

Guide: manager job titles in standardised occupational categories for Information Media & Telecommunications

The roles and responsibilities of managers in your organisation must be matched to the standardised occupational categories of managers provided ([Reference Guide, p 20 and 21](#)). The table below is provided as an example only.

Table 1: Example job titles used for manager categories by organisation size

Organisation Size (# employees)	Other managers	Senior Managers	Other executives/general managers	KMP	CEO
<ul style="list-style-type: none"> → 0-249 → 250-499 → 500-999 	<ul style="list-style-type: none"> → Payroll manager → News director → Local operations manager → State manager 	<ul style="list-style-type: none"> → Group business manager → Financial controller → General managers 	<ul style="list-style-type: none"> → Other heads of business unit/department <i>e.g. HR manager or regional manager</i> 	<ul style="list-style-type: none"> → Core executive team (e.g. CFO, COO, CIO) → Head of business unit/department or region - at an entity level 	<ul style="list-style-type: none"> → CEO → Managing director (Head of each entity included in the report – i.e. there could be more than 1 CEO)
<ul style="list-style-type: none"> → 1000+ → 5000+ 	<ul style="list-style-type: none"> → Agency services manager → Creative services manager → Business development manager → Local managers → State manager 	<ul style="list-style-type: none"> → Executive producers → Marketing manager → Operations manager → Commercial manager 	<ul style="list-style-type: none"> → Regional heads → General managers → Head of significant group or operation <i>(e.g. sales, IT, finance, operations, etc.)</i> 	<ul style="list-style-type: none"> → Group executives/ senior executive team or committee (e.g. CFO, COO, CIO) → Regional managers 	<ul style="list-style-type: none"> → CEO → Managing director (Head of each entity included in the report –i.e. there could be more than 1 CEO)

Note:

1. Use standardised manager categories that match the definition of managers in your organisation. It is not compulsory to use every category.
2. Within any standardised manager category, several reporting levels to the CEO can be allocated, as shown in the [infographic \(Reference Guide, p 25 and 26\)](#).