

BUSINESS TITLE GUIDELINES

Within the market influenced compensation and titling structure, it is essential to utilize titles commonly found across external markets to describe work being performed in a particular job. Part of the market informed structuring is to recognize that in some instances a **title of record** is not the best descriptor of work being performed, nor does it always provide enough detail about the specifics of an individual position within the organization.

In these instances, a business title would be applied to a position to more easily and clearly describe the work being performed in a specific role.

The application of a business title **would not change** the title of record or the associated job code, but **could be used in:**

Business Cards
Email signatures
Name badges
Office signage
Stationary
Department Websites
Internal and External Communications
Vacancy Announcements
UW Employee Directory

A Business Title Should

- Provide a more specific description of the function or work performed to better facilitate business communications.
- Add clarity to the job function, group and classification assignment in describing the individual job.
- Be consistent with professional/industry practice.
- Be consistent with other working titles within a job group and/or work unit.

A Business Title Cannot

- Duplicate a title of record.
- Misrepresent the university or the authority of a position in any way.
- Use words that are recognized as typically being associated with institutional officers.

A business title is limited to 30 characters in length. In line with these guidelines, divisions should review and approve the use of business titles for their employees.

EXAMPLES:

Human Resources Specialist (title of record) Compensation Analyst (business title)
This example **WOULD NOT** meet the business title standard, as Compensation Analyst is an official title of record currently in use.

Human Resources Specialist (title of record) People Operations Specialist (business title)
This example WOULD constitute as an appropriate use of business title, and reflects industry standards.

Human Resources Specialist (title of record) President of Human Resources (business title)
This example WOULD NOT meet business title standards, as it inflates the level of authority.