Understanding Job Titles

How to Decode Roles Across Different Companies

Not all job titles are created equal. A "marketing coordinator" at one company may have vastly different responsibilities than someone with the same title elsewhere. Titles can be vague, inflated or vary widely between industries. Understanding what's behind a job title is essential to finding roles that truly fit your skills and career goals.

READ THE DESCRIPTION, NOT JUST THE TITLE

Job seekers often make the mistake of filtering searches by title alone, missing great opportunities with different labels. Instead, focus on the job description. What are the core duties? What skills are required? How much experience is expected?

Pay attention to the scope of responsibility. A "specialist" might lead projects at one company but be an entry-level support role at another. Likewise, "manager" doesn't always mean you'll be supervising a team.

If a title sounds unfamiliar or vague — like "growth hacker" or "ninja" — look for clues in the posting or on the company's website. These creative titles may reflect a startup culture but often align with more standard roles like marketing analyst or business development associate.

LOOK AT THE COMPANY'S STRUCTURE

Larger companies often have more layers of job titles, while smaller firms may combine roles. A "coordinator" in a large corporation may focus on one specific task, while the same title at a small business might wear multiple hats.

Titles can also reflect internal hierarchies rather than external standards. Don't dismiss a lower-sounding title if the responsibilities are challenging and the compensation is competitive.

If you're unsure, use LinkedIn to look up others with the same title at that company. You'll often find patterns in duties, backgrounds and career progression that help you understand what the role actually entails.

In a job search, titles are just the starting point. By digging deeper into responsibilities and company context, you'll uncover roles that align with your goals — regardless of what they're called.

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