



## Customer Engagement and Design Career Progression by Craft



Chief Creative Officer		Band D
Executive Creative and Design Director (Geo and/or DP) Group Creative and Design Director		Band 10
UX Design Director	Creative Director	Band 9
Associate UX Design Director	Associate Creative Director	Band 8
Sr. UX Designer	Art Director / Copy Director	Band 7
	Senior Designer / Senior Writer	
UX Designer	Designer	Band 6
	Writer	

\*For current legacy RA population UX sits within Brand Experience Strategy, the goal for future state is for UX to sit within Creative. Reporting will remain the same until further notice.

# Brand Experience Strategy

<b>Chief Brand Officer</b>  <b>Executive Lead – Marketing Strategy</b>				<b>Band D</b>
<b>Executive Lead – Decision Sciences</b>		<b>Executive Lead – Brand Experience Strategy (GEO)</b> <b>Group Brand Experience Strategy Director</b>		<b>Band 10</b>
<b>Executive Lead, User Research</b>	<b>Executive Lead, Analytics</b>			
<b>Lead, Researcher</b>	<b>Lead, Analytics</b>	<b>Lead, Experience Strategist</b>	<b>Lead, Brand Planner / Sr. Managing Consultant – Strategy</b>	<b>Band 9</b>
<b>Associate Lead, Research</b>	<b>Associate Lead, Analytics</b>	<b>Associate Lead, Experience Strategist</b>	<b>Associate Lead, Brand Planner / Managing Consultant – Strategy</b>	<b>Band 8</b>
<b>Sr. Researcher</b>	<b>Sr. Analyst</b>	<b>Sr. Analyst</b>	<b>Sr. Analyst</b>	<b>Band 7</b>
<b>Researcher</b>	<b>Analyst</b>	<b>Analyst</b>	<b>Analyst</b>	<b>Band 6</b>

# Marketing Activation

Partner, Business by Design	Partner, Marketing Activation	Band D
Business by Design, Associate Partner	Associate Partner, Marketing Activation	Band 10
Director, Marketing Activation		Band 9
Associate Director, Marketing Activation		Band 8
Sr. Manager, Marketing Activation		Band 7
Manager, Marketing Activation		Band 6

# Project Management

Project Delivery Executive	Band D
Executive Lead – Project Management	Band 10
Lead – Project Manager	Band 9
Associate Lead – Project Manager / Scrum Master	Band 8
Sr. Project Manager /Scrum Master	Band 7
Project Manager	Band 6

# Technology

Chief Technology Officer Executive Lead – Technology (Distinguished Engineer)						Band D
Technology Director --- Technology Director, Craft						Band 10
Lead, Business Analyst	Lead, Quality Analyst	Lead, Application Development	Lead, Engineer	Lead, Architect	Lead, Technology Manager	Band 9
Associate Lead, Business Analyst	Associate Lead, Quality Analyst	Associate Lead, Development	Associate Lead, Engineer	Associate Lead, Architect	Associate Lead, Technology Manager	Band 8
Sr. Business Analyst	Sr. Quality Analyst	Sr. Developer	Sr. Engineer	Architect		Band 7
Business Analyst	Quality Analyst	Developer	Engineer	Developer / Engineer		Band 6

# Business Development

Partner	Band D
Associate Partner	Band 10
Director, Business Development	Band 9
Associate Director, Business Development	Band 8
Sr. Manager, Business Development	Band 7
Manager, Business Development	Band 6