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**MEMORANDUM TO EVERY OFFICE**

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**TO:** Everyone  
**FROM:** [edmoss@maykit.me.uk](mailto:edmoss@maykit.me.uk)  
**SUBJECT:** Don't pretend to be something you're not  
**DATE:** Today  
**CC:** Everyone else who might otherwise miss it



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**With a fancy, meaningless title you won't fool anyone if you can't do the job**

I was contacted recently by a "Talent Acquisition Manager".

My initial reaction was "Yippee". Someone had told someone else about my prowess behind the otherwise amateur microphone that is community radio broadcasting. My hours spent in my little home office (the smallest bedroom in the house that I have been relegated to) producing the hour-long "Surreal Hour" - my AOR and totally politically incorrect radio programme - was about to pay off, and I was to walk into a £200,000+ a year job on BBC Radio 2.

But sadly, I was mistaken. The "Talent Acquisition Manager" turned out to be a phishing recruitment consultant who had found my CV online. No national radio for me. Just the perfunctory "*what am I doing?*" and "*am I looking for a job as we might have something completely unsuitable in three years' time?*" scenario.

I then read in the morning's edition of "i" (the mini-Independent daily newspaper) that greedy, cash-wasting councils are back on the warpath against their favourite cash-cow, the motorist, by reducing the number of free car parking spaces in town centres, while at the same time increasing the number of "Civil Enforcement Officers".

"Civil Enforcement Officers"? 'Yellow Perils' is what they actually mean. Car ticketers, traffic wardens,

little motorist dictators, scourge of the motorist, yes. "Civil Enforcement Officers". No, I don't think so. OK some of the long-standing and sentient traffic wardens are indeed very civil. But some new upstarts are just cash collectors for their inefficient councils that have cut back on everything - except of course their chief executive's six-figure salary and senior council executives' not unhealthy emoluments.

There are plenty of other blood-curdling titles around, but I'm a firm believer that regardless of the job anyone does, everyone is equal. It's just that their pay isn't equal. And no fancy title will ever address, or relieve this.

Some of the other silly titles for otherwise important jobs that have become the norm include:

Refuse and Recycling Collection Technician - **Bin man**  
Administrative Assistant - **Secretary**  
Custodial Cleansing Chemical Engineer - **Janitor**  
Customer Service Delivery Agent - **Van driver**  
Environment Improvement Technician - **Cleaner**  
Technical Horticultural Maintenance Office - **Gardener**  
Entertainment Admissions Officer - **Bouncer**  
Banking Chief Executive - **Thieving Dishonest Untrustworthy Person**

Honest, hardworking people who are a value to their organisation **don't need fancy, meaningless titles.** I am sure they would prefer a fancy salary instead.