

# From Genius to Digital Nomad: A Look at The Evolution Of Creative Job Titles

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In today's rapidly changing job market, companies are struggling to find the right words to describe new and emerging roles, leading to the invention of creative job titles. From "Growth Hacker" to "Data Scientist" and "Remote Worker," these new titles are not only reflective of the shifting job market but also companies' efforts to stay competitive and attract top talent.

Remember when the iPhone was first introduced and people were still figuring out how to operate a smartphone? Back then, when a phone broke, one would visit the Apple store's Genius Counter where Apple product specialists would register the broken phone and charge exorbitant replacement fees, as a result of an unfortunate incident of dropping the phone in the toilet. Was anyone else taken aback by the job title "genius"? I have no doubt that those employees were adept at their jobs, but I highly doubt that replacing a phone screen qualifies one for membership in Mensa.

Similarly, other companies have begun to emulate Apple's approach by giving their employees imaginative job titles, rather than sticking with conventional titles such as "associate" or "manager." With creative job titles ranging from "Hero" to "Jedi," it seems you really can be anything you want when you grow up. While our post here may not highlight the different weird job titles that exist, where to find them, and how people feel about applying for a position as a "Hacker" or a "Champion," it will provide you all the tidbits on how creative job titles are revolutionizing the post-Covid world of work.

## **Creative Job Titles: Navigating the Changing Job Market**

The job market has undergone a metamorphosis in recent years, with the advent of technology and automation leading to the emergence of new industries and roles that were hitherto non-existent. As a result, companies are grappling with the task of finding the appropriate nomenclature to describe these novel positions, resulting in the invention of new job titles.

### **"Growth Hacking" – A New Buzzword**

One of the most conspicuous examples is the term "growth hacker." This job title was coined by Sean Ellis in 2010 and is used to describe a marketer who is focused on finding innovative and efficient ways to expand a company's customer base. The role has gained immense popularity in the start-up ecosystem, with many firms searching for individuals who can assist them in scaling their operations quickly and efficiently.

### **Data Science – A New Frontier**

Another new job title that has surfaced in recent years is that of a "data scientist." This role blends skills in statistics, programming, and business, to aid companies in making sense of the vast amounts of data they collect. Data scientists employ their abilities to analyze data and

create models that can forecast future trends and behaviors, enabling companies to make more informed decisions.

### **Remote Work – A New Norm**

The proliferation of remote work has also led to the creation of new job titles. “Remote worker” and “digital nomad” are now commonly used terms to describe individuals who work from any location in the world, often traveling frequently. These roles have gained immense popularity as companies look to tap into a global talent pool and as more people seek flexibility in their work-life balance.

### **Agile Teams – A New Approach**

In addition to these new job titles, companies are also experimenting with various methods to structure their teams. The concept of “agile” teams has gained immense popularity in recent years. Agile teams are focused on delivering results rapidly, often through small, cross-functional teams that collaborate closely. This approach has led to the creation of new roles such as “scrum master” and “product owner” to manage the process.

The invention of new and creative job titles is a reflection of the rapidly changing job market. As industries continue to evolve and new technologies emerge, it is likely that we will see an increasing number of new job titles in the future. Companies will need to be imaginative and adaptable in their approach to recruiting and managing their teams if they wish to stay ahead of the curve.

the rise of new technologies and changes in the way we work has led to the invention of new job titles. These new roles are helping companies to stay competitive and adapt to the rapidly changing job market. With the further advancements in technology and changing workforce preferences, we can expect more new job titles to emerge in the future.