

Design and methodology



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

Jobs (Specialization + Career Level):

Social Media Marketing – Experienced Professional (P2)

Experienced Professional (P2)



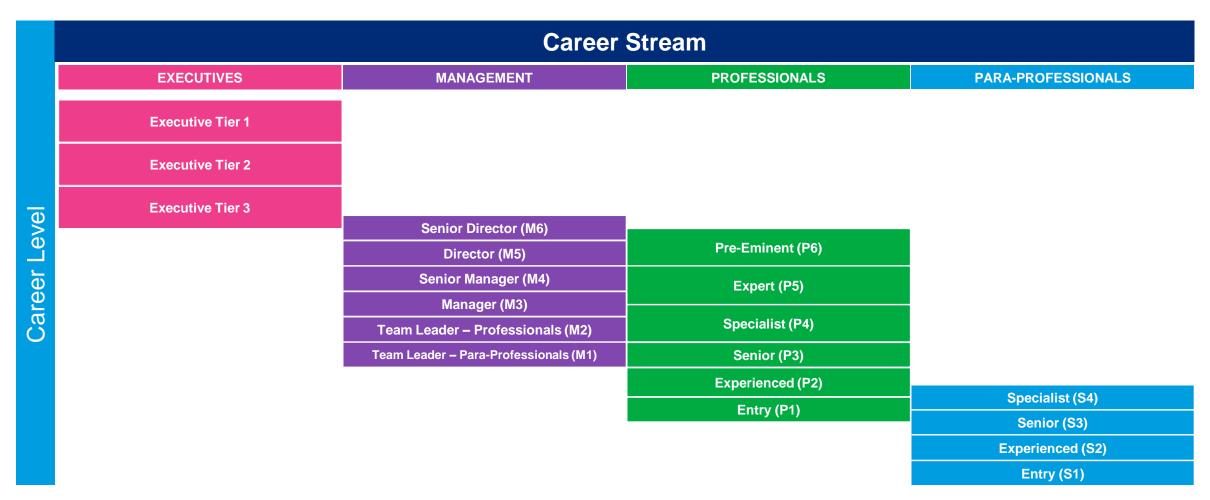
Nature of work

Job family	Sub-family	Navigation group	Specialization
Sales, marketing & product management*	Product marketing & management	Digital/internet marketing	General digital/internet marketing
			Email marketing
			Social media marketing
			E-commerce/online shopping marketing
			Web content marketing
			Search engine marketing
		Channel 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 (ultimate purchaser)	Direct sales
			Direct sales: Key clients
			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.



Hierarchy of work



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.



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) (2-digit)

Professional – P Experienced – 20

Career level

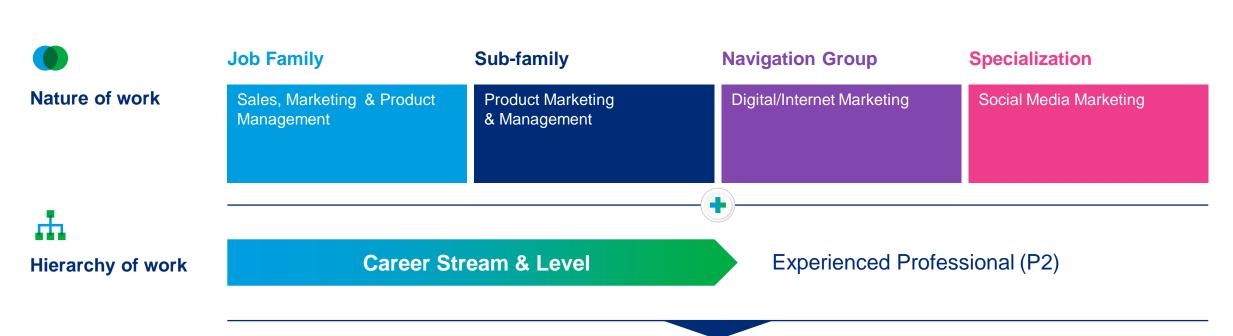
Organization level

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

Clients match to "Jobs" during the data submission process.



Data roll-ups in mercer WIN





Core Job:

Product Marketing & Management - Experienced Professional (P2)



Mercer Combined Job*:

Digital/Internet Marketing - Experienced Professional (P2)



Job:

Social Media Marketing - Experienced Professional (P2)







A business of Marsh McLennan