

## Job Titles: What's in a Name?



When you are looking for a new job, what are the most important factors in selecting suitable roles?

Is it the company, the responsibilities of the job, the company culture, the pay or is it the job title?

Over my years in the recruitment industry, I have come across many job seekers who would come to me and say, "I want to be called a Financial Accountant" (or a General Manager or some other specific title). Their rationale, I believe, was that this would be perceived as a career progression for them.

What really is in a name?

If I said to you that my partner was a Vice President - Sales, what would you think he did for work? What do you believe his daily tasks and responsibilities are? I initially thought he sat around a board table doing very little all day (except looking very busy of course). If you do a web search on 'Vice President' the diversity of definitions is immense, generally it meant something along the lines of:

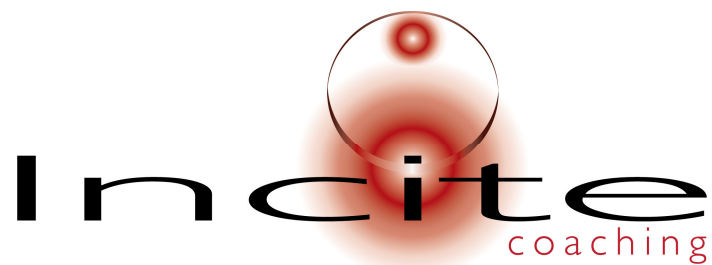
*'An executive officer ranking immediately below a president; may serve in the president's place under certain circumstances'*

*'An executive in a business in charge of a department or branch'*

Confused? I was! Well, in case you are wondering, my partner is actually a Writer? Yes, a Writer! He writes RFP's (Request for Proposals) for a large bank and sits within the sales team.

So what really is in a name? Position titles change depending on the industry, the company and sometimes the boss you work for. Some companies have strict position title guidelines and others are more flexible, meaning you can almost name yourself.

What is most important, and what recruiters and potential employers will be looking for, is your experience. What can you offer the business? Can you meet the requirements of the job? What are your achievements and how will you add value to the business?



When you are applying for a new role, instead of ruling positions out based on their title, look at the actual responsibilities and ask yourself, can I do this job? How will this position develop and grow my skills and experience?

For further information on how Incite Coaching can help you with your career transition and finding your ideal role, visit our website [www.incitecoaching.com.au](http://www.incitecoaching.com.au), call us on 02 9560 4407 or email us at [info@incitecoaching.com.au](mailto:info@incitecoaching.com.au)

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