decision-making and review of actions through goal attainment. Provide work guidance to others in the work group.</p>	Bachelor Degree or equivalent experience	7 + years	9 + years
<u>3537</u>	<p>Web Technical Development Manager <i>First Level Full Management Responsibility.</i> Advanced knowledge of a wide variety of web support tools and applications. Strong web support/maintenance skills and capabilities. Responsible for the successful development, implementation, functionality, maintenance, and development of company web site. Tracks and analyzes user trends and traffic. Plans, develops and implements site architecture. Organizes project and task workloads, and selects/assigns staff most qualified for specific projects. Directs the function to ensure progress according to objectives, within budgetary and schedule guidelines.</p>	Bachelor Degree or equivalent experience	5+ years	10+ years

JOB FAMILY: SECURITY AND ANALYSIS

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3542</u>	<p>e-Commerce Security Specialist - Career Broad knowledge of a variety of internet communications techniques, protocols and applications. Familiar with hardware and software available for protection of company internet/e-Commerce activities including firewalls, encryption technology and state-of-the-art tools and methodologies to ensure security. Recommends hardware and software necessary to maintain the security of company internet operations. Monitors system performance for abnormalities and security issues. Implements procedures for protection of sensitive company and customer data, such as credit cards, financial information, order and inventory data and the like.</p>	Bachelor Degree or equivalent experience	3 years	5 years

FUNCTION: e-COMMERCE

JOB FAMILY: SECURITY AND ANALYSIS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3547</u>	e-Commerce Security Manager <i>First Level Full Management Responsibility.</i> Expert knowledge of complex internal communication techniques, protocols, and applications. Extensive knowledge of hardware and software available to enhance the internal security of the company. Manages the staff and function involved in plans, development and administration of all activities related to the security of company internet operations. Responsible for identifying, developing, implementing, maintaining and integrating internet security measures. Identifying and determining hardware and software resources necessary to ensure the security of all internet operations and the protection of business transactions, company and customer information.	Bachelor Degree or equivalent experience	7+ years	10+ years
<u>3570</u>	e-Commerce Marketing Analyst - Entry Requires basic knowledge of company products/service, and marketing strategies. Basic skills in state-of-the-art e-Commerce applications. Assists in reviewing competitive websites and collects marketing intelligence regarding competitive position. Analyzes website traffic for trends and use patterns to identify and quantify customer habits and behavior. Requires basic knowledge of the business practices and procedures that are generally obtained on the job. Uses standard instructions, written manuals and documents. Makes choices on work prioritization with some assistance. Guidance is readily available from other team members or management. Consults with team leaders and or management to develop schedules, milestones, and priorities. Entry-level position into job family. Excludes trainees without required academic preparation.	Bachelor Degree or equivalent experience	<1 Year	< 2 years
<u>3571</u>	e-Commerce Marketing Analyst - Intermediate Standard knowledge of company products/service, and marketing strategies. Participates in maintaining state-of-the-art skills in e-Commerce applications. Requires good analytical skills as well as verbal and written communication skills. Participates in reviewing competitive websites and collects marketing intelligence regarding competitive position. Reviews and analyzes website traffic for trends and use patterns to identify and quantify customer habits and behavior.	Bachelor Degree or equivalent experience	2 years	4+ years
<u>3572</u>	e-Commerce Marketing Analyst - Career Broad knowledge of company products/service, and marketing strategies. Practical knowledge and application skills involving effective e-Commerce and marketing techniques. Maintains state-of-the-art skills in e-Commerce applications. Strong analytical skills as well as verbal and written communication skills. Analyzes website traffic for trends and use patterns to identify and quantify customer habits and behavior. Recommends modifications to website design to maximize traffic, customer satisfaction, capture and sales generation. Reviews customer feedback for website, recommends improvement and enhancements. Reviews competitive websites and collects marketing intelligence regarding competitive position.	Bachelor Degree or equivalent experience	3 years	5+ years
<u>3573</u>	e-Commerce Marketing Analyst - Senior/Expert Extensive and advanced knowledge of company products/services and marketing strategies. In-depth knowledge and skills involving e-Commerce applications and marketing techniques. Knowledge of database marketing, research techniques and database warehousing applications. Highly effective skills in problem-solving, project management, analytical and quantitative analysis and superior communication skills. Monitors Web Site traffic for trends and use patterns to identify and quantify customer habits and behavior. Develops customer profiling techniques and implements models for customer valuation. Tracks, measures and determines effectiveness of e-Commerce applications and on-line marketing efforts in terms of ROI, profitability, customer satisfaction and loyalty. Determines methods and techniques to build and enrich the marketing database.	Bachelor Degree or equivalent experience	7+ years	12+ years

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FUNCTION: e-COMMERCE

JOB FAMILY: SECURITY AND ANALYSIS



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3574</u>	<u>e-Commerce Marketing Analyst - Consultant</u> Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Expert level skills involving e-Commerce applications, technologies and marketing strategies. In-depth knowledge of marketing, research techniques and database warehousing applications. Expert problem solving, project management analytical and quantitative analysis skills required. Develops and implements customer profiling technique models for customer evaluation purposes. Reviews effectiveness measures of e-Commerce applications and on-line marketing efforts in terms of ROI, profitability, customer satisfaction and loyalty and makes recommendations for improvements. Creates methods and techniques to improve the marketing database and processes. Requires expert knowledge and the ability to integrate critical information from many diverse areas. Requires extensive theoretical practical and industry knowledge. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high-level expertise. Demonstrates superior presentation skills. Represents the company point-of-view in high-level presentations. Conducts long-term planning to determine the future direction of the organization. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment.	Bachelor Degree or Master Degree or equivalent experience	9+ years 8+ years	15+ years

JOB FAMILY: ON-LINE MERCHANDISING

Includes Business to Consumer, as well as Business to Business Focus.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3580</u>	<u>On-Line Merchandiser – Entry</u> Provides support for the development and implementation of On-Line Order Management and Site Maintenance. <u>Order Management</u> activities include: Maintains complete and accurate details for all product/service/styles. Coordinates with brand production team and vendors. Collects and maintains order volume data used for forecasting, including breakdowns by color/size/configuration or other pertinent product/service criteria. Prepares order trend data and inventory data to ensure adequate inventory planning. <u>Site Maintenance</u> activities include: Assisting with shot list preparation and maintenance. Obtaining and maintaining accurate style, pricing and product information and description details. Requires basic knowledge of company products/services, and on-line marketing strategies and approaches. Strong computer skills with in-depth knowledge of Excel and Word. Strong attention to detail, effective time management skills, strong written and verbal communication skills, strong initiative.	Associate Degree or equivalent experience	< 1 year	< 2 years

FUNCTION: e-COMMERCE

JOB FAMILY: ON-LINE MERCHANDISING (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>3581</u>	<p><u>On-Line Merchandiser – Intermediate</u> Assists in the development and implementation of on-going On-Line sales efforts, promotional programs, seasonal campaigns to support defined On-Line strategies and goals. Collects, organizes and presents information and data that will assist the development of key concepts, key items, promotional strategies and on-line merchandise that will be commercially viable and meet on-line customer needs and enhance their on-line shopping experience. Develops and reviews historical order data and current product performance to identify redundancies in product assortments, identify product category trends and assess basic product risks. Makes recommendations for strategy changes in response to customer need, seasonal considerations or other business influences. Gathers and analyzes data regarding on-line performance in comparison to other sales channel opportunities. Requires strong knowledge of company products/services, on-line marketing strategies and approaches, and knowledge of alternate channel sales efforts. Demonstrated organizational ability to facilitate multi-tasking in a fast paced environment. Strong written and oral communication skills. Ability to work in a team environment. Effective computer skills in Excel and Word.</p>	Bachelor Degree or equivalent experience	2+ years	4+ years
<u>3582</u>	<p><u>On-Line Merchandiser – Career</u> Develops and implements on-going and emerging On-Line sales efforts, key promotional programs, major seasonal campaigns to support On-Line strategies and goals. Coordinates with planning team to execute On-Line merchandise strategies, annual/seasonal plans which ensure satisfactory attainment of sales, profit and financial goals. Develops On-Line merchandising concepts, promotional strategies, merchandise assortments and product presentations which are compelling, commercially viable and enhance the customer on-line experience. Partners with cross-functional teams to ensure that the web site effectively communicates the merchandising strategies and brand objectives. Gathers and analyzes market information to identify On-Line business opportunities, customer trends and sales risks. Requires strong skills to develop short term tactical plans and implement long term strategies that are cost-effective, efficient, realistic and supportive of company business objectives. Demonstrated organizational ability to facilitate multi-tasking in a fast paced environment. Strong written and oral communication skills. Ability to work in a team environment. Effective problem analysis skills. Clear understanding of financial measurements and how to impact them. Strong presentation, listening, verbal and written communication skills. Effective computer skills in Excel and Word.</p>	Bachelor Degree or equivalent experience	4+ years	6+ years

FUNCTION: e-COMMERCE

JOB FAMILY: ON-LINE MERCHANDISING (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>3583</u>	<p>On-Line Merchandiser – Senior/Expert Develops, presents and gains approval of on-going and emerging On-Line sales efforts, long and short term On-Line business strategies, critical promotional programs, major seasonal campaigns to support company strategies and goals. Coordinates with planning team to execute On-Line merchandise strategies, annual/seasonal plans which ensure satisfactory attainment of sales, profit and financial goals. Develops On-Line merchandising concepts, promotional strategies, merchandise assortments and product presentations which are compelling, commercially viable and enhance the customer on-line experience. Partners with cross-functional teams to ensure that the web site effectively communicates the merchandising strategies and brand objectives. Analyzes leading indicators and market information to identify On-Line business opportunities, customer trends and sales risks. Requires strong skills to develop both short term tactical plans and long term strategies that are cost-effective, efficient, realistic and supportive of company business objectives. Demonstrated organizational ability to facilitate multi-tasking in a fast paced environment. Strong written and oral communication skills. Ability to work in a team environment. Effective problem analysis skills. Clear understanding of financial measurements and how to impact them. Strong presentation, listening, verbal and written communication skills. Effective computer skills in Excel and Word.</p>	Bachelor Degree or equivalent experience	6+ years	9+ years
<u>3584</u>	<p>On-Line Merchandiser – Consultant <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> Establishes plans, presents and gains approval of on-going and emerging On-Line sales efforts, critical promotional programs, and major seasonal campaigns to support company strategies and goals. Leads the development of On-Line merchandising concepts, promotional strategies, merchandise assortments and product presentations which are compelling, commercially viable and enhance the customer on-line experience. Partners with cross-functional teams to ensure that the web site effectively communicates the merchandising strategies and brand objectives. Oversees the analysis of leading indicators and market information to identify On-Line business opportunities, customer trends and sales risks. Requires exceptional skills to develop both short term tactical plans and long term strategies that are cost-effective, efficient, realistic and supportive of company business objectives. Demonstrated organizational ability to facilitate multi-tasking in a fast paced environment. Ability to lead others in a team environment. Exceptional problem analysis skills. Clear understanding of financial measurements and how to impact them. Excellent presentation, listening, verbal and written communication skills. Expert computer skills in various business software programs. Works closely with management staff.</p>	Bachelor Degree or equivalent experience	8+ years	10+ years
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>3587</u>	<p>On-Line Merchandising Manager <i>First Level Full Management Responsibility.</i> Plans, directs and controls the activities and staff involved in developing, implementing and operating the On-Line business of the business unit. Develops, communicates and drives On-Line business strategies which will meet or exceed financial goals and customer expectations. Motivates and coaches staff to ensure customer focus, innovation rapid response and teamwork. Determines work priorities. Develops and directs the implementation of methods to track effectiveness, and monitor progress and cost-effectiveness. Presents, recommends and obtains approval of overall On-Line strategies through senior management. Retains hire/fire, performance evaluation and disciplinary jurisdiction over assigned employees. Requires previous lead/supervisory experience.</p>	Bachelor Degree or equivalent experience	8+ years	10+ years

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FUNCTION: e-COMMERCE

JOB FAMILY: e-COMMERCE – MANAGEMENT



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>3592</u>	<u>e-Commerce Technology Manager/Director</u> <i>First Level Full Management Responsibility.</i> Software/IT management experience a must, may have marketing background as well. In-depth knowledge of technological concepts and developments regarding internet-based commerce. Ability to understand and be understood in both technical and marketing functions. Responsible for identification, development, implementation, and support of technology applications and processes enabling e-Commerce activity. Understands the company's e-Commerce marketing objectives, and provides or procures systems solutions to support those objectives. Has supervisory responsibility, or strong indirect influence, over functions such as web page design, development, and security. Responsible for analysis of current and emerging technology issues that may impact e-Commerce activity, and makes strategy and process recommendations accordingly.	Bachelor Degree or equivalent experience	8+ years	12+ years
<u>3594</u>	<u>e-Commerce Marketing Manager/Director A</u> <i>First Level Full Management Responsibility.</i> Requires expert knowledge of internet and e-Commerce applications and technologies. Implements appropriate means to measure effectiveness of new media applications Ensures the implementation of new media/interactive/e-Commerce activities. Coordinates internal and external resources to meet interactive marketing objectives. May report to second level of advertising or marketing communications management or senior marketing executive.	Bachelor Degree or Master Degree or equivalent experience	6+ years 5+ years	8+ years
<u>3596</u>	<u>e-Commerce Marketing Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Requires extensive, direct experience with internet development, marketing, promotion and technology at an internet organization or internet/e-Commerce function within consumer marketing. Coordinates new media/interactive/e-Commerce activities across company. Develops means to measure effectiveness of new media applications. Directs the development and evaluation of internet strategic marketing plans to capture the optimum interactive approach. Establishes the strategic role for interactive media for current, near and longer term corporate media and promotion planning. Establishes and executes plans for testing and monitoring of new, emerging interactive media. Establishes strategic relationships within the new media industry. Typically reports to senior marketing executive.	Bachelor Degree or Master Degree or equivalent experience	10+ years 9+ years	12+ years



FUNCTION: MARKET RESEARCH/COMPETITIVE INTELLIGENCE

JOB FAMILY: GENERALIST - MARKET RESEARCH

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Plans, directs, controls, conducts and analyses customer oriented market research, customer insight, and analysis activities to determine potential customers and market for products/services. Develops and maintains marketing data bases involving internally driven or externally derived information sources. Prepares presentations for management regarding marketing strategy, planning and product identification. Organizes and conducts customer focus group activities. Recommends future product development trends on local, regional, national or worldwide basis.

NOTE: Exclude those whose primary focus is on the gathering and analysis of competitive intelligence, regarding competition – see Job Codes 4010-4018.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>4000</u>	<u>Market Research Specialist - Entry</u> Requires a working knowledge of business practice and procedures which is generally obtained on the job. Applies standard principles, theories and concepts. Plans and schedules the daily tasks to be performed by the position. Makes choices on work prioritization with some assistance. Uses standard instructions, written manuals and documents.	Bachelor Degree or equivalent experience	< 1 year	< 2 years
<u>4001</u>	<u>Market Research Specialist - Intermediate</u> Requires thorough knowledge of business practice and procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Participates in marketing research tasks to analyze pricing, prepare background information for forecasting, and participate in market segmentation and targeted marketing studies and activities. Handles independent assigned tasks and short-term projects. May organize and schedule group tasks. Multiple tasks/projects are assigned and reviewed generally only upon completion.	Bachelor Degree or Master or equivalent experience	3+ years 2+ years	4+ years
<u>4002</u>	<u>Market Research Specialist - Career</u> Requires advanced knowledge of the principles and practices within a professional or market research field or recognized body of formal knowledge. This includes knowledge required for complex problems analysis utilizing computer modeling techniques. Plans for the effective development and implementation of longer-term market research projects. Requires work prioritization, forecasting, scheduling and coordinating resources within assigned projects. Major projects are reviewed in terms of achieving goals, generally over an extended period of time.	Bachelor Degree or Master or equivalent experience	5+ years 4+ years	6+ years
<u>4003</u>	<u>Market Research Specialist - Senior/Expert</u> Requires advanced knowledge of market research field. Applies advanced principles, theories and concepts. Contributes to the development of new principles and concepts. May require considerable working knowledge of other major areas and the skill to integrate and communicate that information. Projects or forecasts future market research needs. Evaluates impact on strategic market planning objectives and strategies. Decisions have a profound impact on the total organization. Work involves latitude for decision-making and priority setting. Is assigned long-range projects and reviewed through achievement of objectives according to pre-defined goals.	Bachelor Degree or Master or equivalent experience	7+ years 6+ years	8+ years

FUNCTION: MARKET RESEARCH/COMPETITIVE INTELLIGENCE

JOB FAMILY: GENERALIST - MARKET RESEARCH (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4004</u>	<p><u>Market Research Specialist - Consultant</u> <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> May have functional management responsibilities. Requires expert knowledge in market research fields and the ability to integrate critical information from many diverse areas. Requires extensive theoretical, practical and industry knowledge. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high level expertise. Conducts long-term planning and large marketing studies to determine the future direction of the organization. May create unique computer modeling analyses, requiring advanced understanding of computer technical issues and inter-relationships. Forecasts business opportunities and internal responses to ensure continued growth and success of the organization. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves a broad latitude for decision-making and review of actions through goal attainment.</p>	Bachelor Degree or Master or equivalent experience	9+ years 8+ years	10+ years

JOB FAMILY: COMPETITIVE INTELLIGENCE

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Collects and analyzes competitive intelligence, information, research and data on competitors and their products to identify market trends and potentials, competitive forces, penetration strategies, user biases and preferences and similar parameters.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>4010</u>	<p><u>Competitive Intelligence Specialist - Entry</u> Gathers competitive intelligence. Collects and analyzes data to identify trends, competitive forces, and penetration/segmentation strategies. Integrates data from various sources to produce analyses and reports. Maintains current knowledge of research tools and techniques while building new analytic research skills.</p>	Bachelor Degree in Marketing or equivalent experience	1+ years	3+ years
<u>4011</u>	<p><u>Competitive Intelligence Specialist - Intermediate</u> Gathers, classifies and analyzes competitive intelligence from a variety of field sources. Collects and analyzes data to identify trends, market potential, competitive forces, penetration/segmentation strategies, customer preferences, etc.. Organizes the information into useable, actionable reports for distribution to the field and to management for use in strategic and operational decision-making. Determines priorities, schedules and coordinates resources within assigned projects.</p>	Bachelor Degree in Marketing or Master Degree or equivalent experience	3+ years	5+ years

FUNCTION: MARKET RESEARCH/COMPETITIVE INTELLIGENCE

JOB FAMILY: COMPETITIVE INTELLIGENCE (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4012</u>	<u>Competitive Intelligence Specialist - Career</u> Develops competitive intelligence sources. Collects and analyzes data to identify trends, market potential, competitive forces, penetration/segmentation strategies, customer preferences, etc.. Provides information and analysis on competitors and market drivers for the strategic planning process. Effectively communicates conclusions and recommendations that meet requirements for technical rigor, thoroughness and actionability. May participate in longer-term and more complex research studies.	Bachelor Degree or Master Degree or equivalent experience	5+ years	8+ years
<u>4013</u>	<u>Competitive Intelligence Specialist – Senior/Expert</u> Develops and implements competitive intelligence strategies. . Uses critical thinking to facilitate the translation of data into information. Conducts strategic analysis and presents findings and strategic recommendations to department senior management. Ensures internal customers are provided with relevant, up-to-date competitive information. May assist in projecting/forecasting future market research needs.	Bachelor Degree or Master Degree or equivalent experience	7+ years	10+ years
<u>4014</u>	<u>Competitive Intelligence Specialist – Consultant</u> <i>Normally the Highest Level Individual Contributor without staff management responsibilities.</i> Establishes plans, develops and implements competitive intelligence strategies to identify market trends, competitive forces, penetration strategies, user biases and preferences and similar parameters. Facilitates the translation of data into essential information to be used for competitive analysis. Oversees and conducts strategic analysis and presents findings and strategic recommendations to department senior management. Ensures internal customers are provided with relevant, up-to-date competitive information. Assist in projecting/forecasting future market research trends. Requires expert knowledge in several professional area and the ability to integrate critical information from many diverse areas. Requires extensive theoretical and practical knowledge. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high level expertise. Demonstrates superior presentation skills. Represents the company point-of-view in high level presentations. Forecasts business opportunities growth and success of the organization. Work involves a broad latitude for decision-making and review of actions through goal attainment.	Bachelor Degree or Master Degree or equivalent experience	9+ years	12+ years
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>4017</u>	<u>Competitive Intelligence Manager/Director A</u> <i>First Level Full Management Responsibility.</i> Manages competitive intelligence activities and resources. Oversees all requests for deployment of researchers on projects and assignments. Manages all specified assignments, deliverables, and financials for the researcher team. Oversees all communications with the global researcher network. Contributes to the development of new concepts and research designs. Consults with business groups and determines research requirements, strategies and project timelines.	Bachelor Degree or Master Degree or equivalent experience	10 + years	14+ years

FUNCTION: MARKET RESEARCH/COMPETITIVE INTELLIGENCE

JOB FAMILY: COMPETITIVE INTELLIGENCE (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4018</u>	<u>Competitive Intelligence Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job). Senior management position responsible for operations. Develops and maintains policies and practices to obtain, analyze and interpret competitive intelligence activities. Creates and drives a systematic process to collect, synthesize and interpret intelligence on competitors. Develops, maintains, communicates vision, deploys resources efficiently and effectively against all priority projects. Develops and provides intelligence briefings. Ensures intelligence is actionable and measurable. Recommends actions which will aid in predicting and influencing market share, effectiveness of current market/sales programs, feasibility of new products, etc. Manages, develops and applies acquired customer insights and competitive intelligence involving integration of critical information from many diverse areas; oversees analysis and interpretation of data, reviews, finds and presents key insights and recommendations to senior management across the enterprise. Ensures development of methods to track program/research effectiveness.</i>	Bachelor Degree or Master Degree or equivalent experience	12+ years	15+ years

FUNCTION: MARKET RESEARCH

JOB FAMILY: MARKET RESEARCH – MANAGEMENT

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level)				
<u>4101</u>	<u>Market Research Manager/Director A</u> <i>First Level Full Management Responsibility. Requires expert knowledge within the market research field and the ability to integrate critical information from many diverse areas. Requires extensive practical and industry knowledge. Applies and/or develops advanced concepts. Provides input to senior managers in developing and establishing organization policies. May report to 2nd level of market research management or Senior Marketing Executive. Provides general direction to and review of market research staff. Develops organizational policies and authorizes implementation of same. Work prioritization and decisions are important to the overall success of all aspects and phases of the organization. May have international responsibility. At times, is involved in the complexities of day-to-day operational problems. Ensures that overall budget schedules and performance standards are realistically set and attained. Work involves a broad latitude for decision-making and review of actions through goal attainment.</i>	Bachelor Degree or Master Degree or equivalent experience	9+ years 8+ years	10+ years
<u>4102</u>	<u>Market Research Manager/Director B</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job). Requires extensive knowledge of market research activities concerned with developing and analyzing diverse areas such as pricing strategies, defining, implementing, developing and analyzing marketing research plans programs and practices, etc. Typically reports to a Senior Marketing Executive. Plans, directs and controls the activities of a staff to maximize the market research efforts of the organizational unit. Provides for the preparation and consolidation of forecasts which meet overall</i>	Bachelor Degree or Master Degree or equivalent experience	12+ years 10+ years	14+ years

marketing/sales objectives of the company. Develops methods to track effectiveness of implemented programs.



FUNCTION: MARKET RESEARCH



JOB FAMILY: MARKETING DATABASE ANALYSIS

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Creates, maintains and analyzes marketing database resources used in the development of marketing programs. Develops and designs market database analysis programs to meet needs of product management in acquiring and warehousing customer information and demographics, establishing customer profiles, identifying potential markets, targeting customers, new sales, marketing and product opportunities and marketing strategies. Develops processes and methodologies to maximize data integrity. Designs data audit techniques to improve data quality. Defines and implements experimental research designs and quantitative techniques using high level analytical tools.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>4200</u>	<u>Marketing Database Analyst - Entry</u> Requires basic knowledge of PC based spreadsheet and database applications. Ability to acquire skills or has basic experience with SAS, SPSS and other statistical software languages and applications required. Assists with marketing database research tasks to extract pertinent information, results and recommendations from marketing database and other product and customer information resources. Responsible for assigned task and short term projects. Business practices and procedures are generally obtained on the job. Uses standard instruction, written manuals and documents. Plans and schedules the daily tasks to be performed by the position. Guidance is readily available from other team members or management. Entry-level position into job family. Excludes trainees without required academic preparation.	Bachelor Degree or Master Degree or equivalent experience	< 1 years	1+ years
<u>4201</u>	<u>Marketing Database Analyst - Intermediate</u> Requires a working knowledge of PC based spreadsheet and database applications. Basic experience with SAS, SPSS and other statistical software languages and applications. Participates in marketing database research tasks to extract pertinent information, results and recommendations from marketing database, and other product and customer information resources. Handles independent assigned tasks and short-term projects.	Bachelor Degree or Master Degree or equivalent experience	2+ years	4+ years
<u>4202</u>	<u>Marketing Database Analyst - Career</u> Requires an advanced knowledge of PC based spreadsheet and database warehousing applications. Experience with SAS, SPSS and other statistical software languages and applications. Proven excellence in problem solving, analytical, research and quantitative analysis skills, and analytical working techniques including: Regression, decision trees, multivariate analysis, KDD, etc. Consults with decision makers to identify and define business issues requiring marketing database analysis. Translates needs into actual analysis plans and/or experimental designs. Reports analytical results and recommendations in written, verbal and presentation form. Identifies and evaluates potential data sources. Major projects are reviewed, in terms of goal achievement, generally over an extended period of time.	Bachelor Degree or Master Degree or equivalent experience	3+ years 2+ years	6+ years

FUNCTION: MARKET RESEARCH

JOB FAMILY: MARKETING DATABASE ANALYSIS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4203</u>	<u>Marketing Database Analyst - Senior/Expert</u> Requires expert level knowledge in the theory and application of computer based analytical tools. Capacity for the development evaluation and utilization of state-of-the art techniques and methodologies on new application challenges. Excellent problem solving, analytical, research and quantitative analysis skills. Consults with decision makers and senior management regarding strategic research, planning and analysis, providing insight, knowledge and understanding of business, products and industry. Assignments are generally long-term and are reviewed through achievement of objectives, according to pre-defined goals. Work involves considerable latitude for decision-making and priority setting. Decisions have a profound impact on the total organization. Provides leadership for support staff by establishing infrastructure, operating procedures, benchmarks and guidelines. Develops and maintains relationships with other marketing functions and management.	Master Degree or Doctorate or equivalent experience	7+ years 5+ years	9+ years
<u>4204</u>	<u>Marketing Database Analyst - Consultant</u> Requires recognized expertise as a consulting level resource with ability to integrate critical information from diverse sources. Extensive theoretical, practical and industry-specific knowledge is essential. Applies and/or develops highly advanced principles and concepts. Recognized internally and externally for state-of-the-art knowledgebase and approaches. Acting as a senior consulting resource, provides the highest level staff support to management throughout the company and across functional lines. Creates unique computer modeling approaches requiring the most advanced understanding of database warehousing methodologies and techniques.	Master Degree or Doctorate or equivalent experience	10+ years 9+ years	12+ years
<u>4210</u>	<u>Marketing Database Statistician - Entry</u> Requires knowledge of standard statistical principles, methodologies and techniques including SPSS, SAS and similar query/analytical software. Assists with the review and making of recommendations for statistical methodologies and treatments as a team member in support of database analysis objectives. Responsible for assigned task and short term projects. Advanced business practices and procedures are generally obtained on the job. Uses standard instruction, written manuals and documents. Guidance is readily available from other team members or management. Entry-level position into job family. Excludes trainees without required academic preparation.	Bachelor Degree or Master Degree or equivalent experience	< 1 years	< 2 years
<u>4211</u>	<u>Marketing Database Statistician - Intermediate</u> Requires working knowledge of complex statistical principles, methodologies and techniques including SPSS, SAS and similar query/analytical software. Participates in the reviews and recommends statistical methodologies and treatments as a team member in support of data base analysis objectives. Handles independent assigned projects.	Master Degree or equivalent experience	2+ years	3+ years
<u>4212</u>	<u>Marketing Database Statistician - Career</u> Requires an advanced knowledge of advanced statistical principles, methodologies and techniques including SPSS, SAS and similar query/analytical software. Reviews and recommends statistical methodologies and treatments as a team member in support of database analysis objectives.	Master Degree or equivalent experience	2+ years	5+ years

FUNCTION: MARKET RESEARCH

JOB FAMILY: MARKETING DATABASE ANALYSIS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4213</u>	<u>Marketing Database Statistician - Senior/Expert</u> Recognized expert knowledge base in quantitative and analytical modeling techniques including multivariate analysis research design, neural nets, association rules, genetic algorithms, decision trees, time series analysis, visualization techniques, KDD, etc. Develops and conducts sophisticated exploratory data analysis, predictive modeling and data mining solutions to identify customer purchasing parameters, characteristics, and critical demographics. Functions as corporate resource on statistical application/research techniques. Consults with cross-functional teams on matters relating to statistics, knowledge discovery and data modeling. Work involves considerable latitude for decision-making and priority setting. Decisions and recommendations have a profound impact on the total organization. Provides leadership for support staff by establishing infrastructure, statistical operating procedures, benchmarks, and guidelines.	Doctorate or equivalent experience	5+ years	10+ years
<u>4214</u>	<u>Marketing Database Statistician - Consultant</u> Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Consultant to management and staff on quantitative and analytical modeling techniques. Instructs other staff in the development and conducting of complicated exploratory data analysis, predictive modeling and data mining solutions to identify customer purchasing parameters, characteristics and critical demographics. Applies conceptual thinking skills requiring creativity and involving non-standard methodology. Expert problem solving and project management skills required. Requires expert knowledge and the ability to integrate critical information from many diverse areas. Requires extensive theoretical practical and industry knowledge. Applies and/or develops highly advanced principles and concepts. Recognized by internal and external associates for high-level expertise. Conducts long-term planning to determine the future direction of the organization. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment.	Ph.D or equivalent experience	7+ years	12+ years
<u>4217</u>	<u>Marketing Database Analysis Manager</u> <i>First Level Full Management Responsibility.</i> Requires expert knowledge within the database analysis field and the ability to integrate critical information from many diverse areas. Requires extensive practical and industry knowledge. Applies and/or develops advanced concepts. Provides input to senior managers in developing and establishing organization policies. May report to 2 nd level of market research management of Senior Marketing Executive. Provides general direction to and review of database analysis staff. Develops organizational policies and authorizes implementation of same. Work prioritization and decisions are import to the overall success of all aspects and phases of the organization. May have country or international responsibility. At times, is involved in the complexities of day-to-day operational problems. Ensures that overall budge schedules and performance standards are realistically set and attained. Work involves a broad latitude for decision-making and review of actions through goal attainment.	Bachelor Degree or Master Degree or equivalent experience	9+ years 8+ years	10+ years

FUNCTION: MARKET RESEARCH

JOB FAMILY: MARKETING DATABASE ANALYSIS (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4218</u>	<u>Marketing Database Analysis Director</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job). Requires extensive knowledge in marketing database activities. Oversees the creation, maintenance and analysis of marketing database resources used in the development of marketing programs. Manages the definition and implementation of experimental research designs and quantitative techniques using high-level analytical tools. Develops methods to track effectiveness of implemented programs/tools. Requires ability to understand, develop and apply advance concepts. Reports to Senior Marketing Executive. Oversees the direction and review of the database analysis staff. Directs the development and implementation of policies. May have country or international responsibilities. Responsible for budget development and meeting budgetary goals.</i>	Master Degree or Ph.D or equivalent experience	12 + years 10 + years	15+ years

FUNCTION: PRODUCT/BRAND MANAGEMENT

JOB FAMILY: PRODUCT LINE/BRAND MARKETING MANAGEMENT

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Provides corporate level strategy at the business entity or product line level to support product line and brand marketing management, Develops global marketing strategies, definition of significance of corporate brand, development of consistent tone and theme for corporate brand. Develops concepts, monitors implementation and drives the application across company lines. Establishes editorial design and visual standards to portray a consistent text message and tone in Brand Marketing programs. Review market research and competitive intelligence projects and results to identify and articulate customer, competitor and industry trends, which impact possible new branding opportunities and directions. Develops strategies to target demographics such as age, culture, language and geography.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4410</u>	<u>Product and Brand Strategy Manager/Director A</u> Develops the overall strategy and brand approach across all company products. Responsible for development and implementation of strategic plans to promote and increase the brand identity to maximize company sales and contribute to profitable growth. Focus is on a single, easily identified brand.	Bachelor Degree or Master Degree or equivalent experience	6+ years 5+ years	10+ years
<u>4420</u>	<u>Product and Brand Strategy Manager/Director B</u> Develops the overall strategy and brand approach across all company products. Develop the strategic marketing conclusions related to all brands, including the identification of clear and differentiated brand positions and delineation of products and services. Focus is on multiple brands or brands with complex issues.	Bachelor Degree or Master Degree or equivalent experience	8+ years 7+ years	12+ years

FUNCTION: PRODUCT/BRAND MANGEMENT

JOB FAMILY: PRODUCT LINE/BRAND MARKETING MANAGEMENT (continued)



NOTE: The 45XX series covers all product codes except FS, CX, FO and RS.
 Use job codes 4810 – 4860 for Financial Services (FS Product Code).
 Use job codes 4710 – 4760 for Consumer Products/Packaged Goods/Food and Retail Sales product codes (CX ,FO & RS Product Codes).

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
PRODUCT LINE MARKETING MANAGERS				
<u>4510</u>	<u>Product Line/Brand Marketing Manager A</u> Working knowledge of company product lines and potential applications. General understanding of product and customer requirements. Fundamental experience in management techniques and controls, marketing and contract administration. Responsibilities are generally limited to standard brand or established, mature products or categories.	Bachelor Degree or Master Degree or equivalent experience	2+ years	4+ years
<u>4520</u>	<u>Product Line/Brand Marketing Manager B</u> Specialized knowledge of company product lines and potential applications. Full understanding of product and customer requirements. General experience in management techniques and controls, marketing and contract administration. Product lines may represent new and emerging brands, products, technologies or applications. Responsible for multiple brands or unique products.	Bachelor Degree or Master Degree or equivalent experience	4+ years	5+ years
<u>4530</u>	<u>Product Line/Brand Marketing Manager C</u> Full knowledge of major product lines and potential applications. Comprehensive understanding of product and customer requirements. Fully experienced in management techniques and controls, marketing and contract administration. Product lines may be diverse in nature and may have substantial impact on company operations.	Bachelor Degree or Master Degree or equivalent experience	6+ years	8+ years
<u>4540</u>	<u>Product Line/Brand Marketing Manager D</u> Advanced knowledge of company product lines and potential applications. Complete understanding of product and customer requirements. Fully experienced in management techniques and controls, marketing and contract administration. Product lines managed are considered complex, unique, and critical to the overall success of the company.	Bachelor Degree or Master Degree or equivalent experience	9+ years	?? + years
<u>4550</u>	<u>Product Line/Brand Director</u> Develops the overall category strategy and brand portfolio approach for a category or multiple categories. Directs the development of marketing objectives and programs to achieve volume, profit, market share and other goals for the category and its' brands. Normally responsible for management and development of category staff.	Bachelor Degree or Master Degree or equivalent experience	6+ years	10+ years
<u>4560</u>	<u>Product Line/Brand Vice President</u> Develops the overall strategy and brand portfolio approach for categories that are critical components to the overall success of the company. Complete knowledge of company product lines and potential applications. Full understanding of product and customer requirements. Fully experienced in management techniques and controls, marketing and contract administration. Product lines are considered complex, unique and critical to the overall success of the company.	Bachelor Degree or Master Degree or equivalent experience	8+ years	12+ years

FUNCTION: BRAND/PRODUCT MANAGEMENT – Consumer, Food/Beverage & Retail Product Groups

JOB FAMILY: BRAND/PRODUCT MANAGEMENT – Consumer, Food/Beverage & Retail Product Groups

NOTE: Job Codes 4710 – 4760 are available ONLY for Consumer Products/Packaged Goods, Retail Sales and Food/Beverage companies reporting data under the “CX”, “RS”, and “FO” product codes. Other Product Groups should report to Jobs 4510 – 4560, or 4810 – 4860.

Product/Service designation for the 47XX job series:

Use the third digit to represent the job level and the fourth, last digit of the 47XX Job Code series to indicate the primary type of consumer product/service provided.

- 47X1 = Consumer – Durable Good (Intended for use for more than one year) e.g. Refrigerators, Jewelry, Appliances, Housewares
- 47X2 = Consumer – Non-Durable Goods (Normally consumed in less than one year) e.g. Cosmetics, Food, Automotive Lubricants, Household Consumables, Drugs, Toys
- 47X3 = Apparel, Footwear, & Fashion Accessories
- 47X5 = Retail Sales
- 47X9 = Other, combination of default if not an identifiable sub-group

For example: A Senior Brand Manager, responsible for non-durable goods (laundry soap) would be reported as Job Code 4742

NOTE: For those who hire Bachelor or Master graduates from first or second tier schools, please refer to PolicyCentral on our website, www.wmgnet.com, and report your appropriate college hire data. Report new, inexperienced Bachelor graduates to the job 470X level. Report new, inexperienced Master graduates to the job 471X level.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>BRAND MANAGERS</u> (Consumer Products/Packaged Goods/Retail Sales and Food/Beverage ONLY – Product Code = CX, RS and FO)				
<u>470X</u>	<u>Assistant Brand/Product Manager – Consumer Products/Food & Beverage/Retail – Bachelor Entry</u> Entry level position. Assists in all aspects of development and implementation of marketing plans. Works under direct supervision. Report new, <u>inexperienced Bachelor graduates</u> to this level.	Bachelor Degree or equivalent experience	< 1 year	1+ year
<u>471X</u>	<u>Assistant Brand/Product Manager – Consumer Products/Food & Beverage/Retail – Master Entry</u> Entry level position. Assists in all aspects of development and implementation of marketing plans. Works under direct supervision. Report new, <u>inexperienced Master graduates</u> to this level.	Master Degree or equivalent experience	< 1 year	1+ year
<u>472X</u>	<u>Associate Brand/Product Manager - Consumer Products/Food & Beverage/Retail</u> Works directly with Brand Manager. Assists in all aspects of development and implementation of marketing plans. Initiates recommendations for ongoing modifications.	Bachelor Degree or Master Degree or equivalent experience	1+ years	3+ years
<u>473X</u>	<u>Brand/Product Manager - Consumer Products/Food & Beverage/Retail</u> Develops and implements annual business plans and contingencies for the marketing of assigned product(s) and brand(s). Recommends ongoing modifications. May be responsible for managing a less experienced marketing professional.	Bachelor Degree or Master Degree or equivalent experience	2+ years	6+ years
<u>474X</u>	<u>Senior Brand/Product Manager - Consumer Products/Food & Beverage/Retail</u> Develops short and long-range strategy for the marketing of assigned products or brands including identification of brand extension opportunities. May have supervisory responsibility for less experienced marketing professionals.	Bachelor Degree or Master Degree or equivalent experience	4+ years	8+ years
<u>475X</u>	<u>Marketing Director – Consumer Products/Food & Beverage/Retail</u> Develops the overall category strategy and brand portfolio approach for the category. Directs the development of marketing objectives and programs to achieve volume, profit, market share and other goals for the category and its' brands. Responsible for development of staff within the category group.	Master Degree or equivalent experience	6+ years	10+ years

FUNCTION: BRAND/PRODUCT MANAGEMENT – Consumer, Food/Beverage & Retail Product Groups

JOB FAMILY: BRAND/PRODUCT MANAGEMENT – Consumer, Food/Beverage & Retail Product Groups (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>476X</u>	<u>Vice President Brand/Product Marketing - Consumer Products/Food & Beverage/Retail</u> Develops the overall strategy and brand portfolio approach for categories that are critical components to the overall success of the company. Advanced knowledge of company product lines and potential applications. Technical understanding of product and customer requirements. Fully experienced in management techniques and controls, marketing and contract administration. Product lines are complex, unique and critical.	Bachelor Degree or Master Degree or equivalent experience	8+ years	12+ years

FUNCTION: BRAND/PRODUCT MANAGEMENT – Financial Services

JOB FAMILY: BRAND/PRODUCT MANAGEMENT – Financial Services

NOTE: Job Codes 4810 – 4860 are available ONLY for Financial Services companies reporting data under the “FS” product code. Includes Banking, Insurance, Lending, Brokerages, Financial Exchanges, etc. Other product groups should report to the 45XX or 47XX job code series.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>BRAND MANAGERS</u> (Financial Services companies <u>ONLY</u> – Product Code = FS)				
<u>4810</u>	<u>Assistant Brand/Product Manager - Financial Services</u> Entry level position. Assists in all aspects of development and implementation of marketing plans. Works under direct supervision. Report new Master, inexperienced graduates to this level.	Master Degree or equivalent experience	< 1 year	< 2 years
<u>4820</u>	<u>Associate Brand/Product Manager - Financial Services</u> Works directly with Brand Manager. Assists in all aspects of development and implementation of marketing plans. Initiates recommendations for ongoing modifications.	Master Degree or equivalent experience	1+ year	3+ years
<u>4830</u>	<u>Brand/Product Manager - Financial Services</u> Develops and implements annual business plans and contingencies for the marketing of assigned product(s) and brand(s). Recommends ongoing modifications. May be responsible for managing a less experienced marketing professional.	Master Degree or equivalent experience	2+ years	6+ years
<u>4840</u>	<u>Senior Brand/Product Manager - Financial Services</u> Develops short and long-range strategy for the marketing of assigned products or brands including identification of brand extension opportunities. May have supervisory responsibility for less experienced marketing professionals.	Master Degree or equivalent experience	4+ years	8+ years
<u>4850</u>	<u>Marketing Director - Financial Services</u> Develops the overall category strategy and brand portfolio approach for the category. Directors the development of marketing objectives and programs to achieve volume, profit, market share and other goals for the category and its' brands. Responsible for development of staff within the category group.	Master Degree or equivalent experience	6+ years	10+ years

FUNCTION: BRAND/PRODUCT MANAGEMENT – Financial Services

JOB FAMILY: BRAND/PRODUCT MANAGEMENT – Financial Services (continued)

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4860</u>	<u>Vice President Brand/Product Marketing - Financial Services</u> Develops the overall strategy and brand portfolio approach for categories that are critical components to the overall success of the company. Advanced knowledge of company product lines and potential applications. Technical understanding of product and customer requirements. Fully experienced in management techniques and controls, marketing and contract administration. Product lines are complex, unique and critical.	Master Degree or equivalent experience	8+ years	12+ years

FUNCTION: MARKETING EDUCATION AND TRAINING

JOB FAMILY: TRAINER/DEVELOPER

FUNCTIONAL DUTIES AND RESPONSIBILITIES: Directs the planning, development and presentation of training programs for field sales staff, field support personnel and sales management in support of over-all sales and marketing objectives. May include management of customer training. Identifies learning objectives and directs training specialists in developing course content, teaching methods, and instructional procedures. Continuously evaluates progress to ensure sales training activities are teaching sales representatives the characteristics and applications of company products and how to effectively sell products. Ensures training programs are properly orienting company management and product field support personnel to their roles in the over-all marketing plan. Conducts training sessions for company sales or management personnel. Arranges for key company technical or marketing personnel to serve as instructors or guest speakers as required. Coordinates the development of necessary audio-visual presentations to be utilized in the field to familiarize field sales and technical support personnel with new products. Assists in the design and development of training facilities and evaluation of equipment requirements. Maintains continual awareness of marketing strategies and objectives, recommends sales training techniques, and approaches to management which will assist in meeting marketing goals.

Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>4900</u>	<u>Trainer/Developer – Entry</u> Conducts training classes on company products. Developing course content and recommended teaching methodology. May conduct examinations and evaluations to assess trainees’ mastery of the subject matter. The emphasis of this position is on classroom instruction, but it may include some needs assessment and program development and/or modification. Works with written as well as verbal direction. Makes choices on work prioritization with some assistance. Applies standard principles, theories and concepts. Guidance is readily available from other team members or management. Entry-level position into job family. Excludes trainees without required academic preparation.	Associate Degree or Bachelor Degree or equivalent experience	< 1 year	< 2 years
<u>4910</u>	<u>Trainer/Developer - Intermediate</u> Independently conducts training classes on most company products. May specialize on a specific product. Under moderate supervision, develops course content, determines teaching methodology.	Associate Degree or Bachelor Degree or equivalent experience	2+ years	6+ years

FUNCTION: MARKETING EDUCATION AND TRAINING

JOB FAMILY: TRAINER/DEVELOPER (continued)



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
<u>4920</u>	<p><u>Trainer/Developer - Career</u> Experience in developing and conducting major training programs which may contain a number of different subject modules requiring the coordination of inter- and intra-organizational resources. Provides guidance and direction to less experienced educators regarding training. Applies a wide variety of principles and techniques to develop training programs</p>	Associate Degree or Bachelor Degree or equivalent experience	4+ years	8+ years
<u>4930</u>	<p><u>Trainer/Developer – Senior/Expert</u> Experienced in developing and conducting major training programs that contain a number of different subject modules requiring the coordination of inter- and intra-organizational resources. Provides leadership to less experienced educators regarding training. Applies a wide variety of principles and techniques to develop training programs. Conducts needs evaluation and designs curricula and courses to meet those needs. May provide career and development consultation to employees. May provide leadership to other management development/training staff. Extensive knowledge of technical subject matter and training techniques.</p>	Bachelor Degree or Master Degree or equivalent experience	5+ years	9 + years
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>4940</u>	<p><u>Trainer/Developer – Consultant</u> Normally the Highest Level Individual Contributor without staff management responsibilities. May have functional management responsibilities. Expert in marketing and sales with emphasis on developing and implementing sales and field support programs. Expert knowledge of company products and application to customer usage. Ability to direct the design and development of highly effective training programs. Applies expert knowledge, principles, theories and concepts. Requires expert knowledge and the ability to integrate critical information from many diverse areas. Requires extensive theoretical practical and industry knowledge. Conducts research to assess training requirements and needs throughout the company. Recognized by internal and external associates for high-level expertise. Demonstrates superior presentation skills. Conducts long-term planning to determine the future direction of the organization. Work prioritization and decisions are critical to the overall success of all aspects and phases of the organization. Work involves broad latitude for decision-making and review of actions through goal attainment.</p>	Bachelor Degree or Master Degree or equivalent experience	7+ years	12+ years
<u>4950</u>	<p><u>Marketing Education and Training Manager</u> <i>First Level Full Management Responsibility.</i> Experience in marketing and sales with emphasis on developing and implementing sales and field support programs. Knowledge of company products and application to customer use. Ability to direct the design and development of effective sales training programs.</p>	Bachelor Degree or Master Degree or equivalent experience	7+ years	9+ years

FUNCTION: TELEMARKETING/TELESALES

JOB FAMILY: TELEMARKETING/TELESALES



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
INDIVIDUAL CONTRIBUTOR/FUNCTIONAL MANAGER (No responsibility for staff management)				
<u>5010</u>	<u>Telemarketing Representative A - Entry (Inbound)</u> Entry Level. Basic knowledge of company products/services. Normal interface responses are routine or closely "scripted". Receives customer orders via telephone, inputs orders into order administration system, responds to customer inquiries regarding order delivery/expediting, and routes customer to appropriate company resources on issues not related to catalog order and/or standard low-end products/services/supplies.	H.S. Diploma or equivalent experience	< 1 year	2+ years
<u>5012</u>	<u>Telemarketing Representative A - Entry (Outbound)</u> Entry Level. Basic knowledge of company products/services. Normal interface responses are routine or closely "scripted". Use this job for those with blended entry level inbound and outbound responsibilities. Initiates contact with selected customer base to present products/services and promotions in a designated market via telephone. May handle inbound calls as well. May have some account and quota responsibility. Contacts are standard.	H.S. Diploma or equivalent experience	< 1 year	2+ years
<u>5020</u>	<u>Telemarketing Representative B - Intermediate</u> Intermediate Level requiring previous selling experience, excludes trainees. Broad knowledge of company products/services. Applies basic selling skills. Contacts and sells products/services to selected customer base in a designated market via telephone. Products/services are of medium complexity. Initiates outbound calls in addition to handling inbound traffic. May have some account and quota responsibility. Informs customers of company promotions, upgrades and cross-sell opportunities.	2-4 years of college or equivalent experience	2+ years	3+ years
<u>5030</u>	<u>Telemarketing Representative C - Career</u> Career Level, fully qualified experienced professional requiring previous selling experience, excludes trainees. Broad knowledge of company products/services. Applies standard selling skills. Pro-actively sells products/services to both installed-base and existing customers, as well as "cold-calling". Multi-product line and of major complexity/criticality. Normally has account and quota responsibility. Informs customers of company promotions, upgrades and cross-sell opportunities. May be responsible for maintaining the performance of "outsourced" call center activities.	Bachelor Degree or equivalent experience	4+ years	5+ years

FUNCTION: TELEMARKETING/TELESALES

JOB FAMILY: TELEMARKETING/TELESALES – MANAGEMENT



Job Code	Typical Knowledge, Skills, Activities & Responsibilities	Minimum Education	Minimum Experience	Typical Incumbent Experience Level
ORGANIZATIONAL MANAGER/DIRECTOR (Responsible for management of subordinate level staff)				
<u>5101</u>	<u>Telemarketing Supervisor</u> <i>First Level Full Management Responsibility.</i> Requires thorough knowledge of business practice and procedures in order to perform non-repetitive, analytical work. Position uses a wide application of principles, theories, concepts and draws on previous experience to determine a course of action. Directs and supervises a group of Telemarketing Representatives responsible for selling company products/services via telephone. Directly supervises 10+ Marketing Representatives.	Bachelor Degree or Master Degree or equivalent experience	3+ years	5+ years
<u>5110</u>	<u>Telemarketing Manager</u> <i>Second Level Full Management Responsibilities. Normally directs and manages thru First Level (A) Management positions. Typically reports to a Senior Marketing Executive (9XXX level job).</i> Requires extensive knowledge of telemarketing activities concerned with developing and analyzing diverse areas such as telemarketing strategies, defining and implementing telemarketing programs, etc. Typically reports to a Senior Marketing Executive. Plan, directs and controls the activities of a staff to maximize the telemarketing efforts of the organizational unit. Provides for the preparation and consolidation of forecasts which meet overall marketing/sales objectives of the company. Develops methods to track effectiveness of implemented programs.	Bachelor Degree or Master Degree or equivalent experience	8+ years 7+ years	9+ years

FUNCTION: SENIOR EXECUTIVES

JOB FAMILY: SENIOR EXECUTIVES

Senior Executives are normally the most senior individuals within the reporting entity with ultimate responsibility for the designated function. There are normally single incumbent jobs with full functional responsibilities at the Vice President or Senior Vice President level. Usually reports to the CEO, President, or COO level.

Do not report those with “blended” responsibilities (e.g., Exclude an individual who has a combination of responsibilities for advertising, public relations and market research unless one of these functions account for a major element of the job.)

Job Code	Typical Knowledge, Skills, Activities & Responsibilities
<u>9002</u>	<u>Top Corporate Events/Promotions Executive</u> Creates, develops, organizes and administers major, high profile events and promotional activities which impact the total corporation. Develops and maintains executive to executive contacts with, and represents the corporation to outside organizations such as major sports leagues, news media, cable and network operators, sports associations, advertising & marketing entities and the like. Develops and monitors budgets and financial commitments. Directs and manages support staff. May report directly to CEO, or Top Marketing Executive for the corporation or business entity.

FUNCTION: SENIOR EXECUTIVES

JOB FAMILY: SENIOR EXECUTIVES (continued)



Job Code Typical Knowledge, Skills, Activities & Responsibilities

9003 Top Creative Executive

Develops and implements creative activities to support the growth and continued success of the organization. Manages staff and activities involved in the conceptualization, design, development, and maintenance of creative projects. Responsible for the graphic representation of company's products/services in print and electronic media. Creates and implements plans for introduction of new product lines. Establishes project plans and schedules, monitors project status and drives execution to project completion. Explores new technologies to deliver innovative, user friendly, interface design solutions across multiple platforms. May determine systems and hardware requirements within the organization to accomplish business objectives.

9010 Top Advertising Executive

Requires extensive knowledge of all aspects of advertising, including creative media, production, and related functions. Exercises complete responsibility for all advertising activities, functions, and staff. Develops and directs the advertising programs to maximize sales objectives within established budgets. Coordinates with senior marketing management to develop advertising strategy in support of marketing plans and promotions. Recommends, reviews, and approves the selection of media, creation of program concepts, materials preparation and placement. Oversees the management of media relations, outside agency and vendor relationships.

9020 Top Public Relations Executive

Develops, implements and administers public relations programs directed toward the public, industry, stockholders and employees. Develops public relations policies responsive to corporate objectives. Reviews materials intended for public release to ensure that materials represent the best interest of the company and are consistent with public relations objectives and policies. Reviews and develops stockholder reports, special corporate advertising and institutional advertising. May represent the company in matters with national, state or local government organizations.

9022 Top Social Networking Media Executive

Comprehensive knowledge, skills and capabilities associated with all aspects of social networking media functions. Maintains knowledge on state-of-the-art social networking media applications, technologies and methodologies. Extensive experience in internet development, promotion and social networking media applications. Broad-based business management skills. Experienced in marketing, technology, financial analysis and planning. Exercises complete responsibility for the full development, maintenance and operation of all social networking media activities and business of the company. Directs the social networking media function. Develops and executes social networking media business and technology strategies that align with overall organizational strategy. Evaluates and monitors new and emerging technical and marketing concepts. Identifies, develops and maintains high-level vendor and partner relationships. Defines company social networking media objectives and develops and implements both strategic and tactical activities and function for the fulfillment of social networking media goals. Accountable for meeting social networking media expenses and revenue goals.

9030 Top e-Commerce Executive

Comprehensive knowledge, skills and capabilities associated with all aspects of the e-Commerce functions. Maintains knowledge on state-of-the-art e-Commerce applications, technologies and methodologies. Extensive experience in internet development, promotion and e-Commerce/on-line marketing. Broad-based business management skills. Experienced in marketing, technology, financial analysis and planning. Exercises complete responsibility for the full development, maintenance and operation of all e-Commerce activities and business of the company. Directs the e-Commerce function. Develops and executes e-Commerce business and technology strategies that align with overall organizational strategy. Evaluates and monitors new and emerging technical and marketing concepts. Identifies, develops and maintains high-level vendor and partner relationships. Defines company e-Commerce objectives and develops and implements both strategic and tactical activities and function for the fulfillment of e-Commerce goals. Accountable for meeting e-Commerce expenses and revenue goals.

9040 Top Market Research Executive

Plans, directs and controls market research and analysis in activities in local, regional or national areas to determine potential market for new products or services. Monitors customer satisfaction with existing products/services. Directs subordinate market research analysts in the collection and analysis of relevant market trend data. Recommends future product development efforts. May report to the Marketing Executive or Marketing and Sales Executive. Excludes those with sales, advertising or contract administration responsibilities.

FUNCTION: **SENIOR EXECUTIVES**

JOB FAMILY: **SENIOR EXECUTIVES** (continued)



9091 Top Marketing Executive - Division/Business Unit

Directs division/subsidiary marketing activities concerned with developing and analyzing market research data, identifying market potentials, establishing pricing strategies, defining and implementing advertising and promotion programs and managing marketing/contract administration. Responsible for increasing customer base by creating and implementing strategic plans that include market analysis, identifying, engaging and supporting new and existing business. May report to the Division/Subsidiary Senior Marketing and Sales Executive or the Division/Subsidiary CEO. Excludes those with sales responsibilities.

9092 Top Marketing Executive - Corporate

This is the most senior marketing position in the company. Directs corporate marketing activities concerned with developing and analyzing market research data, identifying market potentials, establishing pricing strategies, defining and implementing advertising and promotion programs and managing marketing/contract administration. May report to the CEO. Excludes those with sales responsibilities.