

Fancy-pants job titles

1 What are fancy-pants job titles?

Once upon a time, job titles used to tell us what people did for a living. They were bakers or doctors or lawyers or plumbers. But in recent years, it seems we don't want people to know what we do, so we fancy-pants the title. Here are some classic examples:

Fancy-pants title	Traditional title
Civil enforcement officers	Police
Crockery cleansing operative	Dishwasher
Customer service representative	Salesperson
Destination counsellor	Travel agent
Director of first impressions	Receptionist
Dispatch service facilitator	Postal worker
Knowledge navigator	Teacher
Loss prevention officer	Security guard
Media distribution officer	Paper boy or girl
Patient care assistant	Nurse
Sandwich artist	Sandwich maker
Vision clearance engineer	Window cleaner
Waste removal engineer	Garbage collector
Qualified unskilled personnel	Politician

Ok, we made that last one up. But the rest of them are real. As are the following 'top 20' examples that a business card printing firm produced for clients:

1. Sales ninja	11. Transportation captain
2. New media guru	12. Web kahuna
3. Word herder	13. Marketing rockstar
4. Linux [software] geek	14. Problem wrangler
5. Social media trailblazer	15. Superstar DJ
6. Corporate magician	16. Digital dynamo
7. Master handshaker	17. Designer extraordinaire
8. Communications ambassador	18. Head cheese
9. Happiness advocate	19. Plumber hero
10. Copy cruncher	20. Movie magic maker

2 What's the worst job title ever?

Taking the prize for most extravagant title must be former Ugandan President Idi Amin:

His Excellency President for Life, Field Marshal Al Hadji Doctor Idi Amin, VC, DSO, MC, CBE, Lord of all the Beasts of the Earth and Fishes of the Sea, and Conqueror of the British Empire in Africa in General and Uganda in Particular.

3 Why do we have fancy job titles?

Generally, the intention is to **make a job sound more impressive**. But that can backfire when you discover that a stock replenishment advisor is actually a shelf stacker or a petroleum transfer engineer is a petrol station attendant.

At times, organisations can give their staff a fancier title as an **alternative to a pay rise**.

In some cases, new titles are a poor **attempt to reimagine a role**, such as a product evangelist or customer experience executive (salesperson).

4 What's the problem with fancy pants job titles?

Often they don't clearly communicate what the job actually does:

Brand evangelist	Marketer
Social media guru	Social media marketer
Head of technical competence	IT support officer
Wizard of light bulb moments	We can't even guess this one

Sometimes they deliberately paper over the unpleasant:

Revenue protection officer	Ticket inspector
Environmental health officer	Pest controller
Doorman	Bouncer
Outplacement consultant	Someone who helps sack people
Organisational change specialist	Someone who helps sack people

More often, they just fancy up something needlessly:

Space consultant	Real estate agent
Reprographics expert	Photocopier
Coin facilitation engineer	Toll-booth collector
Technical horticultural maintenance officer	Gardener
Flueologist	Chimney sweep

5 If you can't beat 'em join 'em

Fancy job title generator

Do you have a regular sounding job that you want to make more impressive? The Plain English Foundation has created a fancy pants job title generator that may be just what you need.

Simply select your industry, an action and a title and you are good to go with a new job that no one will understand!

Industry	Action	Title
Legal	Discharge	Director
Health	Facilitation	Export
Visual	Review	Technician
Recreation	Distribution	Provider
Utility	Renewal	Consultant
Communications	Logistics	Supplier
Management	Resourcing	Officer
Retail	Servicing	Operator
Education	Delivery	Engineer
Finance	Production	Manager
Construction	Engagement	Facilitator
Administration	Replenishment	Counsellor
Agricultural	Improvement	Assistant
Entertainment	Liaison	Executive
Technology	Cultivation	Advisor
Environmental	Generation	Specialist
Transport	Progression	Mentor
Information	Development	Custodian
Corporate	Execution	Liaison
Government	Implementation	Impresario
Industrial	Processing	Representative
Property	Enhancement	Worker
Food and beverage	Support	Coordinator
Arts	Reengineering	Inspirator

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