

Job Descriptions

Survey participants were referred to the following position descriptors when matching their jobs to the survey jobs. Additionally, they were given the following instructions: *Do not match jobs based on job title alone, but rather on the content of the position description. If an employee's responsibilities cover 2 or more job titles, please select only one for input. Note that some of your jobs may not correspond exactly with these descriptions; however, if they are related and your employees work in the areas mentioned in the position description at least 60% of their time, then please enter the salary data.*

JOB FUNCTION	DESCRIPTION
KEY EMPLOYEES	
CEO/President	The highest level in the organization, this position is responsible for directing the business toward its primary objectives, which are often based on profit and return on capital. Establishes current and long-range objectives, plans and policies subject to approval by the board of directors. Represents the organization with major customers, the financial community and the public.
COO	Directs, administers and coordinates all activities of the organization in support of policies, goals and objectives established by the Chief Executive Officer and the board of directors. May assist the CEO in developing those goals and policies that pertain to operations, financial performance, personnel and growth, among others.
CFO	Has overall responsibility for an organization's financial planning, accounting function, treasury function and various other areas that may include budgeting, audit, tax and insurance. Is especially responsible for providing management with financial reports necessary for the decision-making process.
VP/Director of Marketing	Develops the organization's marketing objectives, policies and programs. Plans, directs and coordinates the marketing efforts of the company, including pricing, distribution and advertising plans and marketing programs. Responsible for maintaining or improving the competitive position of the organization's products.
VP/Director of Sales/Business Development	Develops the organization's sales and business development strategies. Plans, directs, and coordinates sales activities of the company to maximize profits, achieve greatest penetration of existing markets and retain company's customers. Forecasts and develops annual sales quotas and goals for regional or field sales professionals. Assigns sales territory to sales personnel and works with independent reps.
VP/Director of Operations	Directs, administers and coordinates activities of one or more departments such as engineering, operations, materials/purchasing and manufacturing. Guides and directs the procedures, developments and production of the company's products and services. Reviews and analyzes reports, data, processes and projects to determine and ensure that costs, forecasts, margin objective and corporate goals are attained.
General Manager (NOT Owner/Partner)	Overall management and profit & loss responsibility
General Manager/Owner/Partner	Directs the operations of several departments to obtain efficiency and economy of operations. Plans, develops, and implements company policies and goals. Analyzes departmental budgets and determines changes in programs and operating procedures; Overall Management and profit & loss responsibility.
ADMINISTRATION	
Data Entry Clerk	Enters data into a central storage unit. Compiles, sorts and verifies data.
Executive Assistant	Performs general office work for department head or executive officer. Keeps official business records, executes administrative policies, schedules appointments, plans travel and reservations, and generally represents the executive.

HR Manager	Recruits, interviews and aids in selection of employees to fill vacant positions. Maintains employee records, stays knowledgeable of compensation trends, prepares budget & investigates accidents for insurance purposes. Overall personnel/human resources responsibilities.
MIS/Information Systems Manager	Oversees the management of information systems.
Office Manager	Supervises office operations. Determines procedure for retention, protection, retrieval, transfer, and disposal of records. Establishes office budget, standards, correspondence procedures, and style practices. Overall office procedural responsibility.
Permitting	Works to obtain permits and other governmental approvals required for the installation of signs. Researches code-related inquiries for other internal and external customers. May also coordinate variances and other administrative appeals.
Secretary	Welcomes visitors, determines nature of business and directs them to the appropriate person. Answers telephone and maintains employee and departmental directories. Performs other clerical duties.

FINANCE

Accountant	Summarizes current and projected financial position. Audits contracts, orders, and vouchers. Prepares reports detailing assets, liabilities, and capital, balance sheet, profit & loss statement, and more.
Bookkeeper	Verifies, allocates, posts and summarizes details of financial transactions to subsidiary accounts in journals, general ledger, or computer files. Calculates employee wages, withholding, social security and other taxes, and prepares checks for payment of wages.
Controller	Guides financial decisions, protects assets, monitors, confirms and maximizes financial conditions, and prepares budgets. Arranges audits and advises management about insurance coverage for protection against property losses and potential liabilities. Develops and maintains corporate financial records.
Credit Manager	Maintains customer records and is responsible for accounts receivable.

CUSTOMER SERVICE

Customer Service Manager	Works directly with management as a liaison between sales staff, customers and department heads. Expedites outside purchases and supervises customer service department staff. Oversees all customer service interactions.
Customer Service Representative	Acts as a liaison between customers and the production department. Receives customer inquiries on prospective, current and past orders. Maintains a daily update of the production schedule and keeps the customer informed about the status of the order. Enters and processes orders and has regular telephone interaction with customers.

DESIGN

Art Director	Plans all activities of the art department including sketch art, production art, creative design, composition, art layout and finished art presentation. Determines quality level and establishes work procedures and materials for each level of work. Develops relationships with outside freelance artists, assists sales and marketing department with estimates, sketches, dummies, samples or other materials for presentations. Overall responsibility for art and design.
CAD/Display Designer	Plans and designs three-dimensional displays for point-of-purchase/sale installation. Designs and sketches display, selects stock, colors and assembly hardware, builds prototype and submits for customer approval. Creates detailed instructions for assembling display.
Content Programmer	Designs and/or programs/schedules the messages (content) on an electronic sign or digital display
Graphic Designer	Creates original layout and design, specifies copy, fits type, and selects colors based on customer instruction or specifications. Submits layouts and designs for approval. Assists sales and marketing by providing artwork for customer presentations.

INSTALLATION	
Crane Operator	Operates cranes, aerial ladders and other heavy installation equipment.
Installer (General)	Sign installer responsible for the installation, maintenance, and service of signs. Erects ladders, scaffolding, staging and various signaling and rigging to gain access to hang signs. Performs services such as electrical hook ups and troubleshooting, cleaning, painting, bulb replacement, etc.
Service Technician	Repair and maintain electrical and non-electrical signs. Operate aerial equipment, be knowledgeable about electrical issues, properly document work orders, and communicate with customers and company sales representatives.
Vehicle or Window Graphics	Sign installer responsible for the application of vinyl and other graphics to windows, walls and vehicles.
OPERATIONS	
Channel Letter Fabricator or Automated CL Operator	Read and interpret shop drawings and determine methods of fabrication, size of material and equipment to be used. Ability to set up and operate equipment and hand tools to cut, bend and form materials for fabrication. Must understand Channel Letter Bending, Jeweling, Channel Letter Assembly and Electrical Wiring.
CNC Router Operator	Produces sign parts by programming, setting up, and operating a computer numerical control (CNC) machine; maintaining quality and safety standards; keeping records; maintaining equipment and supplies.
Engineer	Designs product systems and applications for sophisticated printing techniques to achieve extremely fine-close tolerances.
Estimator	Consults with customers and analyzes sketches, drawings, specifications, proposals and other documentation to prepare time, cost, labor and material estimates for production jobs. Prepares estimates for all jobs.
Fulfillment/Kitting/Assembly	Assembles printed product components as part of an assembly line or at a bench. Operations are performed by hand and are generally not complex.
Inventory/Stock/Materials Clerk	Controls raw materials. Counts and compiles information on receipt or disbursement of material, equipment, merchandise or supplies. Responsible for inventory control records. Recommends disposition of defective or unusable items.
Maintenance Supervisor	Plans and assigns activities of workers engaged in repair, maintenance and installation of equipment. Directs installation of, modification to and maintenance activities on the physical structures of buildings and building equipment such as heat, electric, gas and air. Has frequent contact with service and supply companies, contractors, outside engineers and other personnel. May also be responsible for grounds maintenance activities.
Mechanic/Helper	General Support of production and/or installation/service department
Neon Tube Fabricator	Charges illuminated sign tubing with rare (inert) gases: Attaches formed sign tubing to pumping unit through fused tubulations (glass nipples). Removes air from tubing by means of vacuum pump. Bombards tubing with high-voltage electric current to eliminate gaseous impurities. Reduces vacuum in tubing to specified point, using vacuum pump and vacuum gauge. Connects and opens rare gas bottle to admit rare gas, such as neon, argon, helium, krypton, xenon, distilled mercury, or blue gas (depending on color desired) to specified pressure as indicated by pressure gauge. Tests sign by connecting electrodes to secondary winding of transformer and observing color of light. Seals tubing by heating and closing tubulations. Connects tubing to transformer and operates several hours to age tubing (consume gaseous impurities). May paint or tape tubing to separate symbols.
Paint Booth Operator	Set up, operate, or tend machines to coat or paint any of a wide variety of products including glass, cloth, ceramics, metal, plastic, paper, or wood, with lacquer, silver, copper, rubber, varnish, glaze, enamel, oil, or rust-proofing materials.
Plastic Face Fabricator	Fabricates, assembles, reworks, and repairs plastic sign faces, applying knowledge of working characteristics of plastics and bonding techniques, using precision instruments, handtools, power tools, machines, and equipment: Reads and interprets blueprints, work orders, and related documentation to determine methods and sequence of operations and dimensional and finish specifications.

Production/Plant Manager	Determines priorities in conjunction with production schedule. Coordinates activities of production workers, plans operations, and establishes sequence for manufacturing products by resolving operational, production or maintenance problems. Inspects for quality and progress of jobs.
Project Manager/Expediter	Checks production schedule, verifies progress of jobs and informs supervisor and customer about any variations. Compiles list of materials needed for jobs and contacts vendors to obtain raw materials. Notifies involved parties and distributes material on arrival. Processes incoming and outgoing orders, coordinates subcontractor activities.
Quality Assurance Manager	Supervises quality control department and trains employees on quality control issues. Oversees implementation and monitoring of quality improvement efforts.
Safety Manager	Serves as the staff specialist in safety by developing and carrying out procedures that effectively control accident and health exposures in the company. Responsible for oversight of all aspects of the company's safety and health activities, including: Employee training, recordkeeping and regular compliance.
Shipping Clerk	Prepares finished goods for shipment. Verifies completeness of shipment against order, packs shipment, affixes labels, selects shipping method, weighs and determines shipping charges, and issues bill of lading. Helps to load trucks and keeps shipping records.
Sign Electrician	Layout, assemble, install and test electrical fixtures and wiring used in electric signs.
Sign Fabricator (General)	Designs, lays out and fabricates a variety of signs; applies and ensures compliance with institutional, state, and federal signage guidelines; operates hand and power tools such as saws, punches, knives, grinders, routers, drills, and other equipment; operates PC- or Mac-based computer-aided design/manufacturing systems for sign fabrication which can include various software and database programs, printers/plotters, scanners, lamination equipment, sign engraving equipment, and sublimation and Braille printers.
Sign Fabricator Journeyman - Metal Department	Plan, lay-out, fabricate, assemble, install and repair sheet metal parts and products, utilizing knowledge of working characteristics of metallic and non-metallic materials, machining and lay-out techniques, using hand-tools, power tools, machines, and equipment.
Sign Fabricator Journeyman - Plastic Department	Plan, lay-out, fabricate, assemble, install and repair plex/acrylic/polycarb sign faces and parts, utilizing knowledge of working characteristics of materials, machining and lay-out techniques, using hand-tools, power tools, machines, and equipment.
Sign Painter	Designs, lays out, and paints letters and designs to create signs, using measuring drawing instruments, brushes, and handtools.
Vinyl Sign Fabricator	Produces signs using individual artwork and/or written instructions. Operates computer-driven technologies to successfully complete job responsibilities. This can include, but is not limited to, printers/plotters, scanners, lamination equipment, sign engraving equipment, and sublimation and Braille printers. Assembles all types of vinyl and reflective vinyl material for production of all types of sign and vehicle applications.
Vinyl/Digital Print Technician	Sets up and runs vinyl and wide format printing operations.
Welder/Fitter	Lay out, fit, and fabricate metal components to assemble structural forms, using knowledge of welding techniques, metallurgy, and engineering requirements. Responsible for permanently joining metal parts using high heat application to form a permanent bond. May specialize in one of hundreds of different processes of welding to join metals together.
PURCHASING	
Purchasing Agent	Compiles information, records and quotations to prepare purchase orders for procuring material, machinery, equipment, tools, parts and services. Maintains recommended inventory levels and establishes replenishment needs.
Purchasing Manager/Buyer	Directs purchasing department activities. Ensures that raw materials, supplies, equipment and contract services are procured. Oversees inventory control and supervises the issuance of all purchase orders, ensuring that required specifications, prices, terms, conditions and other relevant information are included.

SALES/MARKETING

Marketing (General)	Runs internal and external marketing activities. Develops and executes marketing plan to ensure profitability and market share..
National Sales/Account Manager	Manages and coordinates projects, sales and customer relationships for large accounts on a national level.
Sales Manager	Manages sales activities of the company to maximize profits, achieve greatest penetration of existing markets and retain company's customers. Forecasts and develops annual sales quotas and goals for regional or field sales professionals. Assigns sales territory to sales personnel and works with independent reps.
Sales Representative	Sells for manufacturer, distributor or printer to businesses and industrial establishments. Travels throughout assigned territory to call on regular and prospective customers to solicit orders. Quotes prices and credit terms and prepares sales contracts for orders obtained.

GENERAL

Apprentice	Works with a mentor to learn a skill, craft or trade. Learns by practical experience from the direction and action of a skilled and knowledgeable worker.
Intern	A student who works for a fixed period of time, typically three to six months, to receive hands-on work experience and develop relevant skills in a particular field. Internships may be part-time or full-time and can be paid or unpaid.