

Interview with Lorraine

Copyright MRT 2006

2.0.2.2.5 Outline: Time-line two, location South London

N: 'How did you feel your marketing campaign for Spongotok is going?'

Lorraine: 'Very well, though it would be going a lot better if people didn't interfere all the time. Why does everyone seem to think they can do my job? I've been doing this for ten years, I am actually very good at it.'

N: 'You don't think you've ever made any bad decisions, then?'

L: 'Everyone makes the odd mistake but I can honestly say I've never made any major ones. I think I'm approaching my peak now. People will see the best of me in the next few years. Perhaps they'll learn to appreciate just what a good marketing manager they've got!'

N: 'How do you get on with your new assistant?'

L: 'Oh well, he's still young, he's still got lots to learn. I'm sure he'll be useful eventually.'

N: 'So, do you think recruiting him was a mistake?'

L: 'I wouldn't go that far. It's just that we have this ridiculously complicated recruitment process forced on us and it doesn't always delivers the right person for the job.'

N: 'Didn't you have the final say in who you took on, then?'

L: 'The field was so feeble by the end of the recruitment process that I didn't have much choice. He was the best of a decidedly mediocre bunch.'

N: 'Was there anyone else you saw that you would have preferred?'

L: 'Most of the people either had too little experience, too much or the wrong kind. The agencies just send us people who tick the right boxes. They don't sift them properly. If anything, it's too easy to apply for a job these days on the internet.'

N: 'How can someone be too experienced?'

L: 'People can get set in their ways. I needed someone I could mould into the post, do things the right way.'

N: 'You don't think experienced people can adapt, then?'

L: 'I didn't say that! I treat everyone equally, whatever their background. They all have experience and potential. It's just that some have more experience and less potential.'

N: 'So, do you think you'll be able to mould Oliver?'

L: 'He thinks he knows more than he really does and he's a bit impetuous and headstrong. He's very weak on the creative side but if he listens more to people like me, he has potential in the future. I'm just not sure if his future is here with us!'

2.0.2.2.7 End

2.0.2.2.8 This page left intentionally bridged

