

The Job Interview

Oh Baby!

Minneapolis, MN

This whimsical children's lifestyle brand offers quality gift-worthy gear. The demanding and visionary founder Mary, and her husband and CFO Tom, are searching for Mary's "right hand" – someone who can anticipate and execute her needs while coordinating the line's production.

BUSINESS

Website www.ohbabystyle.com

Size: 28-30 employees, plus 12 contractors

Industry: Fashion



ABOUT THE COMPANY:

- Oh Baby! is a high-end children's lifestyle brand offering clothing, accessories, and even furniture. Oh Baby! brand is supported by a suite of companies: Lauer Enterprises holds Oh Baby! retail stores, Que Será interior design stores, and Happy Family Designs, the manufacturing warehouse.

JOB POSITION: Fashion House Assistant

Job Level: Entry-level to Mid-level

Salary Range: \$24.9K to \$52K

Tentative Start Date: August 2017

RESPONSIBILITIES:

- The Fashion House Assistant will constantly interface with Mary, acting as her liaison between all departments. They will coordinate production across all Oh Baby! brand companies, working primarily from the manufacturing warehouse. Responsibilities range from hands-on product design (pattern-making, draping, sizing) to marketing and branding (photography, photo editing).
- The Fashion House Assistant will also be responsible for going to trade shows and selling to and interfacing with wholesale customers.

INTERVIEWERS



CEO: Mary Lauer

- Mary is warm but stern. She is regarded by her employees as a visionary and expects both creative vision and hard work from her staff – especially her "right hand" Fashion House Assistant.
- Mary is well known locally and has received numerous accolades and extensive press coverage. She expects interviewees to demonstrate knowledge and interest in her accomplishments in addition to the necessary job skills.
- Mary says her interviewing style is the good cop to Tom's bad cop, but she is tougher than she admits, often rejecting candidates after just a few minutes.



CFO: Tom Lauer

- Tom was a lawyer before joining his wife's burgeoning business full-time as the guy that handles all the "HR and money stuff".
- Tom says Mary likes to make sure candidates are informed about them, while he likes to make them informed about the candidates – he tries to draw out everyone's personalities to make sure they're a good cultural fit.
- Tom's main focus in an interview is making sure someone has strong character and work ethic, he and Mary both believe everything else can be learned.

Producer's note: While Oh Baby! is a fanciful kids brand, Mary takes it very seriously as an international fashion house giving her a slight air of self-importance. She also loves to talk and needs a little producing to rein her in.