

Self Marketing

The importance of students
recognising their skills and
how to evidence these

Introductions

Rachel Cook

Rebecca Lee

UG Recruitment and WP Team

The University of Manchester

Self Marketing Workshop

- Why we developed a Self Marketing workshop
- Developed alongside the Careers Service
- How it is used

Aims of today

- Want to show case our workshop
- Give you some ideas/activities to take into the classroom
- 10 minutes activities to a 2 hour workshop
- Slides will be available on line after the conference

Transferable Skills activity

- 15-20 minute activity
- Introduces students to what we mean by transferable skills and different types of skills

Activity

What skills do you need to be
successful at
college and at university?

Defining Skills

- Practical Skills
- Personal/ Transferable Skills
- Intellectual Skills

Practical Skills

- The skills and abilities to carry out practical and technical elements of a task or activity.
- This can include the different aspects of running an experiment or a design task, or proficiency at communicating in a foreign language

Personal / Transferable Skills

- Skills, capacities and abilities that transcend subject boundaries and are generally pertinent to employment
- Individual personal qualities that make you a good person to work with, or to have as part of a team

Intellectual Skills

- The intellectual abilities and capacities to carry out a task or activity that is primarily intellectual often drawing on knowledge and understanding
- Skills related to the use and development of knowledge, mainly in the context of the discipline being studied or the area of work

Potential extension activity

- Getting students to think about 2 skills they feel confident in
- Give out “My Skills” sheet
- Get them to think about how they have developed this skill, and how they can evidence it
- Feedback to the rest of the group
- 10 minute activity

My Skills sheet

NAME OF SKILL	WHAT TYPE OF SKILL IS THIS? (Personal, Transferable, Intellectual).	HOW HAVE I DEMONSTRATED THIS SKILL? (Maybe at home, college, work or during extra-curricular activities).

Evidencing Skills

- Applying to university
- Applying for a job
- Graduate Employability
- Input from our Careers Service

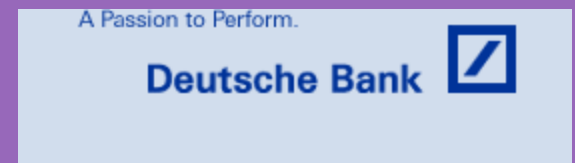
What do employers really want from graduates?

- Imagination and enthusiasm
- Customer focus
- 'Can do' attitude
- Ability to work in teams
- Ability to adapt
- Ability to use IT
- Willingness to learn
- Higher level problem solving skills
- Creativity
- Leadership
- Communication Skills

Employers' views

- “75% of full time job requirements are personal skills” (Intel)
- PricewaterhouseCoopers are actively targeting non-business disciplines for their 2007-8 campaign
- Lovells (Corporate Law firm) target non-law applicants (50% of recruits are Law graduates, 50% non-law)
- Accenture (Consultancy) recruit across the board (35% IT, Engineering, 33% Humanities, 32% Business and Management”

Employers recruiting from all disciplines



EXAMPLE CASE STUDIES

Career Paths of Graduates

CASE STUDY 1

- Kirsten - Associate in Dispute Resolution (Litigation), Lovells
 - Studied Psychology at University of Manchester
 - Went onto Masters in Legal Studies at University of Bristol
 - Legal Practice Course at Nottingham Law School
 - Secured Training Contract with Lovells
 - Lovells funded Postgraduate study

■ The employer's view:

- 50% of Lovells trainees read other subjects).
Qualities listed by Lovells are as follows:
- Strong academic/intellectual ability
- Ambition/Motivation. Clear reasons for career choice
- Good communication (oral and written) and interpersonal skills
- Professional/Commercial Attitude

CASE STUDY 2



- **Gemma – Assistant Consultant (Corporate Tax), PricewaterhouseCoopers**
- Studied European Studies and French at the University of Manchester
- Wanted a graduate scheme and chose Accountancy as she had the chance to join a big company and stay in Manchester – liked the idea of working towards a further qualification with a business focus
- Demonstrated research skills, report writing, presentation skills and time management in application

■ The employer's view:

“PricewaterhouseCoopers LLP places great value on the quality of the individuals that we recruit and how they have applied their learning to enhance experiences beyond that of their degree. A degree is one measure of what we value, and as a firm that recruits from all degree disciplines we feel that areas such as humanities allow the application of analytical skills, which is something we value alongside our other competencies”.

TRANSFERABLE SKILLS ACTIVITY

30-40 minute activity

Exploring a skill - creating a Poster

- Each group will create a poster which will explore a particular transferable skill and then each group will give a short presentation of the information at the end

The poster/ presentation must include:

- A definition of the skill
- What types of activities/ actions show evidence of this skill?
(May be things in our college, home, personal lives).
- How can we develop this particular skill in our everyday lives?
- Why might you need this particular skill at University?
- Why might employers require employees to have this skill?

Transferable Skills

- Teamwork
- Leadership
- Communication
- Problem Solving
- Planning/organisation

SELF MARKETING ACTIVITY

15 minute activity

John

- John is at Poppleton College:

College

- He is doing AS levels in: PE, English and Psychology

Extra-curricular

- He plays on the college football team
- He completed the St. John's Ambulance First Aid Training

Home Life

- He has a younger brother and sister in Primary School who he sometimes looks after

The Job:

- John is applying for a holiday job as a Summer Camp Assistant in America which will include working with pre-16s on a variety of sports activities and group work tasks.
- Based on his profile how can he market himself effectively for this job?
- Which skills can he mention and how can he evidence them?

Aesha

- Aesha goes to Lala College

College

- She is studying A-levels in Biology , Chemistry and Maths.
- She is also taking AS French

Extra-curricular/Personal

- She has a part-time voluntary job in a Care Home for the Elderly
- She is a member of the Drama Society at College and has directed a couple of plays

The Course:

- Aesha is applying to study Medicine at The University of Manchester.
- She will use the Entry Profile for Medicine to look at the requirements and what skills are needed.

What do Medicine admissions look for in applicants?

- Team work; ability to work under pressure; experience in a caring role; empathy; good communication skills etc.

Aesha...

- Based on her profile and the Entry Profile for the course - how can Aesha market herself effectively for this course?
- Which skills can she mention and how can she evidence them?

Summary

- Aims to ensure students are aware of the importance of recognising and evidencing their skills
- Explain what we mean by Transferable Skills and why they are useful
- Great preparation for Personal Statements
- Also useful for students that aren't applying to university
- Activities you can deliver in the classroom

Questions and Feedback?