

MAP Workshop

Self Marketing and Finding a Job

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

Which skills do you feel confident in?

- 1) Individually, choose at least 2 skills from those on the board and think about whether you feel confident in these skills
- 2) Ask yourself: do I have evidence of developing this skill? Have I practised it? If yes – how?
- 3) Feedback

Why is it important to think about the skills you have?

You need to be able to sell yourself and evidence your skills when:

- 1) Applying to university
- 2) Applying for a job

Applying to University

- What skills are stated in the Entry Profile?
- What skills will you need to be successful on the degree programmes you are interested in?
 - Exhibit academic/personal abilities needed to succeed
- *E.G: Time management Organisation Essay Writing, Debating, Critically Arguing? Analysing information? Problems Solving?*
- **Universities are looking for students to show evidence of:**
 - Potential to successfully complete the programme

Applying for a job

- Students need to match their skills and experiences to employers' requirements
- A degree alone is not enough!
- Employers assess on behavioural competencies

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)
- 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



CASE STUDIES

CASE STUDY 1

- Kirsten is currently an Associate in Dispute Resolution (Litigation), at Lovells law firm.
- She studied Psychology at The University of Manchester
- She went onto Masters in Legal Studies at University of Bristol
- She then did a Legal Practice Course at Nottingham Law School
- Kirsten secured a Training Contract with Lovells law firm and Lovell's are now funding her funded Postgraduate study.

CASE STUDIES

- The employer's view:
 - 50% of Lovells trainees read other subjects aside from Law. 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 – is an Assistant Consultant (Corporate Tax), PricewaterhouseCoopers
- She studied European Studies and French at the University of Manchester
- She wanted a graduate scheme and chose Accountancy as she had the chance to join a big company and stay in Manchester and liked the idea of working towards a further qualification with a business focus
- Gemma demonstrated and gave examples of research skills, report writing, presentation skills and time management in her application for the job.

CASE STUDIES

- 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

Exploring a skill!

- Each group will create a poster which will explore a particular transferable skill and then each group will give a short presentation of the points and examples they have come up with:

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

Presentation Time!

We will have the presentations in this order:

- 1 - Leadership
- 2 – Planning/ Organisation
- 3 - Communication
- 4 - Teamwork
- 5 – Problem Solving

Marketing Activity

We are going to look at the profiles of 2 individuals and you are going to feedback on how these individuals can market themselves successfully based on their experiences.

John

John is at Pendleton College:

College

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

Extra-curricular activities

- 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?

Aisha

Aisha goes to Loreto 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:

Aisha is applying to study Medicine at The University of Manchester.

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.

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

Example Personal Statement

- Hira, Dentistry applicant

Read through Hira's personal statement, and pick out 3 skills she has mentioned and how she has evidenced them

Jobs and Volunteering

Why get a part-time job?

- A great way to earn some money! Approximately 50% of students work part-time during the semester.
- Shows future employers that you have experience of the workplace environment.
- Shows that you have been able to effectively manage your time by balancing work and study.
- A great way to meet a variety of people, and have experience of working with people other than students.
- Many part-time jobs involve dealing with customers, which develops your customer service skills (vital for most graduate jobs).

To avoid work affecting your studies we recommend you work no more than 15 hours a week during University term-time.

Why undertake work experience?

- Gives you the opportunity to experience potential work areas first hand.
- It can even help you decide what career is right for you.
- Something else to add to your CV to make you stand out from the crowd.

Work experience can be undertaken in several forms:

- As a defined work placement with a company.
- As a voluntary work position – i.e. at a student newspaper.
- As a short (i.e. shadowing a professional for a day).

Why volunteer?

Volunteering is an unpaid activity, usually undertaken with a charity or not-for-profit organisation that makes a difference to the wider community.

As well as being fun, it can:

- Give you a great sense of achievement
- Help you develop essential skills that employers look for e.g. project management, communication and teamwork skills
- Give you the opportunity to meet new people
- Helps you demonstrate your commitment to a certain area of work
- Give you the chance to make a difference in the community
- Give you the opportunity to work in areas that you may not have otherwise have had access to - i.e. backstage at a theatre or in a hospital.

**What kind of potential
jobs/voluntary positions can
you think of?**

Part-time jobs:

- Shops; bars; restaurants; offices

Work experience:

- Shadowing a professional e.g. accountant or lawyer; working at a local paper or radio station; placement at a care home

Volunteering:

- Visiting elderly people; helping at a community centre or charity shop; assisting at arts or sport events

Discuss in pairs or threes:

- Have you worked or volunteered before?
 - If so, how did you find your experience?
- What kinds of paid or voluntary jobs would you be interested in applying for?
- How do you think this would benefit you as a person or in your future career?

Case study: Part-time job

Being a student
ambassador!

Case study: Work experience

Heather Shepherd completed a six-week summer internship with Ernst & Young



“I chose to do an internship so that I could get a feel for a job I potentially wanted to do, and it was a good way into the graduate scheme. Before I applied I did some online research to learn about the company and then I had to fill in an application form, do an online test, an interview and attend an assessment centre.

My summer internship placement lasted six weeks, however there are also programmes available ranging from one day to four years. You get lots of client exposure, and although it's tricky to do the technical stuff, managers will talk you through each task so you feel supported.

During my placement the best bit was the good group of friends I made and luckily most of us got offered graduate jobs and stayed in touch. The placement was not without its challenges as I had to give three presentations on my internship. I find it difficult to stand up in front of people, so it definitely pushed me and taught me skills that I could use back at university. I am now on the graduate scheme at Ernst & Young working as an assistant tax adviser and I would like to continue to progress within the company.”

From http://www.prospects.ac.uk/case_studies_ernst_and_young.htm

Case study: Volunteering

Megan - volunteered with a local charity: Healthy Ardwick

My initial role involved helping out with the charity's weekly youth club for children aged between 5 and 11. The youth club split the kids in half according to age, in which they all participated in sports, arts and crafts or music over the period of an hour. Due to my sporting background I was approached to help run the sports section of the club.

I really had to use my creative skills when helping to prepare the weekly warm-up sessions. We had to devise an activity that would appeal to all the children yet wouldn't get them too excited and therefore compromise their health and safety.

Having not worked with kids before, I found the volunteering challenging but also really rewarding. I quickly adapted and learnt how to control the children in a group environment. I realised that being confident and firm with them earned their respect and they were more likely to actively engage with me.

As well as getting a great sense of achievement, volunteering with Healthy Ardwick really helped me to develop key skills such as communication, creativity and planning skills. It also enabled me to develop leadership skills, which will be essential to me in the future as I eventually want to work for myself. Managing and interacting with a large group of children of various ages proved to be very challenging! However it has given me the confidence to realise that if I can manage them, I can manage anything!

From: <http://www.mlp.manchester.ac.uk/volunteering/casestudies/megan.php>

**Finding an opportunity –
how would you go about
finding a job, work
experience or voluntary
position?**

- Job websites
- University careers service
- Volunteering websites – doit.org, i-volunteer
- Notice boards around campus or wider area
- If subject specific, asking tutors about potential areas, check School notice boards
- Through friends or relatives
- In shop windows

Things to be wary of:

If undertaking part-time work, make sure that you are being paid the National Minimum Wage (NMW), which is the minimum amount that an employer must pay you per hour. It covers most jobs in the UK. From 1 October 2011 the rates are:

- £6.08/hour - workers aged 21 and over
- £4.98/hour - the 18-20 rate

Your degree should take priority over any paid or voluntary work you undertake.

If undertaking a work experience placement, make sure you are getting valuable experience by checking what the work involves before accepting any offers...

Ambassador top tips

Thank you for participating...

Hopefully this workshop will have gone some way to helping you consider all of the skills you have and how you have demonstrated them in different aspects of your lives.

Make sure you keep hold of the skills sheets and the examples that you have come up with today. You can revisit and build on these when writing your personal statement.

Personal Statement help

- UMASS workshops: **Wednesday 1 August and Friday 3 August from 2.00pm - 4.00pm.**

Book via www.umass.manchester.ac.uk

- MAP drop-ins: **Wed 26 & Thur 27 September**

This is an excellent opportunity for you to receive feedback on a draft of your personal statement from a member of University staff.

Decision Manchester

Students who successfully complete MAP are entitled to apply under the supported MAP admissions process known as Decision Manchester.

Decision Manchester entitles you to the following benefits:

- You will have a one-to-one guidance interview with a member of staff from The University of Manchester, where you are able to discuss course choices, predicted grades and any concerns you have about applying to university.
- Before you submit your UCAS form you will know which courses you will receive a conditional offer for at The University of Manchester (or whether you will be invited to the next stage in the application process, such as an interview).
- If you receive a conditional offer from The University of Manchester, this will take into account the 40 UCAS points that successful completion of MAP is worth.

Decision Manchester

- You will be given much more information about the Decision Manchester process at the MAP conferences in July.
- Just be aware that to go through the process in September, you need to have earned 100 MAP units, and have written your personal statement.
- We also need your predicted grades from college before your application can be considered.

Questions?