



MASTER  
Economics & Psychology

## PROFESSIONAL TRACK: CONDUCT AN INTERVIEW

Conduct an interview with a professional to identify: How she/he found her/his job, the main activities, the main associated skills (technical and non technical), the difficulties experienced, the expected job evolutions.

### INTRODUCTION

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I interviewed XXX, who is currently working in L'Oréal as a Communication officer for Decléor & Carita brands. She is working in Levallois-Perret, where one of the headquarter takes place. She was very gentle and takes her time to carefully answer my questions. She seemed very interested about her job, and for me it was a great experience approaching a professional. Thanks to that, I have more informations about an area I might be interested in. As after my master degree, I will maybe pursue a professional career in brand communication, marketing, advertising or consulting, this assignement allowed me to have a better idea of the professional world and how an individual live his job.



### INTERVIEW

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**- So XXX, how did you find your current job?**

- It was very complicated! Before, I was a trainer for the Decléor & Carita brands, and having no experiences in communication area, it was very complicated to enter in it. Just before applying for my current job, I hesitated between doing marketing or communication. To get clearer idea about this two, I used LinkedIn. It helped me to reach

plenty of people who were currently working on either marketing or communication, and by asking them their main activities associated to their job, their "daily basis working day", I had a better idea and was then decided: I wanted to do communication. This idea settled, I began my job research. And then things started to get complicated. I wanted to get in touch with the L'Oréal HR, but had no feedbacks at all (even after several re-launches). My former tutoress helped me, and thanks to her I managed to have a contact with my current HR. So this latter HR gave my contact to an another HR who ended up giving me an appointment at the headquarters. The first thing she told me during our meeting was that I had no experiences and that it will be very complicated to find me something, or that all the job positions... were already taken. I managed to get in touch with the recruiter in charge of Decléor & Carita communication, but she was also afraid of my lack of experiences in the communication field. Still, she asked me to make project file with some communication strategies to see what I was capable of. After sending this file, I had no feedbacks and started to desperate. During a typical work day, I presented the brands to some partner consumers, and was not aware that the new director of Decléor & Carita was present. She really appreciated my work and asked me if I was searching for a job, proposing her help. For me it was unbelievable. Right after this day work, at the end of afternoon, in the subway, I had an email saying that I get a job as a Communication officer for Decléor & Carita brands...

So in summary, I want to say that, even if you have zero experiences, things are well done and with a lot of motivation you can reach your goal!

**- So in your daily basis, what is your main activities?**

- Oh! Plenty of things! The main thing I take care of is the structure of the communication plan and his launch. If there is new products or some events, I have to contact influencers, and ask them if they want and can possibly highlight our selected products, calling it a partnership between our brand and the influencers. The selection of the

influencers is made through the Hivency platform (gathering all the kind of influencers) and thanks to it we can have the appropriate individuals for our products.

Each month there is communication campaign to talk about the two brands and their products. So I take care of the *wording* (i.e. the main content), the date range, the target customers we want to reach, the *ceeding* (i.e. influencers' packages) and all the strategies to make the communication the most efficient as possible.

Important thing I also take care of is the monthly balance sheet that summarizes all mechanisms, all the points we saw during the campaign (contests, discussion, communication) and the *reach* we had with our com' plan.

The last important thing is that I need to be in constant relation with journalists, talking and sharing with them the *packshots* of our two brands, so that later on, journalists when they will write about us, will have the global summary of how we want to impact our customers and the main elements they have to highlight.

**- And what are the associated skills used in your job?**

- I think in my job, organisation is the key motto! As I have a lot of many little things to manage, if I am not organized, it would be impossible to see the end, therefore, I have to be very diligent about the tasks I accomplish. By prioritizing the things I need to achieve firstly, I better manage my time and have time to do the other peripheral works (mails, TNT, etc.). As I am in charge of the 360 communication plan, I have to be aware of all the changes within the two brands, and it is possible by making a nonstop trademark watches, so I really have to be fast and meticulous. I also need to be patient and open to the brands' customers. In L'Oréal, It is very important to be disponible for everybody, as this company is working through a kind of big network, if someone is not fully engage in his job, this person can provoke disorganization and therefore impact everyone. Excel, Photoshop and SAP platform are the only bureaucratic software I used in my work, but sincerely I don't use them quite often. To finish, I would say it is important to have a

lot of imagination with a good literature sense, to make communication plan as clear and original as possible! And of course, the motivation in all kind of job is mandatory.

**- What is the possible difficulties you can experienced?**

- I would say that what upset me the most everyday is the internal communication within the L'Oréal company. As I said just before, the company works through a big network, being all linked by some invisible connections. If I need some important informations that I cannot find by myself, I have to wait and thus it slows my work down. As it is the same for everybody, we are often in a rush (with the deadline set in amont) even if we are all very organized. I also struggle with the ordering products, due to a lack of informations whether the stock is full or not. The last thing I am feeling frustrated about, is the budget constraint. As Decléor & Carita is a small brand of L'Oréal, we are often limited in our ideas because of a lack of funding (which for someone like me, full of ideas, is very annoying).

**- And to finish, what is your expected job evolutions?**

- Big question this one! As I said in the begining of this interview, I was interested in working whether in marketing or in communication area. I really would like to have a lot of professional experiences, therefore, maybe next time I will directing myself toward marketing domain. Looking forward to have experiences in both domains, I would like to become the General Manager of a brand, and thus being able to manage both the marketing and communication part. I really think that working has to be a pleasure, and I do not cut myself of opportunities that might come. I also have in mind to create my own brand, will see how the future will present!

**- Thanks for your time!**

- Great pleasure!