[DOC_ID]: TEAM_STRUCTURE_016

16.1 Organizational Structure

```
CEO/Founder
|
├── VP of Engineering
|   ├── Development Team Lead
|   |   ├── Senior Developers (3)
|   |   ├── Mid-level Developers (5)
|   |   └── Junior Developers (4)
|   ├── QA Team Lead
|   |   └── QA Engineers (2)
|   └── DevOps Engineer (1)
|
├── VP of Marketing
|   ├── SEO Team Lead
|   |   ├── SEO Specialists (3)
|   |   └── Link Building Specialist (1)
|   ├── Content Team Lead
|   |   ├── Content Writers (4)
|   |   └── Content Strategist (1)
|   ├── Social Media Manager (1)
|   └── PPC Specialist (2)
|
├── Director of Sales
|   ├── Business Development Manager (1)
|   ├── Account Managers (3)
|   └── Sales Executives (4)
```
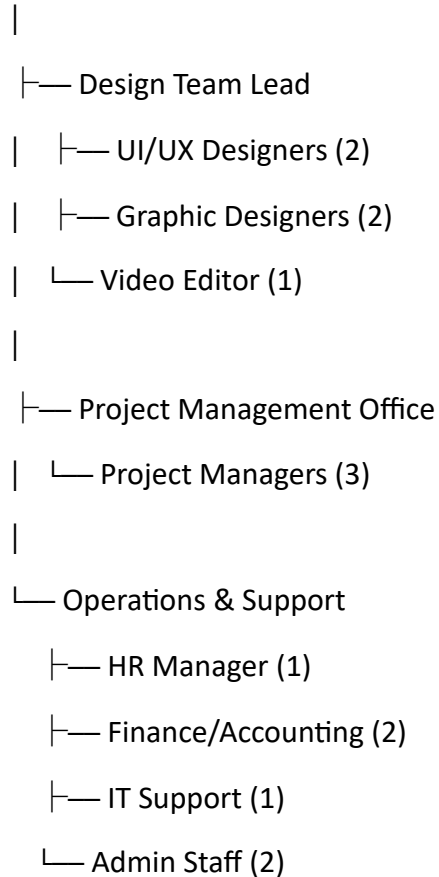
```
|
├── Design Team Lead
|   ├── UI/UX Designers (2)
|   ├── Graphic Designers (2)
|   └── Video Editor (1)
|
├── Project Management Office
|   └── Project Managers (3)
|
└── Operations & Support
    ├── HR Manager (1)
    ├── Finance/Accounting (2)
    ├── IT Support (1)
    └── Admin Staff (2)
```

Total Headcount: ~50-55 employees

16.2 Role Descriptions

16.2.1 Engineering Roles

Senior Full-Stack Developer

- Lead complex projects end-to-end
- Architecture decisions and tech stack selection
- Mentor junior developers
- Code reviews and quality assurance
- Client technical consultations
- Skills: Node.js, React, Python, Laravel, AWS, databases
- Experience: 5+ years

Mid-Level Developer

- Build features according to specifications

- Write clean, maintainable code

- Participate in code reviews

- Collaborate with designers and PMs

- Skills: Frontend (React/Vue) OR Backend (Node/PHP/Python)

- Experience: 2-5 years

Junior Developer

- Implement UI components

- Fix bugs and minor features

- Learn from senior team members

- Skills: HTML, CSS, JavaScript, basic React/Vue

- Experience: 0-2 years

QA Engineer

- Test web applications and software

- Write test cases and automated tests

- Report bugs and verify fixes

- Performance and security testing

- Skills: Manual testing, Selenium, Jest, API testing

- Experience: 2-4 years

DevOps Engineer

- Manage cloud infrastructure (AWS, GCP)

- CI/CD pipeline setup

- Monitor system performance

- Security and backup management

- Skills: Docker, Kubernetes, Jenkins, Linux, scripting

- Experience: 3-6 years

16.2.2 Marketing Roles

SEO Specialist

- Conduct keyword research
- On-page and technical SEO
- Link building campaigns
- Track rankings and traffic
- Skills: Ahrefs, SEMrush, Google Analytics, technical SEO
- Experience: 2-5 years

Content Writer

- Write blog posts, articles, website copy
- SEO optimization
- Research industry topics
- Proofread and edit content
- Skills: Excellent writing, SEO knowledge, research
- Experience: 1-4 years

Social Media Manager

- Create and schedule social media content
- Community management (respond to comments)
- Social media advertising
- Analytics and reporting
- Skills: Graphic design (Canva), copywriting, Meta Ads
- Experience: 2-4 years

PPC Specialist

- Manage Google Ads and Meta Ads campaigns
- Keyword research and bidding strategies
- A/B testing and optimization
- ROI tracking and reporting
- Skills: Google Ads, Facebook Ads Manager, Google Analytics

- Experience: 2-5 years

16.2.3 Sales Roles

Business Development Manager

- Identify new business opportunities

- Build partnerships and strategic relationships

- Lead high-value client negotiations

- Meet quarterly revenue targets

- Skills: B2B sales, negotiation, relationship building

- Experience: 5-8 years

Account Manager

- Manage existing client relationships

- Upsell and cross-sell services

- Ensure client satisfaction

- Coordinate with delivery teams

- Skills: Client management, communication, CRM

- Experience: 3-6 years

Sales Executive

- Generate leads (outbound outreach)

- Conduct discovery calls

- Present proposals and close deals

- Meet monthly sales quotas

- Skills: Cold calling, email outreach, presentation

- Experience: 1-3 years

16.2.4 Design Roles

UI/UX Designer

- Create wireframes and prototypes

- Design website and app interfaces

- Conduct user research and testing

- Maintain design systems

- Skills: Figma, Adobe XD, user research, prototyping

- Experience: 2-5 years

Graphic Designer

- Design marketing materials (brochures, banners)

- Social media graphics

- Logo and brand identity

- Print design

- Skills: Adobe Illustrator, Photoshop, InDesign

- Experience: 2-4 years

16.2.5 Project Management

Project Manager

- Plan and execute projects

- Coordinate cross-functional teams

- Manage timelines and budgets

- Client communication

- Risk management

- Skills: Agile/Scrum, Jira, communication, problem-solving

- Certifications: PMP or Scrum Master (preferred)

- Experience: 3-6 years

16.3 Career Progression Examples

Developer Track: Junior Developer (0-2 years) → Mid-Level Developer (2-5 years) → Senior Developer (5-8 years) → Team Lead (8-10 years) → Engineering Manager → VP of Engineering

Marketing Track: Junior SEO Specialist (0-2 years) → SEO Specialist (2-5 years) → Senior SEO Specialist (5-8 years) → SEO Team Lead → Marketing Manager → VP of Marketing

Sales Track: Sales Executive (0-3 years) → Account Manager (3-6 years) → Business Development Manager (6-10 years) → Director of Sales → VP of Sales

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FAQs (Team Structure)

Q1: How many employees does Unisoftwares have?
A: Approximately 50-55 employees across development, marketing, sales, design, and operations. (Source: Team_Structure_Roles.pdf, Section 16.1)

Q2: What is the career progression for developers?
A: Junior → Mid-Level → Senior → Team Lead → Engineering Manager → VP of Engineering. (Source: Team_Structure_Roles.pdf, Section 16.3)