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Function	Position	Specialisms & Descriptions
Asset Management	Asset Management - All	Manages client capital across traditional and alternative asset classes, from investment strategy and portfolio management through to trading, performance analysis, and client relations. Also covers the operational infrastructure and administration that keeps investment activities running accurately and efficiently.
	Financial Research / Analysis	+ Generalist Conducts financial research and analysis applying quantitative and qualitative methods across various asset classes, industries, and companies to identify investment opportunities, assess risks, and support investment decision-making.
	Financial Research / Analysis - All	Delivers fundamental and quantitative analysis across asset classes, industries, and issuers to identify market opportunities and inform investment decisions. Combines mathematical modelling and statistical techniques with qualitative research to support risk management and automated strategies.
Business Unit Management	Business Unit Management - All	Provides strategic leadership, operational oversight, and profit and loss (P&L) accountability for distinct business divisions, product lines, or geographic regions. Directs cross-functional teams and localises corporate strategy to specific market conditions to drive long-term growth.
	General Management	+ Country / Regional Management Manages a specific country or geographic region within the larger organisation, adapting global strategies to local market conditions and managing local teams, responsible for its strategy, P&L, and operational success.
		+ Segment / Divisional Management Manages a specific business unit, department, product line, or service division within the larger organisation, responsible for its strategy, P&L, and operational success.
		+ Generalist Manages a distinct part of an organisation, responsible for P&L, strategy, operations, team leadership, and overall performance.

	General Management - All	Leads the commercial and operational performance of a defined business unit, country, or region. Manages P&L, directs multi-disciplinary teams, and translates broader corporate strategy into local execution to meet growth and revenue targets.
Communications & Corporate Affairs	Communications & Corporate Affairs - All	Manages corporate reputation, stakeholder relationships, and socio-environmental impact across internal and external audiences. Spans communications, public relations, government affairs, developer advocacy, and corporate social responsibility (CSR).
	Strategy & Corporate Development - All	+ Generalist Develops and executes a range of internal and external communication strategies to shape and protect the organisation's reputation, manage messaging, and engage stakeholders. + Internal Communications Develops and implements strategies and programmes to effectively communicate with employees, fostering engagement, alignment with organisational goals, and a positive organisational culture. + Public Relations Manages the organisation's public image and reputation through media relations, press releases, public statements, and crisis communication, focusing on external perception. + Government Relations Manages the organisation's interactions with government entities and officials, advocating for policies and influencing legislation in support of the organisation's objectives. + Community Relations Builds and nurtures relationships with local communities and common interest groups, managing outreach programmes and initiatives to foster goodwill and address community concerns.
	Corporate Social Responsibility	+ Sustainability & Impact Develops and embeds sustainable practices across the organisation and measures the broader positive or negative social and environmental impact of its operations and initiatives.
	Communications - All	Shapes and protects corporate reputation through public relations, crisis management, media relations, and government affairs. Also covers employee engagement, community outreach, and developer advocacy to maintain stakeholder alignment.
	Corporate Social Responsibility - All	Develops and oversees environmental, social, and ethical initiatives to embed sustainable practices across the organisation. Tracks emissions and carbon accounting for regulatory compliance, and measures broader socio-environmental impact.
Compliance & Control	Compliance & Control - All	Designs and maintains the organisation's regulatory, ethical, and quality frameworks to manage risk and ensure corporate integrity. Spans governance, data privacy, ethics, financial regulation, quality assurance, and direct liaison with external regulatory bodies.
	Compliance	+ Generalist Ensures the organisation adheres to relevant laws, regulations, internal policies, and ethical standards, developing and implementing compliance programmes across various domains. + Privacy & Data Protection Ensures the organisation complies with data privacy laws and regulations (e.g. GDPR, CCPA), developing policies and procedures to protect personal information and manage data handling practices.

	Quality	+ Generalist Oversees the overall quality management system within an organisation, ensuring products, services, and processes meet established standards and customer expectations. + Quality Assurance (QA) Prevents defects and ensures quality through the implementation and monitoring of processes, standards, and systems throughout the product, service, or process lifecycle. + Quality Control (QC) Inspects and tests products, services, or processes at various stages to identify defects and ensure they meet specified quality standards.
	Regulatory Affairs	Manages interactions with regulatory agencies, ensuring product and service compliance, preparing submissions, and staying abreast of changing regulations.
	Compliance - All	Implements and oversees governance, regulatory, and ethical frameworks across the organisation. Manages adherence to data privacy laws such as GDPR and CCPA, financial regulations including AML, KYC, and SOX, and internal codes of conduct – investigating breaches to embed a culture of integrity.
	Quality - All	Manages and continuously improves quality assurance systems to ensure products, services, and processes consistently meet established standards. Drives defect prevention, process monitoring, and systematic testing to isolate issues and maintain compliance.
	Consumer & Commercial Banking	Supports retail and commercial banking through operational delivery and client-facing financial advisory services. Covers account management, payments, loan servicing, cash management, credit card operations, brokerage support, and specialist mortgage, investment, and retirement planning.
	Banking Operations	+ Payment Operations Processes various types of domestic and international payments (e.g. SEPA, ACH, wires, checks) for consumer and commercial clients, handling approvals, settlement, reconciliations, and managing transaction issues.
	Banking Operations - All	Manages back-office processes supporting retail and commercial banking to ensure operational efficiency, accuracy, and compliance. Covers the full account lifecycle, domestic and international payments, liquidity and reconciliation, and post-origination loan servicing.
	Corporate Services	Directs the infrastructure, administration, and physical footprint of an organisation to ensure efficiency, security, and scalability. Spans administrative support, office management, process optimisation, physical security, real estate, facilities, land development, and site selection.
	Real Estate & Facilities	+ Facilities Management Manages and maintains the organisation's buildings and grounds, ensuring a safe, functional, and efficient work environment, including upkeep, repairs, and vendor management.

Administrative Services		+ Office Management Oversees the day-to-day operations and administration of an office environment, ensuring facilities are well-maintained, supplies are stocked, and office procedures are efficient. + Team / Personal Assistance Performs secretarial work and day-to-day administrative support such as diary co-ordination and travel arrangements. + Generalist Provides broad administrative support to an organisation or department, encompassing a variety of tasks to ensure smooth daily operations. + Executive / Personal Assistant Provides dedicated administrative and organisational support to senior executives or high-level individuals, managing complex schedules, travel, communications, and confidential matters. + Administrative Assistant Performs diverse administrative and clerical tasks to support individuals or teams, including scheduling, correspondence, record-keeping, and office organisation.
Business Processes		Analyses, designs, implements, and optimises internal business processes to improve efficiency, effectiveness, and scalability across various departments or the wider organisation.
Real Estate & Facilities - All		Manages the organisation's physical footprint and workplace environment to support business operations. Covers strategic property portfolio management, location selection, land development, surveying, facilities maintenance, space planning, and building upkeep.
Administrative Services - All		Delivers operational and clerical support across the organisation to keep day-to-day activities running smoothly. Covers reception, office coordination, and general administration, including dedicated support to senior leadership on scheduling, travel, and confidential communications.
Creative	Creative - All	Develops and delivers creative content across visual and audio disciplines, from animation, graphic design, and visual art through to photography, videography, sound, and post-production. Also encompasses studio management roles that coordinate creative teams and workflows.
Photography & Videography		+ Photography Captures still images, managing lighting, composition, and subject matter to produce high-quality photographs for commercial, artistic, or documentary purposes. + Videography Captures moving images, responsible for shooting video content, often including aspects of lighting, sound recording, and camera operation for various productions.
Graphic Design		Designs visual content for print, digital, branding, and advertising. Translates concepts into compelling designs ensuring aesthetic appeal and clear communication.
Visual Art		+ Generalist Produces a range of visual artworks, from illustrations to mixed media, for use in branding, advertising, and entertainment projects. + 2D / 3D Art Creates visual artwork in either two-dimensional (e.g. illustration, digital painting) or three-dimensional (e.g. modelling, sculpting) formats for various applications like games, animation, or print. + Motion Design Brings graphic design to life through animation, visual effects, sound, and time. Creates dynamic content for gaming, video, digital media, and other interactive content.

	Animation	+ Generalist Creates motion graphics, character animation, and animated sequences for various media using a range of animation techniques (2D, 3D, stop-motion), involved in multiple aspects of the animation pipeline.
	Creative Generalist	Works across a range of creative disciplines, contributing to concept development, design, content creation, and project execution.
	Post-production	+ Video Editing Cuts, arranges, and assembles video footage, applying transitions, effects, and colour grading to create polished final videos.
	Animation - All	Produces animated content for film, games, and advertising using 2D, 3D, and stop-motion techniques. Brings together generalist animators and technical specialists in rigging, tooling, and motion problem-solving.
	Photography & Videography - All	Captures still and moving visual content for commercial, editorial, and creative productions. Spans photographers, videographers, and generalists who work across both disciplines.
	Visual Art - All	Produces original visual artwork across 2D and 3D formats for games, film, animation, and digital products. Disciplines range from concept and character art to motion design, VFX, technical art, UI/UX, and brand design.
	Post-production - All	Refines and finalises media content after initial production across film, television, and digital media. Covers video editing, sound editing, photo retouching, and visual effects creation.
	Sound & Audio - All	Creates and produces audio content across all stages of production, from composing original scores and designing sound effects through to engineering live and recorded audio and producing voice-over content.
Customer Support & Operations	Customer Support & Operations - All	Delivers support and operations across the customer journey, from frontline enquiry handling and technical troubleshooting through to contact centre operations and knowledge management. Also encompasses customer experience roles that drive continuous improvement.
	Customer Experience	Designs and implements strategies to enhance every aspect of the customer journey, focusing on satisfaction, loyalty, and advocacy. Analyses feedback and drives continuous improvement across touchpoints.
	Customer Support	+ Generalist Provides broad frontline assistance to customers, resolving enquiries, troubleshooting issues, and ensuring a positive experience across products or services. + Product Support Provides in-depth assistance and troubleshooting for specific products, requiring detailed product knowledge to resolve customer issues and answer complex questions. May include warranty management, software updates, user guides. + Technical Support Delivers specialised support for technical issues, diagnosing and resolving hardware, software, or system-related problems for end users. Typically requires technical knowledge and problem-solving skills.

	Customer Support Operations	+ Generalist Oversees various operational aspects of the customer support function, including workforce management, process optimisation, technology platforms, and performance metrics to ensure efficient and effective support delivery. + Training & Enablement Designs and delivers training programmes and resources to equip customer support staff with the skills, knowledge, and tools needed to provide excellent service and resolve issues effectively. + Planning & Strategy Focuses on long-term planning, strategic initiatives, and forecasting for customer support operations, including staffing, capacity planning, technology adoption, and defining future service models. Sets goals, analyses performance, and implements improvements.
	Customer Support Operations - All	Manages the people, processes, and systems behind effective customer support, spanning contact centre operations, knowledge management, workforce planning, and training and enablement.
	Customer Support - All	Delivers frontline assistance to customers across varying levels of complexity. Ranges from general enquiry handling through to in-depth product support and specialist technical troubleshooting.
Data	Data - All	Transforms raw data into reliable infrastructure, actionable insight, and predictive intelligence. Encompasses data engineering, analytics and business intelligence, data science, and the operational roles that keep data systems running securely.
	Corporate Services - All	Directs the infrastructure, administration, and physical footprint of an organisation to ensure efficiency, security, and scalability. Spans administrative support, office management, process optimisation, physical security, real estate, facilities, land development, and site selection.
	Data Engineering	+ Generalist Designs, builds, and maintains scalable data pipelines and architectures. Ensures reliable data flow between systems, supports analytics and data science teams, and optimises data storage, processing and retrieval processes. + Database Engineering Designs, implements, manages, and optimises databases (SQL, NoSQL) to ensure data integrity, performance, security, and availability for various applications.
	IT & Security - All	Designs, operates, and secures the technology systems and infrastructure that organisations depend on to function. Spans IT architecture and helpdesk support through to systems and infrastructure management and security operations.
	Data Operations	Manages the day-to-day operational aspects of data systems and processes, including monitoring data pipelines, ensuring data quality, managing data security, and troubleshooting data-related issues.
	Data Engineering - All	Builds and maintains the infrastructure that makes data reliable and accessible. Spans pipeline and architecture development alongside the design and optimisation of SQL and NoSQL databases.
Engineering (High-tech)	Engineering (High-tech) - All	Builds, maintains, and scales the technology systems and software that power high-tech organisations. Spans software and hardware engineering, AI, DevOps, site reliability, quantum engineering, and quality and testing, alongside engineering leadership and implementation.

Software Engineering

+ Cloud

Develops, deploys, and manages cloud-native applications and services, leveraging major cloud computing platforms and their specialised architectures.

+ Embedded / Firmware

Develops software that is embedded into hardware devices and electronic systems, controlling their functionality and interacting directly with the hardware components.

+ Generalist

Designs, develops, tests, and maintains software applications and systems using various programming languages and methodologies.

+ Back-end

Develops the server-side logic, databases, APIs, and other components that power the application but are not directly visible to the user.

+ Front-end

Develops client-side components to build the user interface (UI) and user experience (UX) of web applications.

+ Full-stack

Works across front-end and back-end development, contributing to the client-side and server-side components of an application and ensuring they operate cohesively as a complete system.

+ Security

Designs, builds, and tests secure software systems, identifying and mitigating vulnerabilities, implementing security best practices throughout the development lifecycle, and ensuring the product is compliant with all relevant industry and regulatory security standards.

+ Mobile

Develops mobile applications using cross-platform frameworks and platform-specific tools, delivering a consistent user experience and managing the end-to-end app store release process where relevant.

+ Architect

Designs the high-level structure, components, and interfaces of software systems, making key technical decisions to ensure scalability, performance, and maintainability.

+ Platform

Develops and maintains core platforms, frameworks, and services that are used by other software engineers to build applications, focusing on scalability, reliability, and reusability.

+ Support Engineering

Provides technical support and troubleshooting for software applications, diagnosing and resolving issues escalated from front-line support, typically requiring coding and debugging skills.

DevOps (Development Operations)

+ Generalist

Implements and manages practices, tools, and automation across software development, infrastructure, and IT operations to shorten the systems development life cycle, ensuring faster, more reliable continuous delivery and scaling of high-quality applications.

Hardware Engineering

+ Generalist

Designs, develops, and tests various physical components and systems of computers, embedded systems, and other electronic devices, including circuit boards, processors, and other hardware devices.

+ Robotics

Designs, develops, and tests robots and robotic systems, integrating hardware, software, and sensors to create machines capable of performing automated tasks.

	Quality & Testing	+ Quality Assurance (QA) Engineering Designs, develops, and executes tests (manual or automated) to ensure the quality of software or hardware products, identifying defects and verifying functionality. + Generalist Oversees quality assurance and testing strategies for various high-tech products and services, ensuring they meet requirements and are free of defects, encompassing various testing methodologies. + Quality Assurance (QA) Analysis Analyses product requirements, defines test strategies, creates test plans, and evaluates test results to ensure software or hardware quality, often with less emphasis on direct test execution or automation. + Test Engineering Develops and executes test procedures for high-tech products and systems, identifying defects and verifying performance.
	Site Reliability Engineering	Uses software engineering principles to automate IT operations tasks, improve system reliability, and ensure the scalability and performance of infrastructure and systems.
	AI Engineering	+ Generalist Designs, builds, and deploys artificial intelligence systems and solutions to create a range of intelligent applications and solutions. + Machine Learning Designs, trains, and deploys machine learning models and algorithms to extract insights, automate decision-making, and enable computer systems to learn from data without explicit programming. + Research Engineering Explores, develops, and implements cutting-edge AI algorithms and techniques, often bridging academic research with practical application in high-tech environments.
	Automation Engineering	Automates and maintains solutions for software development, testing, deployment, and operations to increase efficiency, reliability, and scalability by replacing manual tasks with automated workflows.
	Software Engineering - All	Designs, builds, and maintains software across all layers of the stack. Spans front-end, back-end, full-stack, mobile, cloud, platform, and embedded development, alongside specialist disciplines including security, blockchain, quantitative development, and architecture.
	DevOps (Development Operations) - All	Integrates development, operations, and infrastructure practices to enable faster, more reliable software delivery. Brings together DevOps engineers and DevSecOps specialists who embed security throughout the development lifecycle.
	Hardware Engineering - All	Designs and develops the physical components and systems that underpin computing and electronic devices. Spans integrated circuits, optical hardware, robotics, and wireless and radio-frequency (RF) engineering.
	Quality & Testing - All	Ensures software and hardware products meet quality and performance standards before release. Covers QA analysis, manual and automated test engineering, and automation specialists who scale testing coverage.
	AI Engineering - All	Builds and deploys AI systems across intelligent applications and products. Spans machine learning, deep learning, computer vision, and NLP, alongside research engineering roles that translate academic advances into real-world solutions.
Finance	Finance - All	Manages financial health across the full breadth of the finance function, from transactional accounting and credit management through to strategic planning, tax, and investor relations. Also covers finance systems, FinOps, and generalist finance roles.

Project / Programme Management - All

+ **Accounts Payable & Receivable**

Oversees the processing of incoming and outgoing payments, manages invoices, and ensures timely collection and disbursement of funds.

+ **Controlling**

Oversees financial accounting and reporting, internal controls, budgeting, and financial analysis to support management decision-making and ensure financial stability, often involving variance analysis and cost management. Focuses on oversight and internal controls rather than forward-looking strategic insights.

+ **Generalist**

Manages and oversees a broad range of accounting functions, including financial record-keeping, reconciliation, reporting, and compliance with accounting standards.

+ **Billing**

Handles the preparation and issuance of invoices to customers or clients, tracks payments, and resolves billing discrepancies.

+ **Financial Reporting**

Prepares and disseminates internal and external financial statements and reports, ensuring accuracy, compliance with accounting standards (e.g. GAAP, IFRS), and regulatory requirements.

+ **General Accounting**

Manages the day-to-day recording of financial transactions, maintaining the general ledger, and performing reconciliations to ensure the accuracy of financial data.

+ **Payroll**

Manages employee compensation, calculating wages, processing payments, managing deductions, and ensuring compliance with tax and labour laws related to payroll.

Investor Relations

Manages communication and relationships between the organisation, its investors, and the financial community, conveying financial performance, strategy, and market positioning.

Finance Generalist

Performs a broad range of finance-related tasks, including budgeting, forecasting, and analysis, supporting overall financial health and strategy.

Financial Analysis & Tax

+ **Tax**

Manages tax compliance, planning, and strategy, ensuring adherence to tax laws, optimising tax positions, and tax audits.

+ **Treasury**

Manages the organisation's liquidity, cash flow, investments, debt, and financial risk (e.g. currency, interest rate), ensuring financial stability and optimising capital structure.

+ **Financial Planning & Analysis (FP&A)**

Focuses on budgeting, forecasting, financial modelling, variance analysis, and providing strategic insights to support business planning and decision-making. Emphasises forward-looking strategic insights rather than internal controls.

+ **Generalist**

Conducts broad financial analysis to support business decisions and/or manages various aspects of tax compliance and strategy.

Credit & Collections

+ **Collections**

Recovers overdue payments, negotiates payment plans, and minimises bad debt losses.

+ **Credit**

Assesses the creditworthiness of potential and existing customers, setting credit limits and terms to mitigate financial risk.

Finance Systems

Implements and manages financial software and systems, ensuring data integrity, process automation, and alignment with business needs.

Credit & Collections - All

Manages the organisation's credit risk and debt recovery to protect cash flow and financial stability. Brings together credit assessment, collections, and generalist policy oversight.

	Financial Analysis & Tax - All	Analyses financial performance and manages tax and treasury obligations to strengthen planning and protect the organisation's financial position. Covers FP&A, tax compliance and strategy, liquidity and capital risk management, and project finance for large-scale investments.
	Accounting - All	Manages the financial records, controls, and reporting that underpin organisational accuracy and compliance. Covers general and cost accounting, accounts payable and receivable, billing, financial reporting, controlling, and payroll.
Gaming	Gaming - All	Covers the full spectrum of roles involved in creating, shipping, and sustaining video games. Spans game design, engineering, directing, producing, writing, QA, and live ops, alongside game mathematics, egaming operations, and studio general management.
	Game Engineering	+ Generalist Develops the software and underlying technology for video games, working on various aspects of game development including gameplay, graphics, AI, and tools.
	Game Design	+ Generalist Creates and refines a range of gameplay concepts, mechanics, and systems, collaborating with multidisciplinary teams to deliver engaging player experiences.
	Game Producing	Manages the overall development process of a game, including scheduling, budgeting, resource allocation, team coordination, and ensuring the project stays on track and meets quality standards.
	Game Engineering - All	Builds the software that powers video games, from the core engine and rendering pipeline through to gameplay mechanics, physics, and character animation. Covers tools engineering that supports asset creation and content pipelines for design and art teams.
	Game Design - All	Shapes gameplay concepts, mechanics, and player experiences across all layers of a game. Disciplines span content, level, narrative, systems, incentive, and UI/UX design, alongside technical design roles that bridge creative intent and engineering.
General & Business Operations	General & Business Operations - All	Drives operational efficiency and continuous improvement across the business. Spans day-to-day and field operations, process optimisation, and the management of outsourced service providers.
	Operations	+ Generalist Oversees a broad range of day-to-day operational activities essential for the functioning of the business, ensuring smooth execution and resource management. + Business Operations Improves productivity and efficiency of internal operational processes that support core business functions, including planning, resource allocation, performance tracking, and strategic project execution.
	Operational Excellence / Continuous Improvement	Drives ongoing initiatives to implement process and system enhancements, reduce waste, and improve efficiency, quality, and customer satisfaction across the organisation, fostering a culture of continuous improvement, innovation, and accountability.
	Operations - All	Manages operational delivery across internal functions and field-based settings. Spans process improvement, resource allocation, and performance tracking through to on-site staff management, logistics, and direct customer service delivery.

Global Top Management	Global Top Management - All	Represents the most senior leadership roles responsible for setting overall strategy, direction, and governance. Encompasses C-suite executives, alongside executive and non-executive directors, and the President role.
	Audit - All	Provides independent, objective assurance to strengthen an organisation's governance, risk management, and control environment. Encompasses financial, technology, and generalist internal audit roles.
	Risk Analysis & Management - All	Identifies, quantifies, and manages risk across the organisation's financial, operational, and regulatory exposures to protect capital and ensure long-term stability. Spans actuarial services, underwriting, fraud and financial crime prevention, and enterprise risk management across credit, market, operational, and cyber domains.
	Non-executive Director	+ Board Chair A non-executive director who serves as the chairperson of the organisation's board of directors, leading board meetings and guiding governance, without operational responsibilities within the organisation. + Board Member A member of the organisation's board of directors who does not hold an executive management position within the organisation, providing independent oversight, strategic guidance, and governance.
	Chief Business Officer	C-level executive responsible for business development, strategic partnerships, commercial strategy, and sometimes sales and marketing, driving overall business growth and market expansion.
	Chief Impact Officer	C-level executive responsible for leading and integrating the organisation's strategies around social and environmental impact, sustainability, and corporate responsibility.
	Executive Director	+ Board Chair An executive director who also serves as the chairperson of the organisation's board of directors, leading board meetings, guiding governance, and having operational responsibilities within the organisation.
	President	C-level executive whose responsibilities can vary; sometimes second-in-command to the CEO, potentially overseeing major divisions or acting as COO. May be more common in specific regions (e.g. the US) or certain organisational structures.
	Executive Director - All	Represents executive directors who hold simultaneous board governance and operational management responsibilities. Spans board chairs who lead governance and meetings, and board members who combine oversight with executive leadership.
Healthcare	Non-executive Director - All	Represents directors who provide independent oversight and governance without holding executive management roles. Spans board chairs who lead and guide the board, and non-executive members who provide strategic counsel and independent scrutiny.
Healthcare	Healthcare - All	Delivers patient care across primary, specialist, and allied health settings through a range of clinical disciplines. Spans medical doctors, dentists, nurses, physical therapists, psychologists, and the medical assistants who support clinical teams.

Industrial Design	Industrial Design - All	Designs physical products, systems, and environments that balance functionality, aesthetics, and manufacturing feasibility. Covers the full product development lifecycle, from concept and industrial design through to plant layout and specialist battery design.
	Physical Product Design / Development	Oversees the entire lifecycle of creating new physical products, from initial concept and design through to prototyping, testing, and preparation for manufacturing.
Insurance	Insurance - All	Delivers the full range of insurance services, from product development and sales through to client service, operations, and claims management. Also covers brokerage roles that act as intermediaries between clients and insurers.
	Claims Management	Manages the end-to-end insurance claims process from intake to settlement, ensuring accuracy, compliance, and financial recovery. Covers claims adjusting, asset appraisal, subrogation, and generalist oversight of the full claims lifecycle.
IT & Security	IT & Security - All	Designs, operates, and secures the technology systems and infrastructure that organisations depend on to function. Spans IT architecture and helpdesk support through to systems and infrastructure management and security operations.
	IT Systems & Infrastructure	+ Generalist Manages and maintains the organisation's overall IT infrastructure, including servers, networks, storage, and operating systems, ensuring availability, performance, and security. + Cyber Security & Risk Management Identifies, analyses, monitors and minimises areas of risk that relate to information technology (IT). + Network / Systems / Business Tools Responsible for selecting, setting up and operating an organisation's network, computer systems and/or software-based business tools. + TechOps / IT Operations Manages the day-to-day operational activities of IT infrastructure and systems, including monitoring, incident management, change management, and ensuring service availability and performance. + Network & Infrastructure Designs, implements, manages, and maintains the organisation's network architecture and underlying infrastructure components, ensuring optimal connectivity, performance, and security. + InfraSec & Cyber Security Secures the organisation's IT infrastructure (networks, servers, endpoints) and protects against cyber threats through intrusion detection/prevention, vulnerability management, and incident response. + InfoSec Develops, implements, and manages information security policies, procedures, and technologies to protect the confidentiality, integrity, and availability of organisational information assets. + Business Tools & Software Manages, administers, and supports specific business-critical software applications and tools, ensuring they meet business needs and are utilised effectively.
	IT Architecture	Designs and oversees the implementation of IT infrastructure, systems, and solutions, defining standards, blueprints, and roadmaps to ensure alignment with business goals, scalability, and security.
	IT Support / Helpdesk	Provides first-line technical assistance and troubleshooting for IT users, resolving hardware, software, and network issues, triaging and escalating problems as needed.

Security Operations		+ Generalist Oversees and participates in day-to-day security operations, including monitoring security alerts, responding to incidents, managing security tools, and supporting the implementation of security policies and procedures. + Security Analysis / SOC Analysis Monitors security systems and event logs, analyses security alerts, identifies potential threats, and escalates incidents as part of a Security Operations Center (SOC) team.
IT Systems & Infrastructure - All		Keeps the organisation's technology infrastructure available, reliable, and protected against threats. Spans the design, operation, and security of networks, servers, databases, and data centres, alongside the management of business-critical applications and day-to-day IT operations.
Security Operations - All		Detects, investigates, and responds to cybersecurity threats to protect the organisation's systems and data. Covers SOC analysis and alert monitoring, incident response and recovery, digital forensics, penetration testing, and proactive threat intelligence.
Legal	Legal - All	Manages the legal affairs, governance obligations, and regulatory compliance that protect the organisation's interests and manage risk. Encompasses in-house legal counsel across all practice areas, legal support and operations, and the company secretarial function.
	Insurance - All	+ Generalist Provides comprehensive legal advice and support to the organisation across a broad range of legal areas, managing legal risks and ensuring compliance. + Commercial & Contract Law Drafts, reviews, and negotiates commercial agreements and contracts, advises on business transactions, and manages contractual risks.
	Legal Support & Operations	+ Paralegal Assists lawyers with legal work, including conducting legal research, drafting documents, managing case files, and preparing for trials, under the supervision of a lawyer. + Generalist Provides broad administrative, clerical, and operational support to the legal department, assisting with case management, document preparation, and legal research.
	Legal Support & Operations - All	Delivers the administrative and operational support that underpins effective legal department delivery. Brings together paralegals, legal secretaries, and generalist support roles covering research, document preparation, case management, and court liaison.
	Legal Counsel - All	Provides legal advice and representation to protect the organisation, support commercial activity, and ensure regulatory compliance. Covers contract negotiation, corporate transactions, M&A, employment, intellectual property, tax, and dispute resolution through litigation.
Life Sciences	Life Sciences - All	Advances the development of new medical treatments and devices from early-stage discovery through to clinical trials, regulatory submission, and market delivery. Spans scientific research and clinical development alongside quality assurance, medical affairs, programme management, and commercial and scientific communication.
	Clinical Operations	Plans, executes, and manages activities within a life sciences setting, most commonly within the clinical trial process for drug and device development (managing trial logistics, compliance, and data integrity).

Marketing	Marketing - All	Shapes how an organisation communicates with its market, builds its brand, and drives commercial growth. Spans brand, digital, social, and channel marketing alongside content, growth, product marketing, pricing, events, research and insights, and marketing operations.
	Content Marketing	Creates and distributes valuable, relevant content (e.g. blog posts, articles, videos, infographics) to attract and engage target audiences, supporting brand awareness and lead generation.
	Digital Marketing	+ Generalist Plans and executes marketing campaigns across a broad range of digital channels, including web, SEO/SEM, email, social media, and display advertising, to drive traffic, engagement, and conversions. + SEO & ASO Improves the visibility and ranking of websites in search engine results (SEO) and mobile applications in app store search results (ASO) to increase organic traffic and downloads. + CRM (Customer Relationship Management) Manages and utilises CRM systems and strategies to nurture customer relationships, personalise communications, and drive customer loyalty and retention through digital channels. + Performance Marketing Focuses on digital marketing campaigns where advertisers pay only when a specific action (e.g. click, conversion, lead) occurs, optimising for return on investment (ROI) and measurable results.
	Product Marketing	Defines the positioning, messaging, and go-to-market strategy for products, acting as the liaison between product, marketing, and sales teams to drive product adoption and success.
	Research / Insights	+ Generalist Conducts a broad range of market research and analyses customer data to generate actionable insights that inform marketing strategy, product development, and business decisions. + Market Research Systematically gathers, records, and analyses data about customers, competitors, and the marketplace to identify opportunities and challenges, and to support strategic decision-making.
	Marketing Generalist	Oversees a wide range of marketing activities, including strategy, campaign execution, content creation, and analytics, supporting the overall marketing strategy.
	Brand Marketing	+ Generalist Develops and executes strategies to build, maintain, and enhance brand awareness, equity, and positioning in the market across various channels.
	Events Management	Plans, organises, and executes events, such as conferences, trade shows, product launches, and webinars, to promote brands, engage audiences, and generate leads.
	Marketing Operations	Manages the processes, technology, and data that support marketing functions, optimising efficiency, measuring performance, and enabling marketing teams to execute campaigns effectively.
	Pricing & Promotions	+ Pricing Analyses market conditions, competitor pricing, and costs to determine optimal pricing strategies for products and services.

	Social Media Marketing	+ Community Management Builds, grows, and manages online communities around a brand or product, fostering engagement, moderating discussions, and acting as the voice of the brand on social media. + Generalist Develops and executes broad social media strategies to build brand presence, engage audiences, drive traffic, and achieve marketing goals across various social platforms. + Influencer Marketing Identifies, builds relationships with, and manages collaborations with influencers to promote products or services to their audiences.
	Growth	+ Growth Marketing Implements data-driven marketing tactics and experiments across the customer lifecycle to acquire, activate, retain, and grow the user/customer base. + Generalist Accelerates business growth by acquiring and retaining customers through a range of rigorous, data-driven experimentation and innovative strategies, often at the intersection of marketing, product, and engineering.
	E-commerce Marketplace Operations	Manages product listings, pricing, promotions, inventory, and order fulfilment across third-party e-commerce marketplaces to maximise sales and ensure exceptional customer satisfaction.
	Digital Marketing - All	Plans and executes marketing activity across digital channels to drive traffic, engagement, and conversions. Spans generalist digital marketing, performance marketing, CRM and retention, and search and app store optimisation.
	Growth - All	Accelerates customer acquisition and retention through data-driven experimentation across the full customer lifecycle. Brings together generalist growth roles working at the intersection of marketing, product, and engineering alongside specialist growth marketing.
	Pricing & Promotions - All	Optimises revenue and customer retention through data-informed pricing strategy and targeted promotional activity. Covers price-setting based on market and competitor analysis, promotional campaigns, loyalty and rewards programmes, and generalist roles across both disciplines.
	Brand Marketing - All	Establishes and protects brand awareness, equity, and positioning through strategic marketing and paid media. Brings together generalist brand strategy, advertising campaign management, and media buying across print, digital, and broadcast channels.
	Research / Insights - All	Generates the market, audience, and consumer intelligence that informs marketing strategy and business decision-making. Brings together market research, consumer insights, audience behaviour analysis, and generalist research roles working across multiple methods and data sources.
	Social Media Marketing - All	Grows brand presence and audience engagement across social media platforms through content, community, and influencer activity. Spans generalist social strategy and campaign management alongside community building and influencer partnership programmes.
Media & Content	Media & Content - All	Creates, manages, and distributes media content across film, television, journalism, and digital platforms. Spans content production, media production, journalism, publishing, content strategy and operations, platform integrity, and the licensing, finance, and artist relations that support the media ecosystem.

Content Production

+ Content Writing

Writes clear, engaging, and targeted content for various platforms, including websites, blogs, marketing materials, and social media.

+ Generalist

Oversees and participates in the creation of various types of media content, including writing, video, audio, or multimedia production.

+ Editorial

Manages quality assurance and strategic alignment for published content, managing the workflow from initial idea generation through developmental, copy, and fact-checking edits to final preparation for distribution, ensuring consistency and accuracy.

+ Localisation

Adapts content (text, audio, video, software) for specific geographic regions or linguistic cultures, ensuring cultural relevance and linguistic accuracy beyond simple translation.

+ Video Producing

Manages the entire lifecycle of video production, from pre-production (planning, scripting, budgeting) through shooting and post-production to final delivery.

Content Operations

Manages the processes, workflows, and systems involved in creating, managing, publishing, and distributing content across various platforms and channels.

Content Production - All

Creates and manages written, audio, and video content across platforms and formats to inform, engage, and entertain audiences. Spans content writing, creative writing, editorial, podcast and video production, localisation, and media content acquisition.

Merchandising

Merchandising - All

Manages the selection, planning, and presentation of products to drive sales and profitability in retail environments. Ranges from category strategy and retail buying through to merchandise planning, inventory control, and in-store visual presentation.

Category Management

Manages a specific group or category of products, responsible for its strategy, assortment, pricing, promotion, and overall financial performance.

People

People - All

Supports the full employee lifecycle, from attracting and hiring talent through to development, engagement, and operational HR delivery. Spans talent acquisition, HR business partnering, people operations, and generalist people roles, alongside recruitment support.

HR Business Partner

Acts as a strategic advisor to managers and business leaders, aligning HR initiatives with organisational goals, supporting workforce planning, and driving employee engagement.

People Operations

+ Compensation & Benefits

Designs, implements, and manages employee compensation programmes (salaries, bonuses, equity) and benefits packages (health, retirement, wellness) to attract and retain talent.

+ Employee Relations & Engagement

Manages employee relations issues, conflict resolution, and disciplinary processes, while also developing initiatives to enhance employee morale, satisfaction, and engagement.

+ Health & Safety

Develops and implements programmes and policies to ensure a safe and healthy work environment, complying with occupational health and safety regulations and minimising workplace hazards.

+ Learning & Development

Designs, delivers, and manages training programmes and development initiatives to enhance employee skills, knowledge, and performance, supporting career growth and organisational objectives.

+ Generalist

Manages various operational aspects of HR, including HRIS management, payroll liaison, benefits administration, onboarding processes, and ensuring compliance and effective employee data management.

+ Employer Branding

Develops and promotes the organisation's image and reputation as an employer of choice to attract top talent, managing the organisation's presence on career sites and social media.

Recruitment Support

Provides administrative and operational assistance to the talent acquisition team, including scheduling interviews, posting jobs, managing candidate communications, and maintaining applicant tracking systems.

People Generalist

Manages a wide range of HR responsibilities, including recruitment, employee relations, benefits administration, and HR policy implementation, supporting the employee lifecycle.

Talent Acquisition

+ Generalist

Manages various aspects of recruitment and hiring, from sourcing and screening candidates to interviewing, offering, and onboarding new employees, across various roles.

+ Technical

Manages the full, end-to-end recruitment lifecycle – from strategic sourcing and initial screening to conducting interviews, extending offers, and facilitating onboarding – with a specialised focus on attracting and hiring top talent for complex technical roles across engineering, IT, and data science, leveraging a deep understanding of technical skills and job requirements.

People Operations - All

Manages the operational and cultural programmes that support employees throughout their time at an organisation. Covers compensation and benefits, L&D, employee relations, D&I, health and safety, employer branding, global mobility, people analytics, and generalist HR operations.

Talent Acquisition - All

Attracts, assesses, and hires talent across the organisation to meet workforce needs. Covers generalist recruitment spanning all functions alongside specialist technical recruiters focused on engineering, IT, and data science roles.

Product

Product - All

Shapes and delivers digital products that meet user needs and achieve business goals, from strategy and design through to launch and ongoing improvement. Spans product management, product design, user research, product analysis, technical writing, and product operations.

Product Management		+ Generalist Defines the overall product vision, strategy, and roadmap, prioritises features, and works with cross-functional teams (engineering, design, data science, marketing) to build and launch successful products that meet user needs and business goals. + Technical Drives the roadmap for technology-intensive products or platform components, ensuring feasibility and scalability while bridging technical strategy with business objectives to maximise product value.
Product Design		+ Generalist Owns the end-to-end design process, strategically balancing user needs, business goals, and technical feasibility to deliver intuitive, aesthetically pleasing, and effective products by defining functionality and ensuring visual execution across the entire user experience. + UI / UX Design Designs user interfaces and optimises user experiences for digital products (software, apps, websites), ensuring usability, accessibility, and engaging interactions.
User Research		Investigates user behaviours, needs, motivations, and pain points through methods like interviews, surveys, usability testing, and data analysis, providing insights to inform product design and development.
Technical Writing		Creates clear, concise, and accurate documentation for technical products, such as user manuals, API guides, help articles, and release notes, for both technical and non-technical audiences.
Product Analysis		Collects, analyses, and interprets data related to product performance, user behaviour, and market trends to identify opportunities, measure success, and inform product decisions.
Product Operations		Supports the efficiency and effectiveness of the product management team by managing processes, tools, data, and communication, enabling product managers to focus on strategy and execution.
Product Management - All		Defines product vision, strategy, and roadmaps to deliver products that meet user needs and drive business growth. Covers generalist product management alongside specialist disciplines in growth, technical, and game product management.
Product Design - All		Designs digital products that balance user needs, business goals, and technical feasibility to deliver intuitive and effective experiences. Covers generalist product designers who own the end-to-end process alongside UI/UX specialists focused on interface and interaction design.
Professional Services & Consulting	Professional Services & Consulting - All	Advises and supports organisations with expert guidance, strategic thinking, and hands-on delivery to drive performance and achieve long-term goals. Covers management and strategy consulting alongside professional services roles that implement solutions and improve client operations.

	Professional Services	+ Generalist Delivers a broad range of typically fee-based expert services and solutions to clients, assisting them with implementing strategies, improving processes, or managing projects, usually related to an organisation's own products or services. + Implementation Management / Consulting Manages and executes the deployment and integration of specific software, systems, or solutions for clients, ensuring successful adoption and value realisation. + Systems / Technical Consulting Provides expert advice and support to clients across the full technology lifecycle, from design and development to implementation and optimisation of IT systems and infrastructure, ensuring solutions align with both technical requirements and core business needs.
	Professional Services - All	Delivers expert, client-facing services to help organisations implement technology, improve processes, and realise value from solutions. Spans business process consulting, systems and technical consulting, implementation management, forward-deployed engineering, and generalist professional services roles.
Project / Programme Management	Project / Programme Management - All	Delivers projects and programmes on time, within scope, and to the required standard across all scales and levels of complexity. Spans project and programme management, service delivery management, and Scrum Masters who facilitate agile delivery practices.
	Project Management	+ Generalist Plans, executes, and closes a range of individual projects, managing scope, budget, timeline, resources, and risks to achieve specific project goals and deliverables. + Business Expansion / Launch Manages projects specifically related to expanding business operations into new markets, launching new products or services, or establishing new business units. + Technical Manages technology-focused projects, coordinating IT, software development, or engineering teams to deliver complex solutions, effectively bridging the communication gap between technical teams and business stakeholders.
	Programme Management	+ Generalist Oversees and coordinates a group of related projects (a programme) to achieve strategic business objectives, managing interdependencies, resources, and overall programme success. + Delivery Management Ensures the successful delivery of programmes and projects, often in a client-facing or services context, managing timelines, resources, and stakeholder expectations to meet agreed-upon deliverables. + Technical Programme Management Manages complex, technology-focused programmes, requiring a strong technical understanding to coordinate cross-functional engineering teams, manage technical risks, and ensure alignment with product and business goals.
	Scrum Master	Facilitates Agile development processes (specifically Scrum), coaching the team, removing impediments, and ensuring adherence to Scrum principles and practices to optimise productivity and delivery.
	Service Delivery Management	Manages the effective delivery of services to clients or internal users, ensuring service quality, performance, and adherence to agreed-upon service levels by managing incidents, problems, and continuous service improvements.
	Project Management - All	Plans, executes, and closes individual projects to deliver specific goals on time, within scope and budget. Covers generalist project management alongside specialist disciplines in technical project delivery and business expansion and launch.

	Programme Management - All	Coordinates groups of related projects to achieve strategic business objectives, managing interdependencies, resources, and stakeholder expectations. Covers generalist programme management, client-facing delivery management, and technical programme management for complex engineering programmes.
Research & Development - General	Research & Development - General - All	Advances scientific discovery and development across a range of disciplines, from climate science, food science, and materials research through to physical sciences and generalist R&D. Also covers the laboratory technicians and operational staff who keep experimental work running.
	Scientific Research	+ Generalist Conducts original research across various scientific disciplines. Involves designing and executing diverse experimental protocols, analysing complex datasets, and disseminating high-impact findings across multidisciplinary teams to drive innovation and advance scientific knowledge from initial concept to proof of principle.
	Scientific Research - All	Conducts original research across scientific disciplines to deepen understanding of the natural world and translate findings into practical innovations. Spans climate science, food science, materials science, and physical sciences, alongside generalists working across multiple fields.
Research & Development - Technology	Research & Development - Technology - All	Advances technology through fundamental research and the operational deployment of AI, bridging science and real-world application. Spans AI operations, quantum science, and applied research across machine learning, deep learning, computer vision, and natural language processing.
	Research & Applied Science	+ Machine Learning Conducts research and develops new machine learning algorithms, models, and techniques to improve learning from data, prediction accuracy, and decision-making capabilities. + Generalist Conducts research and applies scientific principles to translate emerging concepts into scalable technological innovations and high-performance prototypes, bridging the gap between fundamental research and practical application.
	AI Operations	Manages the operational deployment and responsible use of AI systems in production environments, ensuring they run reliably, safely, and at scale. Covers prompt engineering, model training and data curation, AI quality assurance, and the safety and governance frameworks that ensure ethical and compliant AI behaviour.
	Research & Applied Science - All	Conducts research and develops applied solutions across AI and machine learning disciplines, translating scientific advances into production-ready systems. Spans machine learning, deep learning, computer vision, and natural language processing, alongside generalist researchers bridging fundamental research and practical application.
Risk Analysis & Management	Risk Analysis & Management - All	Identifies, quantifies, and manages risk across the organisation's financial, operational, and regulatory exposures to protect capital and ensure long-term stability. Spans actuarial services, underwriting, fraud and financial crime prevention, and enterprise risk management across credit, market, operational, and cyber domains.
	Underwriting	+ Financial Evaluates the specific credit risk or default potential of an individual borrower (loans, mortgages) or guarantees the sale price of new securities (investment banking) to protect the firm's capital.

	Fraud & Financial Crimes	+ Generalist Develops and implements various strategies, policies, and controls to prevent, detect, investigate, and mitigate risks related to fraud and financial crimes. + Anti-money Laundering (AML) Implements AML policies, monitors transactions, and conducts investigations to prevent money laundering activities. + Customer Due Diligence Develops processes to identify and verify the identity of customers (also Know Your Customer – KYC) and assess their risk profiles to prevent financial crimes. + Financial Crime Analysis Analyses transactional data, customer information, and other intelligence to identify patterns, trends, and anomalies indicative of financial crime activities.
	Risk Management	+ Generalist Identifies, assesses, monitors, and mitigates various risks (e.g. operational, strategic, financial) across an organisation to protect its assets, reputation, and ensure business continuity. + Credit Risk Assesses and manages the risk of loss arising from a borrower's or counterparty's failure to repay a loan or meet contractual obligations. + Operational Risk Identifies, assesses, and manages risks arising from inadequate or failed internal processes, people, systems, or from external events (e.g. fraud, legal, physical, or environmental risks). + Technology & Cyber Risk Identifies, assesses, and mitigates risks related to information technology systems, data security, cybersecurity threats, and IT infrastructure failures.
	Fraud & Financial Crimes - All	Prevents, detects, and investigates financial crimes and fraud to protect the organisation and its customers. Covers anti-money laundering, customer due diligence and KYC, financial crime analysis, and fraud detection and mitigation.
	Risk Management - All	Identifies, assesses, and mitigates risks across the organisation to protect assets, ensure continuity, and support sound decision-making. Spans credit risk, market and systemic risk, operational risk, regulatory risk, and technology and cyber risk.
	Underwriting - All	Evaluates and prices risk to protect the organisation's capital, determining whether to accept coverage and setting appropriate terms and premiums. Covers insurance underwriting across personal and commercial lines, and financial underwriting of loans, mortgages, and securities.
Sales & Relationship Management	Sales & Relationship Management - All	Generates and grows revenue through a range of customer-facing commercial disciplines, spanning direct sales, account management, customer success, advertising, and solutions engineering. Also covers sales development, revenue operations, and commercial partnerships.
	Account Management / Customer Success	+ Generalist Works with a portfolio of general customers with the goal of increasing revenues, customer retention and satisfaction. + Enterprise Works with a portfolio of enterprise customers with the goal of increasing revenues, customer retention and satisfaction. Typically long and complex sales cycle.
	Channel Sales	Develops and manages relationships with channel partners (e.g. resellers, distributors, VARs) to drive sales of products or services through indirect routes.

Direct Sales

+ Generalist

Sells products or services directly to various types of customers to achieve individual sales targets (quotas).

+ SMB

Sells products or services directly to small and medium-sized organisations to achieve individual sales targets (quotas).

+ Enterprise

Sells products or services directly to large, complex enterprise organisations to achieve individual sales targets (quotas).

Sales Development (SDR)

+ Generalist

Generates and qualifies new leads for the sales team in a range of ways, often including outbound prospecting and inbound lead follow-up.

+ Inbound

Qualifies leads generated through inbound marketing efforts (e.g. website enquiries, content downloads).

+ Outbound

Identifies and proactively contacts potential customers through outbound prospecting methods (e.g. cold calling, email outreach).

Sales / Solutions Engineering

+ Generalist

Provides technical expertise by designing and demonstrating various solutions to meet customer needs, often guiding them from the initial pre-sales phase through successful deployment.

+ Pre-sales

Provides technical expertise and tailored product demonstrations to prospective clients, designing solutions to meet their needs and directly supporting the sales team to close deals prior to post-sales implementation.

Commercial Partnerships

Identifies, develops, and manages strategic partnerships with other organisations to create new business opportunities, expand market reach, or enhance product offerings.

Revenue Operations & Support

+ Sales Enablement

Equips sales teams with the content, training, tools, and resources needed to sell more effectively and efficiently.

+ Generalist

Oversees and optimises the processes, systems, and data that support the entire revenue-generating lifecycle, including sales, marketing, and customer success operations.

+ Bid / Tender Management

Manages the process of preparing and submitting proposals, bids, or tenders in response to customer requests (RFPs, RFQs), particularly for large or complex sales.

+ Revenue Operations

Aligns sales, marketing, and customer service operations, processes, and data to drive revenue growth and improve efficiency across the customer lifecycle.

+ Revenue Management / Strategy

Analyses sales data, market trends, and customer behaviour to develop strategies for optimising pricing, product mix, and sales channels to maximise revenue.

+ Sales Operations

Supports the sales team by managing processes, tools (e.g. CRM), data, reporting, territory planning, and compensation administration to improve sales productivity.

+ Sales / Commercial Support

Provides administrative, logistical, or operational assistance to the sales or commercial teams, such as order processing, contract management, or customer enquiries.

Advertising Operations

Manages the technical and operational aspects of delivering online advertising campaigns, including trafficking ads, troubleshooting issues, and optimising performance.

	Customer Enablement	Provides customers with the resources, tools, training, and support they need to successfully adopt, use, and achieve value from an organisation's products or services.
	Account Management	+ Enterprise Manages relationships with existing large, complex, and strategically important client organisations known as enterprise accounts, ensuring customer satisfaction, identifying upselling/cross-selling opportunities, and acting as the primary point of contact post-sale. + Generalist Manages relationships with a range of existing clients, ensuring customer satisfaction, identifying upselling or cross-selling opportunities, and acting as the primary point of contact post-sale.
	Customer Success	+ Generalist Works proactively with a range of customers post-sale to ensure they achieve their desired outcomes while using the company's products or services, fostering loyalty, retention, and advocacy. Typically not responsible for account expansion.
	Account Management / Customer Success - All	Represents an aggregate of compensation data across all specialisms within Account Management / Customer Success, delivering a roll-up view of compensation benchmarks for the position as a whole.
	Advertising Sales - All	Sells advertising space and bespoke solutions across media platforms to meet client marketing objectives. Ranges from direct sales across digital, print, and broadcast channels through to programmatic inventory sold via automated technology platforms.
	Sales Development (SDR) - All	Generates and qualifies new business opportunities for the sales team through inbound lead qualification and outbound prospecting. Covers generalist SDRs alongside specialists in inbound and outbound lead generation.
	Sales / Solutions Engineering - All	Provides technical expertise throughout the sales cycle, from pre-sales solution design and product demonstrations through to post-sales implementation and integration support. Covers generalist solutions engineers alongside pre-sales and post-sales specialists.
	Revenue Operations & Support - All	Supports and optimises the commercial engine of the business, aligning sales, marketing, and customer success through data, processes, and systems. Spans revenue operations, sales operations, sales enablement, deal desk, bid management, and revenue strategy.
	Account Management - All	Manages relationships with existing clients post-sale to drive retention, satisfaction, and revenue growth. Covers generalist account managers alongside specialists in enterprise, SMB, and technical account management.
	Customer Success - All	Ensures customers achieve their desired outcomes with the organisation's products, driving retention, loyalty, and long-term value. Covers generalist customer success managers alongside specialists in enterprise, SMB, and onboarding and implementation.
	Direct Sales - All	Sells products and services directly to customers across a range of segments to achieve individual quota targets. Covers B2C, SMB, enterprise, government, and financial product sales, alongside generalist sales professionals.
Skilled Trade	Skilled Trade - All	Delivers skilled manual work across a range of technical trades, covering installation, maintenance, construction, and repair. Spans electrical, plumbing, HVAC, welding, carpentry, masonry, metalworking, and field service roles.

	Service / Field Technician	Travels to customer sites to install, maintain, troubleshoot, and repair equipment or systems, often for appliances, electronics, or industrial machinery.
Store Sales & Operations	Store Sales & Operations - All	Delivers retail store sales and operations across a range of product categories, from customer-facing sales and daily store operations through to overall store management. Also covers specialist healthcare retail roles including pharmacists and optometrists.
	Store General Management	Manages the overall operations of a retail store, including P&L, staff supervision, inventory management, customer service, merchandising, and achieving sales targets.
Strategy & Corporate Development	Strategy & Corporate Development - All	Shapes and executes the organisation's long-term direction through strategy development and corporate development activity. Spans business strategy, strategic planning, mergers and acquisitions, corporate partnerships, licensing, and the change management that supports major transformations.
	Strategy	+ Chief of Staff Serves as a strategic advisor and operational partner to a senior executive (often CEO), facilitating communication, managing key projects, and driving strategic priorities on behalf of the executive. + Generalist Develops and implements business strategies to drive growth, efficiency, and competitive advantage across the organisation. + Business Analysis Identifies business needs, analyses requirements, and recommends solutions to improve processes, systems, or products, often acting as a liaison between business stakeholders and technical teams within a strategic context.
	Corporate Development	+ Mergers & Acquisitions Manages the end-to-end process of mergers, acquisitions, and divestitures, from target identification and due diligence to deal execution and integration planning. + Generalist Identifies, evaluates, and executes a range of strategic initiatives such as mergers, acquisitions, divestitures, joint ventures, and strategic partnerships to drive growth and enhance organisational value. + Change Management Leads, plans, and manages the effective organisational change and seamless employee adoption resulting from major strategic initiatives, ensuring successful business transformation across people, processes, and technology.
	Corporate Development - All	Identifies and executes strategic initiatives that shape the organisation's future, from mergers, acquisitions, and divestitures through to corporate partnerships, licensing, and strategic planning. Also covers the change management that ensures large-scale transformations succeed.
	Strategy - All	Develops and implements business strategies to drive growth, competitive advantage, and operational effectiveness across the organisation. Covers generalist strategists, business analysts, and product strategists.
Supply Chain & Logistics	Supply Chain & Logistics - All	Manages the full flow of goods from sourcing through to delivery, spanning procurement, materials planning, supply chain management, logistics, transportation, and warehousing. Also covers the generalist roles that coordinate across multiple supply chain functions.

Procurement / Purchasing	+ Generalist Manages the overall acquisition of goods, services, and raw materials needed by the organisation, negotiating with suppliers, managing contracts, and optimising procurement processes. + Buying & Planning Selects and purchases goods or materials, often combined with the planning of inventory levels and procurement schedules to meet demand. + Vendor Management Develops and maintains relationships with suppliers and vendors, monitoring performance, negotiating contracts, and ensuring vendor compliance with quality and service level agreements.
Warehousing & Distribution Centre	+ Generalist Manages the overall operations of a warehouse or distribution centre, including receiving, storage, order picking, packing, and shipping of goods. + Picking & Packing Selects items from inventory (picking) and prepares them for shipment (packing) in a warehouse or distribution centre.
Logistics & Distribution	+ Fulfilment Manages the end-to-end process of receiving, processing, and delivering customer orders, particularly in e-commerce or direct-to-consumer environments. + Logistics Plans, implements, and controls the efficient, effective forward and reverse flow of materials and goods from point of origin to point of consumption.
Supply Chain	+ Generalist Manages end-to-end supply chain activities, from sourcing and procurement through production, inventory management, and distribution, to ensure efficiency and meet customer demand. + Forecasting & Demand Planning Develops and manages demand forecasts, analyses market trends, and collaborates with sales and marketing to create predictions of future customer demand for products and services. + Supply Quality Assurance Ensures that materials, components, and products sourced from suppliers meet specified quality standards, often involving supplier audits and quality control processes.
Warehousing & Distribution Centre - All	Manages the storage and handling of goods within warehouse and distribution centre environments, from receiving and stocking through to picking, packing, and shipping. Covers warehouse managers alongside floor operations, forklift operators, and picking and packing staff.
Logistics & Distribution - All	Manages the movement and storage of goods from production through to end customer, covering distribution networks, order fulfilment, and logistics coordination. Ranges from generalist logistics managers through to specialists in distribution and e-commerce fulfilment.
Procurement / Purchasing - All	Sources and acquires goods, services, and raw materials for the organisation, managing supplier relationships, contracts, and procurement processes. Covers generalist procurement managers alongside specialists in buying and planning and vendor management.
Supply Chain - All	Manages end-to-end supply chain activities to ensure efficiency and meet customer demand, from demand forecasting and sourcing through to distribution. Covers generalist supply chain managers alongside specialists in optimisation, demand planning, supply quality assurance, and import/export.

Transportation & Fleet - All

Manages the movement of goods and passengers by road and air, covering fleet planning, route optimisation, and day-to-day transport operations. Covers fleet and transport managers alongside drivers and drone operators.