

Find your new direction



13 BIZARRE JOB TITLES. MAKE OR BREAK A CAREER?

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A creative job title shows you're imaginative and it might stand out amongst hundreds vying for an advertised position. But can it help or hurt your chances of securing your dream job?

There's certainly no lack of creativity in the job market when it comes to unconventional jobs titles, according to the all-knowledgeable [Google](#) and Australian recruitment and human resource consultants.

1. **Chief Storyteller & Rainmaker** (Proposal Writer & Researcher)
2. **Content Guru** (Content/SM Writer)
3. **Beverage Consultant** (Waitress)
4. **Vice-President of First Impressions** (Receptionist)
5. **Ambassador of Buzz** (Social Media Manager)
6. **Creator of Opportunities** (Recruitment Manager)
7. **Snoozologist & Head of Making Snooze Happen** (Sales, Sleep Aids)
8. **Sleep Dentist** (Dentist – Sedation)
9. **Blitz Boss** (Founder, 30 Minute Blitz)
10. **Marketing Rockstar/Superhero/Guru** (Marketing Manager)
11. **Software Wizard** (Software Engineer/Programmer)
12. **Sales Ninja** (Sales Assistant)
13. **Social Media Trailblazer** (Social Media Marketer)

Nathalie Lynton, a human resources practitioner, endorses the creative job title and even uses 'HR Rockstar' professionally on [LinkedIn](#).

“We lovingly and intentionally gave our Receptionist the title of Director of First Impressions,” says Lynton. “It’s engraved on a plaque that sits on her desk because it speaks of what is most important about her role.”

“I think you can flex a bit around titles. If I could ban one title it’s Manager,” says Lynton. “You manage your finances, your chores, your workload, sure, but people cannot be managed.”

Conversely, according to Simon Bennett, HR Consultant and Career Coach at [Glide Outplacement and Career Coaching](#), a creative title can compromise your chances of gaining employment as a job-seeker and hiring talent as a recruiter.

“A job can be painfully dull and a creative title can make the role feel more important and interesting,” says Bennett.

And while a crazy title is amusing and relatively harmless, says Bennett, be careful not to devalue the skills you can bring to a role if you’re an applicant and similarly undervalue a position if you’re recruiting.

Bennett says when a title isn’t clear it’s difficult for human resource managers and recruiters to work out what roles are comparable and they may overlook your application.

The same can be said of employers. “Some employers won’t look beyond a wacky title to appreciate the skills you can bring to an organisation,” he says.

Similarly, if you’re hiring for a position beware. “A humorous title that lacks substance can devalue a position if it doesn’t relate to the job description, diluting the impact of a role.”

If you must be creative with your title Bennett suggests using the equivalent ‘regular’ job title in parenthesis so as not to cause confusion and to ensure your application is read by applicant screening software.