

# Mercer job library

Design and methodology



# Mercer job library

Two concepts meet to form a job

## Nature of work



### Job Family

Sales, Marketing & Product Management



### Sub-family

Product Marketing & Management



### Navigation Group

Digital/Internet Marketing



### Specialization

Social Media Marketing

- General Digital/Internet Marketing
- Email Marketing
- E-Commerce/Online Shopping Marketing
- Web Content Marketing
- Search Engine Marketing



## Hierarchy of work

Career Stream & Level



Job matching to library job

Experienced Professional (P2)

**Jobs (Specialization + Career Level):**  
Social Media Marketing – Experienced Professional (P2)

# Mercer job library

## Nature of work

Job family	Sub-family	Navigation group	Specialization
Sales, marketing & product management*	Product marketing & management	Digital/internet marketing	General digital/internet marketing
			Email marketing
			<b>Social media marketing</b>
			E-commerce/online shopping marketing
			Web content marketing
	Field sales & account management	Channel marketing	Search engine marketing
			Trade marketing
			Channel/partner marketing
			Category management
			Shopper marketing
Field sales & account management	Field sales (ultimate purchaser or channel partner)	General field sales	
		General field sales: Key clients	
		Technical sales	
		Direct sales	
		Direct sales: Key clients	
Field sales & account management	Direct sales (ultimate purchaser)	Product financing/leasing sales	

\*This is not an exhaustive list of the Sub-families, Navigation Groups or Specializations covered in the Sales, Marketing & Product Management Job Family.

# Mercer job library

## Hierarchy of work

Career Stream				
	EXECUTIVES	MANAGEMENT	PROFESSIONALS	PARA-PROFESSIONALS
Career Level	Executive Tier 1			
	Executive Tier 2			
	Executive Tier 3			
		Senior Director (M6)	Pre-Eminent (P6)	
		Director (M5)	Expert (P5)	
		Senior Manager (M4)	Specialist (P4)	
		Manager (M3)	Senior (P3)	
		Team Leader – Professionals (M2)	Experienced (P2)	
		Team Leader – Para-Professionals (M1)	Entry (P1)	
				Specialist (S4)
			Senior (S3)	
			Experienced (S2)	
			Entry (S1)	

**Note:** This table is for illustration purposes and represents the typical correlation between Career Levels, within each of the Mercer Job Library Career Streams. It is based on the median position classes associated with the underlying IPE evaluations for a mid-sized organization. The alignment of Career Levels may differ somewhat between organizations depending on various factors, in particular organization size, but also industry, activities, geographic scope, etc. For more information, speak to your Mercer consultant.

# Mercer job library

## Smart job coding

### Social Media Marketing – Experienced Professional (P2)



**SMP**

**Family**

(3-digit alpha)

Sales, Marketing &  
Product Management

**Family**

Summarizes Jobs with distinct-yet-related disciplines or departments.

**04**

**Sub-family**

(2-digit)

Product Marketing &  
Management

**Sub-family**

Summarizes Jobs within a Family that have a distinct branch or discipline of knowledge

**065**

**Specialization**

(3-digit)

Social Media  
Marketing

**Specialization**

Summarizes tasks/type of work performed, regardless of organization level.

**P20**

**Career stream**

(1-digit alpha)

Professional – P

**Career level**

(2-digit)

Experienced – 20

**Organization level**

Represents a specific type of work at a specific Career Level.

Clients match to “Jobs” during the data submission process.

# Mercer job library

## Data roll-ups in mercer WIN



Nature of work

Job Family

Sales, Marketing & Product Management

Sub-family

Product Marketing & Management

Navigation Group

Digital/Internet Marketing

Specialization

Social Media Marketing



Hierarchy of work

Career Stream & Level

Experienced Professional (P2)



Job/data roll-up

Core Job:

Product Marketing & Management - Experienced Professional (P2)

Mercer Combined Job\*:

Digital/Internet Marketing - Experienced Professional (P2)

Job:

Social Media Marketing - Experienced Professional (P2)



