Learning Series  
UW–Madison Business Title Guidelines

WHAT IS A BUSINESS TITLE?

A business title provides more description to an employee’s assigned official job title (title of record). An employee can adopt a business title that provides more specific detail about an individual position within the organization or the type of work performed. Business titles replace working titles.

WHERE CAN I USE A BUSINESS TITLE?

- UW Employee Directory
- Name badge
- Department website
- Business card
- Office signage
- Internal/external communications
- Email signature
- Stationery
- Vacancy announcement

Business title does not change an employee's title of record or assigned salary range.

BUSINESS TITLE GUIDELINES

A Business Title Should

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

EXAMPLE:
An employee who is a Recreation Program Coordinator adopts the business title of Coordinator of Competitive Sports to specify their program area

A Business Title Cannot

- Duplicate a title of record
- Misrepresent the university or the authority of a position
- Use words typically associated with institutional officers

EXAMPLES:
A Sponsored Programs, Grants & Contracts Compliance Officer cannot take a business title of Compliance Manager because that is an existing title of record.

An HR Generalist cannot take a business title of Chief People Officer because the title misrepresents their level of authority.