

Title	Description
CEO / President / Owner	The CEO/President/Owner provides strategic leadership for the company by working with the Board and other management to establish long-range goals, strategies, plans and policies. He/she acts as an advisor from the financial perspective on any business activity that the corporation may enter representing the company with its major customers, the financial community and the public.
VP / COO / Managing Director	This position is responsible for the overall day-to-day operations of the organization and assists the CEO in the development of corporate policies and goals. This executive may be involved in a number of areas such as personnel, marketing, maximizing the customer experience and profitably across the business.
CFO / Treasurer / Controller / VP of Finance	The CFO/Treasurer/Controller directs the establishment of accounting practices, financial reporting and procedures for the company required under professional guidelines and governmental regulations. She or he maintains a continuous audit of all operations and develops and analyzes financial information to keep the top management abreast of operating trends and results.
VP / Director of Human Resources	Responsible for benefits administration, employee relations, training, performance management, onboarding, policy implementation, recruitment/employment, affirmative action and employment law compliance.
Branch Manager / Area Manager / Regional Manager	Responsible for operations of a branch/location offering a mix of services, in particular sales and customer service. May also be responsible for showroom/parts department inventory supply and control; staff hiring and training; building; fleet management and maintenance at the branch location. May have own personal sales/service accounts.
Operations Manager / Product Manager / Rental Manager	Develops schedules and assignments; prepares required reports and other communications. Implements all company operating policies and procedures. Plans, directs and coordinates the organization's operations. Responsible for improving performance, productivity, efficiency and profitability through the implementation of effective methods, products and strategies.
Director of Business Development / Business Development Manager	This position is responsible for new business development and account management and is instrumental in contributing to the organization's ability to achieve its revenue and profitability goals. He or she does outreach to seek new revenue channels and contribute to new product offerings.
Director of Marketing	The Director of Marketing manages the marketing budget and leads company-wide marketing efforts such as integrated communications, social media campaigns and trade shows that support its distinct business units.

Marketing Manager	The Marketing Manager supports the Director of Marketing in managing the company's distinct business units' marketing efforts. Responsibility includes and not limited to communications, website, literature, and trade show and conference activities.
Director of Sales	The Director of Sales is responsible for managing the sales efforts of the organization's businesses. This includes and is not limited to meeting with clients, producers and meeting planners, designing the technology elements, negotiating the proposal and managing client satisfaction.
Sales Manager / Sales Coordinator / Sales Estimator	The Sales Manager assists the Director of Sales. He/she effectively manages sales leads as well as identifies other prospective opportunities.
Senior Account Executive	Works with prospective and current customers to develop a deep understanding of their needs and expectations and translate into solution requirements that satisfy their demands. Works with engineering to develop proposals, quotes and respond to RFP/RFI and project documents in general.
Account Manager / Sales Representative	The Account Manager administers the expectations of the customer after the Senior Account Executive has established the relationship with the client. She/he then nurtures relationships with prospects and customers throughout the sales process.
Rental Account Executive / Rental Account Manager / Rental Sales Rep	The account executive is responsible for the inside sales of new customers and management of existing clients including, but not limited to event managers, producers, audiovisual and computer rental companies. This role will require both a strategic and technical mindset for all projects to position the organization's offerings.
Customer Service Representative	The Customer Service Representative answers the phone and provides counter assistance by answering questions and providing information to current and prospective clients. She/he works with internal departments to meet customer's needs and keep records of customer interactions, as well as actions taken.
Chief Engineer	The Chief Engineer demonstrates a sound working knowledge of current role and the technical systems, programming applications and equipment used in performing this role, and understands the impact this role has on other business functions within the organization. Additionally, the Chief Engineer is expected to have an intimate knowledge of codes, laws and regulations pertaining to the operation.
Engineering Manager	This position is responsible for the operational management and effective daily leadership and administration of the engineering team with the objectives of safely, efficiently, and effectively operating machinery and systems in a cost-effective manner.
Installation Manager	The Installation Manager oversees the technical team and interacts with our sales team, customers, and construction contractors. This technical position will be responsible for the project time line estimates, fleet inspection, as well as project expense reports.

Project Manager	The Project Manager oversees the day-to-day operations for each assigned audiovisual installation project from initial point of sale through project completion. He/she coordinates the project schedule and leads the project team within the budget parameters. He/she responds to and/or monitors the project progress on communications such as change order, field reports and sign-off documents as required.
Sales Engineer	Works with sales personnel and customers to determine needs in areas of equipment and personnel. Lead and assist the sales and project team with the design and conduct site surveys. Pre-sale activities to support the sales team with the development of audiovisual collaboration technology hardware and service proposals.
Design Engineer / Systems Engineer / Designer	Designs facilities and systems based on analysis of customers' needs. Creates detailed drawings and proposals for facilities and systems using CAD programs. Extensive knowledge of audio, video and control systems as well as architectural and cabling requirements.
Audio Visual Field Engineer	The AV Field Engineer is responsible for management and supervision of QA/QC of the integration of AV systems. She/he maintains project check lists ensuring standards and procedures are adapted and commissioning of the installation.
Senior / Lead / Specialized Integration / Installation / Network Technician / Install Technician III	This role is highly skilled in one or more technical disciplines and significant integration experience. Knowledgeable in all phases of systems integration, capable of working independently, can take lead or supervisory role on most projects, able to effectively interface with client and other trades. Often has some formal technical training and holds advanced certification.
Specialized Integration / Installation Technician / Install Technician II	This integration technician does general installation work, usually under supervision. Familiar with most equipment and its functionality. Understands relationship of various components. May or may not have formal technical training, often has basic certification.
Non-Specialized Integration / Installation Technician / Install Technician I	The non-specialized integration technician does the basic installation work under supervision. He/she is familiar with most equipment and its functionality with the ability to test integrated systems and train client on use. Understands relationship of various components. May or may not have formal technical training, often has basic certification.
Senior / Lead / Specialized Rental and Staging Technician	Highly skilled in one or more technical or specialized disciplines. Intermediate to advanced knowledge of all technical elements of events and capable of working without supervision in most settings. May serve as onsite lead tech or supervisor on most shows. Experienced with all aspects of show setup, operation, troubleshooting and "lower-end" technical direction.
Non-specialized Rental and Staging Technician	Less experienced and specialized, but understands technical elements of typical shows. Capable of setup and operation of most show equipment. Normally works under supervision, assists specialized staff.

Control Systems Programmer	Experienced in the audiovisual field designing and programming large-scale AV presentation, visualization, multimedia, videoconferencing, and control systems. He/she has a strong understanding of IP and network systems and working with various control methods and protocols.
Service Technician / Field Technician	The Service/Field Technician diagnoses and replaces equipment for both businesses and customers. Equipment repairs may include multi-level mixing boards, amplifiers, cameras, monitors, projectors and industrial broadcast recording equipment.
CAD Technician / Draftsman	The CAD Technician is experienced in creating scaled site for various project locations. She/he is proficient in CAD software and responsibilities include, but are not limited to, CAD drafting-interpreting, editing, and design floor and RC device plans.
Inventory Control Manager / Warehouse Manager / Rental Inventory Control	This position conducts daily inventory analysis, process receiving/shipping, checking out equipment and inventory management. Develops and implements inventory control procedures, coordinates and manages physical cycle counts, RMA and RSO activities.
Purchasing Manager	The Purchasing Manager directs the purchase of materials and supplies, selects reliable sources, approves purchase orders, controls prices and quality, and supervises purchasing personnel. He/she maintains information on factors affecting prices, availability and delivery of products.
Administrative Assistant / Secretary	The administrative staff attends to various aspects of office work, scheduling appointments, organizing and maintaining work orders, etc. He/she has basic business administration skills such as computer knowledge, communication and customer service.
Director of IT / Network Manager	Specifies and recommends upgrades and maintenance plans for all hardware and software used by the company. Manages the network, servers and desktop computers. Manages network technicians and other IT employees.
Office / Shop Manager	Supervises all office support services including clerical functions, payroll and personnel records, duplicating, mail, telephone services, and office supply purchases. With other managers, may work on budget development and analysis, and assist on special projects or other programs.
Accountant / Bookkeeper	Responsible for the execution and maintenance of the finance/accounting areas. These may include accounts receivable, accounts payable and payroll.
Human Resources Manager	Assists the VP/Director of Human Resources in the daily activities of employee relations and human resources policies administration.
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