Alumni Career Workshop for New Graduates

Presented by:
ECU Careers and Leadership Services
10 things I wish someone had told me before leaving university ...

• 1. A degree doesn’t guarantee me a job
• 2. I should have started job search at the beginning of final year
• 3. My first job may only be a step towards what I want
• 4. Keep trying – persistence counts
• 5. My education has only just started
• 6. Gather new skills with each job or new responsibility
• 7. Top money doesn’t necessarily mean I will love my job (but it does pay off my HECS debt)
• 8. There is a difference between persistence and aggression
• 9. My university studies have given me more than just technical knowledge
• 10. I control my own destiny – and I will get out of it what I contribute!
Steps to Manage Your Career

**Self Awareness**
Interests, likes, strengths, values.
What do I like? What am I good at? What kind of job would I like? Who do I want to be? What's important to me?

**Exploration**
Research. What's out there?
What's it like? What do employers want? How does the labour market work? Who does the job I like?

**Do**
Action Plan steps.
Choosing a course/ majors/units, work experiences, and self marketing strategy to get to my goal.

**Decide**
Evaluate. What's my goal?
Short term/long term. Informed decisions. Based on my research of what I want and what’s out there.
How to find the good jobs: the self-marketing process

Know the product = Your skills

Know the Market = The labour market/Your Industry

Target your self-marketing documents AND build your professional network
Employability Skills are defined as "skills required not only to gain employment, but also to progress within an enterprise so as to achieve one's potential and contribute successfully to enterprise strategic directions".
What do Employers Want?

Employability Skills Framework

Skills
- Communication
- Teamwork
- Problem Solving
- Self Management
- Planning & Organising
- Technology
- Learning
- Initiative & Enterprise

Attributes
- Loyalty
- Commitment
- Honesty & Integrity
- Enthusiasm
- Reliability
- Personal Presentation
- Commonsense
- Positive Self Esteem
- A sense of humour
- A balanced attitude to work & home life
- Ability to deal with pressure
- Motivation
- Adaptability
Volunteering into Employability

"1 in 5 hiring managers hired someone because of their volunteer experience. Add to your LinkedIn Profile today. http://linkd.in/1bDi1Xx"

www.linkedin.com
Volunteering is Good for Your Career
Changing World of Work

**Then**

- One job for life
- Straightforward career path
- Linear progression between jobs
- Progression based on length of service
- Clear gender roles

**Now**

- Multi-skilling
- Adaptability
- Creativity
- Multiple jobs/careers
- Career path is not clearly defined
- Lateral and diagonal movement between jobs
- Progression based on competency
- Gender roles blurred
What do you know about the labour market and YOUR industry?

Research the Labour market

- [www.myfuture.edu.au](http://www.myfuture.edu.au) – career and occupation site
- [www.jobguide.deewr.gov.au](http://www.jobguide.deewr.gov.au) - occupation research
- Information sheets on Career Hub – see “Labour Market Info/Skills Shortage”

Research YOUR industry

- Employer Websites- Advertised positions – what do employers want?
- Professional associations – [www.daa.asn.au](http://www.daa.asn.au)
- [www.myfuture.edu.au](http://www.myfuture.edu.au) – career and occupation site
Where to search

• Online
  – Job Websites such as:-
    • CareerHub: www.ecu.edu.au/careers
    • www.seek.com.au – great for finding relevant recruitment agencies
    • http://www.linkedin.com/jobs?displayHome=
    • www.careerone.com.au
    • www.graduateopportunities.com
    • http://www.theresourcechannel.com.au – for info and jobs for the resources industry
  – Employer Websites
  – Industry specific websites (google them!)
  – Recruitment agency sites – relating to your industry
• Newspapers
  – The West Australian (Saturday and Wednesday)
  – The Australian
  – Community Newspapers

• Industry Magazines

• Professional Associations newsletters

• Job Notice boards – uni, shopping centres

Note: newspapers are all online
Human Resources
Process

Why you need to target your documents!

Goal of HR or recruitment agencies

• Fastest way to find an applicant that matches company requirements

Process

• May go through multiple stages & people: online application key word scan, HR assistant, HR manager, job manager, then phone or face to face interview.
• May be based on a range of details: cover letter, Résumé, Selection Criteria, or email content.
• HR may receive 20 – 3000 applications for one job
• Résumé rarely goes to manager directly.
Where are the jobs..?

Hidden job market - ‘Networking’
- Friends and family
- Neighbours
- Fellow students
- Community groups
- Hobby groups
- Professional Associations

Advertised job market
- Human Resources
- Recruitment agencies
- Newspapers
- Internet – such as Seek and Career one
- Sending out Resumes – Cold canvassing

(Note: Advertised positions often ask for 5 yrs ‘local’ experience and qualifications. Reality may be different)
What is the Hidden Job Market?

• Not formally advertised
• May bypass HR recruitment process
• Future labour required by employer
• Unknown current labour needs of employer
• Via social & professional networks
That old saying...

It’s not **WHAT** you know....

It’s **WHO** you know!

Actually....

It’s **WHO** knows **YOU** !!
What’s networking?

• Connecting with people
• Building professional contacts
• Finding out what your contacts need or are seeking
• Sharing information
• Exploring ways to be useful to your industry
• Creating opportunities for self and others
• IT IS NOT ASKING FOR A JOB
What can you learn by Networking?

• What do you want to know about them?
  – Labour market demand?
  – Skills and experience valued?
  – Their perspective of the industry?
  – Their career journey?
  – Can you be useful to them? - directly or indirectly
  – What their job is like? – Average day.
  – What is happening in their business? Now and future.
  – Important professional associations

Information Interview = market research of your industry
What is your key message or offering?

- What do you want them to know about you?
  - Skills, talents and attitude?
  - Aspirations and goals?
  - Interests?
  - Current knowledge of their industry or company?
  - Career dream?
  - Specialisations?
  - How you could be useful to them?
What do I have to offer?

PORTFOLIO = “The Product”

Résumé & Cover Letter
Selection Criteria

Interview
Networking

= “The Pitch”
Building your Network
Where to start?

- **Who do you know?**
  - Fellow students and lecturers
  - Friends and family
  - Neighbours
  - Clubs & groups
  - Facebook/MySpace
  - Professional Associations

- **Who do they know?**

- **Who knows you?**

- **List your contacts!**
Networking Conversation

• Demonstrate genuine interest in others
• What can you do for them?
• Smile! 😊
• What’s in a handshake?
• Open questions-What, Where, How, When, Who, Could you tell me more about...
• Have something to say about yourself – share
• Find a reason to get back in touch
• “Calling card” / business card
• Follow up and keep in touch!
Networking

Think about what you have to offer.

- Technical & employability skills
- Knowledge and experience
- Attributes and values
- Career dreams or goals
Follow Up

• Follow-up within 48 hours via email (or preferred communication means of target) (or perhaps a handwritten card or note if someone has gone out of their way to help you)

• Remind the person of where/when you met and your conversation

• Offer helpful information e.g. an article that might be of interest or a networking contact that might be helpful

• Provide relevant information about yourself

• Request an informational interview (if appropriate)

• State how you can contribute/add value to the person/their organisation

• Attach a resume or a LinkedIn link (if appropriate)
ELEVATOR PITCH

HOW EXCITING!! PLEASE TELL ME MORE!!
You never get a second chance to make a good first impression. That’s why you need to be able to introduce yourself and answer the question “tell me about yourself” clearly and concisely.

**KEY COMPONENTS**
- Introduction
- Education; professional development
- Work experience; key accomplishments
- Transferable skills, if necessary
- Current status; what you have to offer
- Employment opportunities you are seeking
- Length – 30 seconds to max of 2 minutes

**USES FOR YOUR PITCH**
- Response to “tell me about yourself” during job interview
- In any situation when you are making “networking” connections
- Portions can be used on your resume
- Increase confidence as you introduce yourself
- Script when making “cold” telephone calls
- When requesting informational interviews or advice
Thanks so much for being willing to speak with me. My name is Jane Jobseeker, and Nan Networker gave me your name as someone who might have information for me about the field of bioethics, in which I am very interested.

In May I will be graduating from the Edith Cowan University with a Bachelor of Health Science, majoring in Public Health. While in school, I worked as a research assistant, and I am especially proud of the fact that I presented a poster presentation on tobacco use prevention at a conference last year.

As I mentioned, I am exploring information about the field of bioethics, with a goal of combining my skills and education working in a small non-profit. I have a few questions about your position and this agency and wonder if you could tell me a little about what you do and what it is like to work here.
Networking – online!

- Professional Associations – investigate student membership options. May have a listing / blog or intranet.
- Facebook (informal friends / family network)
- Interest Groups – Discussion Boards, Blogs, Chatrooms, your own website.
- LinkedIn (professional network) where you establish a “Profile” – Summary of skills, experience, career goals.
- NOTE: what will an employer find if they Google you?
Who Uses LinkedIn?

- 120 million+ professionals
- Over 150 industries
- Executives and HR professionals
- 6.5 million+ students
- 9 million+ recent college grads
- 37,000 college and university alumni groups
- People are joining LinkedIn at a rate faster than 2 new members per second!
“It’s no longer enough to simply have a solid resume. Students now need a professional online presence.”

PricewaterhouseCoopers
LinkedIn

• Establish a professional profile (like a summary resume)
• Use a professional looking photo
• Think about a caption (not necessarily your title)
• Connect with contacts that you know or have met
• Add people as you meet them in professional settings (ie networking)
• Send a personal message – don’t just click send
• Update with news eg. gaining qualifications, starting a new job etc. (remember to send congratulations to others on their news!)
• Join relevant and interesting groups (eg. ECU Alumni)
Build a Professional Online Presence
The online YOU

- Always check privacy settings – often hard to find
- Be careful with your personal info - who will see this? Who do you want to see this?
- What do you want employers to see?
- Get feedback from people in your industry
Be careful what you upload
Find New Opportunities

Search for Companies

Company Name, Keywords, or Industry

Search

Followed Company Updates

Start following a company
- Be in the loop on key developments at the company
- See who has recently joined, left, or been promoted
- Stay informed of business opportunities, job openings, and more

Companies You May Want to Follow

Keystone Associates
FedEx
Landmark
NBME
rogenSi
andylopata
achieveglobal

Most Followed Companies

1. Google
2. Microsoft
3. IBM
4. Hewlett-Packard
5. Apple Inc.
6. Accenture
7. Cisco Systems
8. Facebook
9. Oracle
10. GE
The truth about networking

• Resistance is Normal
• Networking is about using social, personal and professional contacts to help you to learn more about a field of interest, or organization.
• Networking is not only for Extroverts
• It can be planned…and happens when you least expect it to
• Networking is not about only selling yourself, it’s about learning and getting more information
• People enjoy talking about themselves and enjoy helping others…you are not a nuisance (note: if someone asked you, would you help?)
MAINTAIN A HEALTHY CAREER

• Keeps you up-to-date on relevant information in your field
• Expand your networking contacts and meaningful connections
• Provide opportunities for you to serve others
• Can help you be more efficient
• Enhance your brand and online presence
ECU CareerHub at www.ecu.edu.au/careers
How to contact us

Website: www.ecu.edu.au/careers

Email: careers@ecu.edu.au

Phone: 08.6304 5899

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