



Podcast Taxonomy

An international, multidisciplinary collaborative standard
for recognizing roles and credits in podcast production.

WHITE PAPER

Organized by



PODCHASER



STAFF ME UP

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Overview

Summary

Podcast Taxonomy is an international, multidisciplinary collaborative standard for recognizing roles and credits in podcast production. It consists of a list of roles/credits and their respective description.

This is a living, breathing document intended to be routinely updated via a convention of partners throughout podcasting known as the Podcast Taxonomy Consortium.

Goals

Podcast Taxonomy has a guiding mission to achieve three goals:

- 1. Further professionalize the podcast industry** by adopting a standard set of roles in podcast creation.
- 2. Help with job search and creation in podcasting**, giving networks and independent creators a common list of known roles and job descriptions.
- 3. Ensure the taxonomy of podcast roles is inclusive**, representing people of all backgrounds, including women, people of color, and marginalized voices.

Background

Lead by Podchaser and Staff Me Up, representatives from across podcasting organized — from August 2020 to April 2022 — in the collaborative creation of the first Podcast Taxonomy. The meeting was dubbed Podcast Taxonomy Consortium 2020.

In total, 56 participants from 40 organizations were a part of the inaugural Podcast Consortium. Members spanned across several countries and diverse personal backgrounds.

The Consortium drafted the first Podcast Taxonomy via an extended process consisting upon a series meetings, document collaboration, and approvals.

In this latest version, the Podcast Taxonomy expands its recognition of roles and responsibilities within the industry (9 new roles and 11 different titles), an expansion in roles to distinguish between unscripted and scripted podcasts, and the establishment of a Board of Directors.

Recognizing Titles for Similar Roles (AKAs)

As many job titles in the podcast industry take on similar roles and responsibilities, we have started to include them complementary to role descriptions where applicable.

This is to recognise titles that have emerged in different geographical locations, context, level of application and industry exposure, whilst unifying their responsibilities. That way, when crediting one's work, their role receives the same representation despite having a different name.

These parallel titles are defined in the following format: Other name(s) for this role include: TITLE 1, TITLE 2, etc.

Suggestions for AKAs can be considered on the basis of their application by location, usage in industry discussions, job openings, and ease of understanding.

The Community Board of Directors

With the expansion in podcast industry roles, we want to make sure that the general direction for the Podcast Taxonomy is guided and held accountable by key players in the industry. With this thought in mind, the Community Board was established, with the following members:

1. **Emilio Moreno**, Chief Executive Officer at iVoox
2. **Amber Smith**, Audience Development at Slate
3. **Sandra Yee Ling**, Vice President of Production at QCODE
4. **Ona Oghogho**, Founder of Blk Pod Collective
5. **William White**, Staff Product Manager, Podcasts at Pandora
6. **Cole Raven**, Co-Founder and Chief Operating Officer at Podchaser

During initial meetings, the metrics of success in the recognition of the Podcast Taxonomy whitepaper are summarized as follows:

- 1. Success is defined as raising awareness**, industry adoption, and closing the feedback loop from key players in the industry
- 2. A roadmap of achievable goals was established**, including plans for translation into other languages, scripted vs. unscripted role descriptions and other taxonomies to consider.
- 3. In the future, some initiatives to consider** include equitable pay/salary expectations, variants for the Australian and British podcasting industry, and paths to take for diversity and inclusion.

Releases

This is a living, breathing document, so we will be updating it regularly. To keep track of changes, we will update the version number and add release notes to the end of this document.

Version numbering will break down along three numbers. The first number represents the fundamental version of the Podcast Taxonomy. The second number represents any additions, subtractions, or significant changes to the roles. The third number represents changes that do not specifically affect the taxonomy list, such as edits to the surrounding material, typos, or the addition of a new partner.

Organizers

Podchaser

Staff Me Up

Partners

Acast

Narisa Ladak
Lizzy Pollott
Ryan Hatoum

Africa Podfest

Paula Rogo

AIR

Amanda Hickman
Lynn Casper

Airship

Lindsay Graham

Apple

Alessandra Aliquo
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Art19

Dan Jeselsohn

AudioUK

Will Jackson

British Podcast Awards

Matt Deegan

Buzzsprout

Kevin Finn

Cadence13

Jay Green

Captivate

Mark Asquith
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Chartable

Dave Zohrob

Essence of Cin

Cindy Okereke

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Hangar Studios

Jennifer Ho

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Wil Williams

LWC Studios

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Maple Media

David Bos

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Courtney Carthy

NBC Universal

Jessica Grimshaw
Jennifer Sears
Kelly Kiernan
Tyler Henker

Noiser

Pascal Hughes

Pacific Content

Karen Burgess

Pandora

William White
Christy Mirabal

Podcast Guru**Pod People**

Rachael King
Jasmine Hammond

Podcast Editors Club

Steve Stewart

Podcast Index

Dave Jones

Podchaser

Bradley Davis
Dave Keine
Cole Raven

Podnews

James Cridland

**Rogue Dialogue
Productions**

Adam Raymonda

SCA

Mitch Secrett

Simpler Media

Evo Terra

Shreya Sharma**Skye Pillsbury****Sony Music
Entertainment**

Steve Ackerman

Spotify

Blake Day

Squadcast

Arielle Nissenblatt
Rock Felder
Zach Moreno

Staff Me Up

Daniel Rosenberg

The Audacity to Podcast

Daniel J. Lewis

Wondery

Dan Benporat

Roles & Credits

Podcast Taxonomy roles and credits are grouped by their general responsibilities in the production of a podcast:

Creative Direction

Cast

Writing

Audio Production

Audio Post-Production

Administration

Visuals

Marketing and Community

Miscellaneous

Video Production

Video Post-Production

Creative Direction

Director

The Director is the head of the entire creative production, from creative details to logistics. There is typically a single director for a production. This role is primarily seen in fiction podcasts.

Assistant Director

The Assistant Director is a liaison between the director and the rest of the production, often coordinating the daily logistics of production. There may be multiple assistant directors on a project. This role is primarily seen in fiction podcasts.

Executive Producer

The Executive Producer is the lead producer on a production. The role can range in terms of creative control with some “EP”s owning the creative direction of a podcast (in effect taking the role of director), while others may take a more hands off approach. Executive producer may have raised the money to fund the production, but it is not a necessary responsibility of the role.

Senior Producer

The Senior Producer is the second most senior producer of the production (second to the Executive Producer). They supervise producers and the general direction and logistics of the entire production.

Podcast Concept Developer

Playing the role of entrepreneur, The Podcast Concept Developer is in charge of the podcast (in effect taking the role of Director). They issue instructions to inform production through their podcast expertise, and aid in brainstorming and deciding on ideas to execute. Other name(s) for this role include: Managing Producer

Producer

The Producer coordinates and executes the production of the podcast. Their duties can include helping craft the creative direction of a project, budgeting, research, scheduling, and overseeing editing and final production. In unscripted podcasts, a producer plays the role of setting constraints for the episode. This can range from planning concise topic outlines covered in an episode, to questions asked if an interview is conducted. Though these constraints are encouraged, depending on the show some flexibility can be accepted if a unique moment was captured during the time of recording. Other name(s) for this role include: Podcast Project Manager

Associate Producer

The Associate Producer performs one or more producer functions as delegated to them by a Producer.

Development Producer

The Development Producer coordinates and executes the pre-production create direction of a podcast. Their responsibilities include finding new episode and series ideas and working with writers and researchers to prepare the concept for production.

Creative Director

The Creative Director is responsible for the creative strategy and execution of an entire series. Often this role reaches outside of content to affect accompanying artwork, music, marketing campaigns, and more.

Talent Manager

The Talent Manager oversees the coordination, management and accounts of talents, cast members, and other persons of interest within a company. This is a high-level strategy role that includes managing launch strategies, talent interactions and more with one or more entities.

Cast

Host

The Host is the on-air master of ceremonies of the podcast and a consistent presence on every episode (with the exception of guest hosts and alternative episodes). The Host's duties may include conducting interviews, introducing stories and segments, narrating, and more. There may be more than one Host per podcast or episode. and a host may take on the role in a temporary capacity. Other name(s) for this role include: Co-Host

Guest

The Guest is an outside party who makes an on-air appearance on an episode. They can appear as a participant in a panel, an interview subject, or temporarily perform the duties of a host, writer, or other roles outlined in this whitepaper for the duration of an episode. Other name(s) for this role include: Guest Host, Guest Writer

Voice Actor

The Voice Actor gives a performance in which they lend their voice to the role of a character on a podcast episode. While the majority of voice acting roles will be fictional, the role of voice actor may also cover reenactments of real conversations and people.

Narrator

The Narrator gives a performance in which tell the exposition of a fictional or non-fictional story, often in a scripted manner. The Narrator may also perform voices of characters within the story, provided they still maintain the role of exposition storyteller or “Voice of God”.

Announcer

The Announcer gives short vocal performances for the introduction of the podcast, episode topics, segments, guests, prizes, etc. The Announcer is secondary to the host of the podcast and often performs their introductions in a scripted, produced manner. They do not necessarily play a role in the main narrative or episode itself. Other name(s) for this role include: Imaging Voice

Player

The Player gives a performance in which they participate in a longform interactive event, narrative, or game within a podcast. This can be in the form of improvised fictional characters, spontaneous dialogue and more for a growing narrative. Examples can be found in a Dungeons and Dragons Podcast, where Players participate with a created character in mind. Other Players have a greater role in influencing the creative direction of a podcast through improvisational storytelling, episode outlining and facilitating an experience for fellow cast members. Other name(s) for this role include: Game Master

Reporter

The Reporter finds and investigates news or stories for the podcast, often interviewing subjects and conducting research. The Reporter can be an on-air position as well, as they convey the insights of their investigation.

Writing

Author

The Author has written prose or poetry originally intended for text that is now being read verbatim on air.

Editorial Director

The Editorial Director heads all departments of the organization behind the podcast and is held accountable for delegating tasks to staff members and managing them. They are the highest-ranking editor and are responsible for the direction, accuracy, and decisions behind podcast content.

Writer

The Writer has written the story or dialogue of a podcast. They are often involved in the creative arc of a production, but this is not a necessary requirement. Writers may work in scripted podcasts, in both fictional or non-fictional contexts, and may work on their own or in partnership with 1-2 other writers if necessary. Given the requirements of a podcast, the script that a Writer produces may be read word-for-

word on a published podcast episode.

Songwriter

The Songwriter has written the lyrics and/or accompanying music to an original song created for the podcast and played on an episode. Other name(s) for this role include: Lyricist

Story Editor

The Story Editor is responsible for broad stroke direction of the story arc and character development of a podcast. Often seen in fiction and documentary podcasts.

Managing Editor

The Managing Editor oversees and coordinates the podcast's editorial activities, providing both detailed editing and managing a staff of writers and editors to ensure proper deadlines and budgets are being met.

Script Editor

The Script Editor provides notes and editing to the recording script in a very "hands on" role. The Script Editor is primarily used in fiction, documentary, and advertisements where scripted recordings are prevalent.

Script Coordinator

The Script Coordinator packages the final script with annotations that reflect specific logistics and creative cues for recording and production.

Researcher

The Researcher coordinates the sourcing and verification of information that can then be used for the content of a podcast episode, often informing the direction of a story based on new insights uncovered.

Editor

The Editor reviews and prepares scripts for conveying information in a creative, accurate, and engaging manner.

Fact Checker

The Fact Checker reviews the content of a podcast for factual correctness and verifies that quote attribution is correct. They use a variety of tools including 3rd party research and individual outreach. Often the Fact Checker will also provide notes on how the production can avoid the confusion in the delivery of information in the episode.

Translator

The Translator converts content from one language to another for the podcast. This can be interviews, dialogue, text documents, and more. The Translator's work may be used on-air or behind-the-scenes during

the production/research process.

Transcriber

The Transcriber turns dialogue and audio cues into text, which can be used internally for production processes, marketing purposes or displayed publicly for listeners.

Logger

The Logger reviews and documents the contents and timestamps of raw audio in service of producers and editors in the production process.

Audio Production

Studio Coordinator

The Studio Coordinator manages the recording studio and audio technicians working within the studio at the time of recording.

Technical Director

The Technical Director oversees the podcast's recording and production as it is involved with audio technologies including hardware and software, and managing roles involved these areas.

Technical Manager

The Technical Manager coordinates a team of audio engineers and studio staff, in the recording and production as it is involved with audio technologies including hardware and software.

Audio Engineer

The Audio Engineer helps record and produce audio by setting up recording environments, monitoring recording, and providing technical adjustments throughout. The Audio Engineer is present during the recording process, most often making adjustments in real time. The Audio Engineer may work with conversation, music, foley, or any other type of audio.

Remote Recording Engineer

The Remote Recording Engineer ensures the proper recording of conversations taking place in multiple locations across a phone line or internet connection. The Remote Recording Engineer evaluates the different recording set ups and attempts to reconcile them into a cohesive sound, while also monitoring the recording process to capture the best possible audio.

Post Production Engineer

The Post Production Engineer evaluates audio technologies and their application as it pertains to the final steps of production and publication.

Music Supervisor

The Music Supervisor is in charge of choosing, licensing or commissioning music to be placed in podcast projects. This role is commonly seen in narrative podcasts.

Audio Post-Production

Audio Editor

The Audio Editor cuts and rearranges audio for clarity and storytelling purposes. The Audio Editor may also perform general audio processing and mastering.

Sound Designer

The Sound Designer creates and composes a variety of audio elements. These elements are mostly secondary to speech, but a Sound Designer may creatively edit/ produce speech elements in an artist manner.

Foley Artist

The Foley Artist creates sound effects for a podcast and can do so both via physical recording and digital processing, or a combination of the two.

Composer

The Composer writes an original musical piece (or multiple) that is played on the published episode. The Composer will also often be the

performer of said musical piece. The music may be created with no lyrics in mind, or with accompanying lyrics crafted by a lyricist.

Theme Music

Theme Music is a musical piece that accompanies the podcast across multiple episodes, most often at the beginning of an episode. The Theme Music is used to introduce the podcast as a brand. This role is for the creator of the theme music.

Music Production

The Music Production role helps craft music in a role separate from the writing of said music. Music Production often involves creative decisions per the method in which music is recorded, the arrangement of instruments, the use of effects, and more.

Music Contributor

The Music Contributor is the creator of music that was used for the podcast but not necessarily produced specifically for the podcast. Often a podcast will use an existing musical piece and credit the original creator.

Administration

Production Coordinator

The Production Coordinator is responsible for managing the logistics of the production process from recording to publication, including attaining the required permissions and permits, connecting the various production and recording teams, coordinating the creation of post-production meta data, budgeting, and more.

Production Assistant

The Production Assistant helps support an executive member of a podcast (often a director or producer), helping prepare them in a variety of ways including scheduling, logistics, communications, and more.

Booking Coordinator

The Booking Coordinator is responsible for bringing on new guests for interviews, including sourcing guests, scheduling interviews, onboarding materials, and post-publication processes.

Sales Representative

The Sales Representative is responsible for monetization of podcast content through managing and selling advertising inventory.

Sales Manager

The Sales Manager is responsible for all aspects of podcast monetization such as overseeing Sales Representatives, managing advertising inventory, and devising monetization strategies through channels such as affiliate partnerships, merchandise, live events, and other revenue strategies.

Marketing and Community

Content Manager

The Content Manager is responsible for the distribution of a podcast's content within and related to each episode, including but not limited to clips, newsletters, images, cross-promotions, and more.

Community Manager

The Community Manager aids in managing, moderating, and ensuring smooth onboarding for a podcast's closed community. This can be on various community platforms geared towards creators and podcasters, membership platforms to subscribe to a podcast's premium content, and more.

Marketing Manager

The Marketing Manager is responsible for the promotion of a podcast's content through various awareness strategies such as social media campaigns, cultivating a web presence, managing public relations and communications strategies, and other creative techniques to acquire

and retain listeners. Also known as: Podcast Marketing Coordinator, Podcast Marketer

Social Media Manager

The Social Media Manager runs the social media accounts of the podcast, including but not limited to the creation of content, posting, replies, monitoring, and more.

Visuals

Graphic Designer

The Graphic Designer is someone who has created custom visuals to accompany the podcast in a variety of ways. These visuals may be displayed in various mediums and distribution channels, whether on social media, advertising channels and/or printed formats.

Cover Art Designer

The Cover Art Designer creates the displayed cover art of a podcast or episode. For clarity, cover art is the main image (almost always square in dimensions) accompanying the podcast in directories, while episode cover art is displayed in a similar manner at the episode level. This role may be a digital designer, artist, photographer or any other visual creative.

Miscellaneous

Consultant

A Consultant is a third-party position where someone from outside the organization works on a project, often offering a specific expertise. This is a modifier role and can be applied to any work area.

Intern

An Intern is an apprentice position where someone works for a limited time within an organization to gain work experience in a specific field. This is a modifier role and can be applied to any work area.

Assistant

An Assistant can support podcasters in dealing with time-consuming tasks. This can range from posting on social media to answering emails, write podcast descriptions, find guests, and more. Other name(s) for this role include: Virtual Assistant

Video Production

Camera Operator

A camera operator is responsible for capturing and recording all aspects of a scene for film and television. They must understand the technicalities of how to operate a camera, frame a proper shot with respect to lighting and staging, focus the lens and have a visual eye to achieve a specific look.

Lighting Designer

A lighting designer works with the DP and Director to craft a specific look and feel of a scene utilizing various lighting techniques. They must be able to interpret the creative direction and bring it to life.

Camera Grip

A camera grip is responsible for building and maintaining all the parts of a camera and its accessories such as the tripods, cranes, dollies, etc.

Assistant Camera

1st AC is responsible for the camera equipment, building the cameras before the start of each day, organizing all the parts and various accessories, swapping out lenses when necessary and also pulls focus for the DP and camera operators. The AC will also wrap out each day by cleaning the cameras, writing camera notes, marking the media cards, and delivering them to the DIT.

Video Post-Production

Editor

Television editors are responsible for taking the shot footage and clips and blending them together to craft the director's vision and storytelling.

Assistant Editor

The Assistant Editor is responsible for taking the media from the set, ingesting them into the designated editing software, and organizing the footage in an efficient way for the editor. They must also pay close attention to ensure that audio and video are synced and that all footage from set is ingested properly.

New Roles and Expanded Responsibilities

In this iteration, **we have included 9 new roles:**

1. Podcast Concept Developer
2. Talent Manager
3. Player
4. Transcriber
5. Music Supervisor
6. Booking Coordinator
7. Community Manager
8. Marketing Manager
9. Consultant

We have also included a **total of 11 titles as accepted AKAs of current roles:**

- 1. Podcast Concept Developer:** Managing Producer
- 2. Producer:** Podcast Project Manager
- 3. Host:** Co-Host
- 4. Guest:** Guest Host, Guest Writer
- 5. Narrator:** Imaging Voice

6. Player: Game Master

7. Songwriter: Lyricist

8. Marketing Manager: Podcast Marketing Coordinator,
Podcast Marketer

9. Assistant: Virtual Assistant

We are now seeing a divergence in what constitutes a Producer role, especially when viewing unscripted vs. scripted podcasts. To verify if a podcast is one or the other, we have added extra clarifications on both the Producer and Writer role. This is on the assumption that all podcasts have a Producer on the team, however **only scripted podcasts may have writers involved.**

Release Notes

1.1.0 — (April 20, 2022) Introduced the Podcast Taxonomy Board of Directors. Added AKAs (As Known As), to recognize multiple names of the same role. Added 9 new roles: Podcast Concept Developer, Talent Manager, Player, Transcriber, Music Supervisor, Booking Coordinator, Community Manager, Marketing Manager, Consultant. Added 11 accepted titles as AKAs of current roles: Managing Producer, Podcast Project Manager, Co-Host, Guest Host, Guest Writer, Imaging Voice, Game Master, Lyricist, Podcast Marketing Coordinator, Podcast Marketer, Virtual Assistant. Further distinguished between roles based on scripted vs. unscripted format through Producer and Writer distinction. Added Jasmine Hammond, Lindsay Graham, Daniel J. Lewis, and Shreya Sharma to the partner list.

1.0.4 — (December 22, 2020) Added Amanda Hickman, Kieran McKeefery, and Dan Benporat to the partner list.

1.0.3 — (December 21, 2020) Added Resources section with links to the website and JSON file for roles. Organization change for Matt Deegan. Added Mark Asquith and William White to the partner list.

1.0.2 — (December 17, 2020) Added Release and Release Notes sections. Added Will Jackson, Courtney Carthy, and Matt Deegan to the partner list. Typo fixes.

Resources

Official Website — PodcastTaxonomy.com

JSON file on Github — [Link](#)