

Career Essentials: Sourcing jobs and work experience

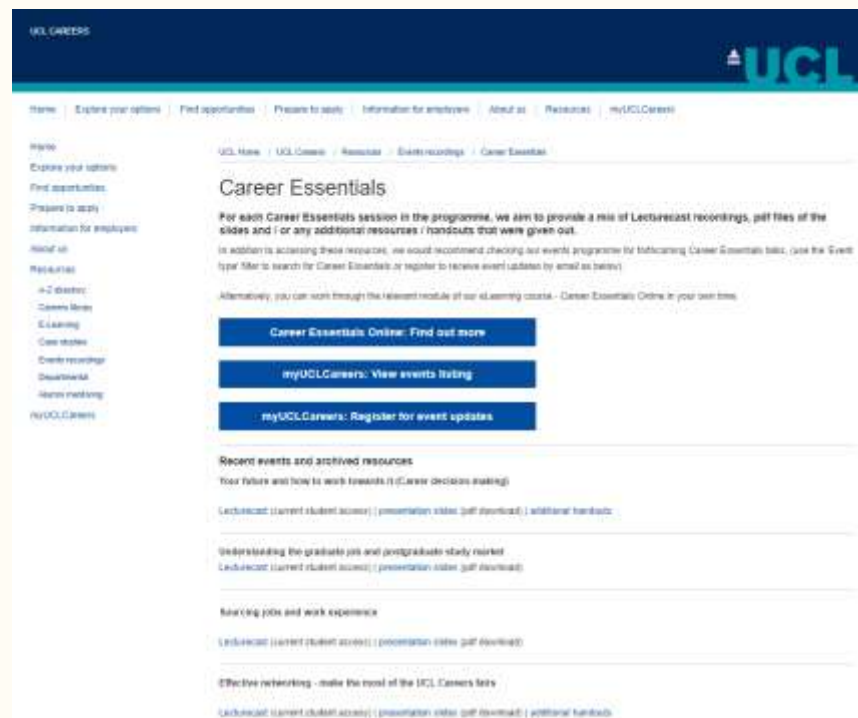
Career Essentials programme 2019 - 2020

- 12 title lunchtime talks.
- Small Group Work sessions (CV).
- 3 title workshops covering LinkedIn, Mock Assessment Centres and MBTI Personality Profiling.
- 6 module e-learning course.

Slides and recordings

<https://www.ucl.ac.uk/careers/resources/slides/career-essentials>

Search 'UCL Career Essentials'



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Career Essentials

For each Career Essentials session in the programme, we aim to provide a mix of Lecturer/lect recordings, pdf files of the slides and / or any additional resources / handouts that were given out.

In addition to accessing these resources, we would recommend checking our events programme for forthcoming Career Essentials talks. Use the 'Event type' filter to search for Career Essentials or register to receive event updates by email as below.

Alternatively, you can search through the relevant module of our eLearning course - Career Essentials Online in your own time.

[Career Essentials Online: Find out more](#)

[myUCLcareers: View events listing](#)

[myUCLcareers: Register for event updates](#)

Recent events and archived resources

Your future and how to work towards it (Career decision making)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#) | [additional handouts](#)

[Understanding the graduate job and postgraduate study market](#)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#)

[Finding jobs and work experience](#)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#)

[Effective networking - make the most of the UCL Careers fairs](#)

[Lecturecast \(current student access\)](#) | [presentation slides \(pdf download\)](#) | [additional handouts](#)

Talks coming up Oct 2019

Make the most of the UCL Careers fairs	1 st , 8 th , 16 th
Cover letters & application forms	3 rd
Improve your CV	4 th
An introduction to the graduate job market	7 th
Find and fund a PhD	9 th
Your future and how to work towards it	14 th
Better PhD Applications	15 th

Small group CV sessions

- New this year
- Work on your CV in a group of up to 6 students, with an Applications Advisor
- October 3rd, 17th, 31st
- November 14th, 28th, December 12th
- 1.00 – 1.50pm, UCL Careers

What we'll look at today

- Graduate scheme vs graduate jobs
- Advertised opportunities: sector specific recruitment & how are opportunities sourced
- Speculative recruitment applications
- Increase your chance of success

Experience in the Room

How many of you currently applying for jobs or Work experience?

Discuss with person next to you the following statements:

‘most graduate-level vacancies are found on large prestigious graduate scheme programmes’

‘jobs are generally filled by candidates applying for advertised vacancies’

The graduate job market

Characteristics	Graduate 'Schemes'	Graduate 'jobs'
Structure	3 months to 3 years Majority offer rotations Professional qualifications Fast-track to future leadership	Ad hoc
Industry coverage	Largely commercial focus	All sectors
Graduate intake	Between 5 – 1,700+	1+
Recruitment timelines	Typically 1 to 3 intakes per year Limited number recruit all year round	Flexible (as required)
Internship/ work experience opportunities	Majority offer internships. High % conversion to graduate job offer.	Sometimes. Often sourced through being pro-active: referrals/ speculative approach
% of overall graduate vacancies available	Minority < 20% of circa 200K annual jobs for grad leavers	Majority
Competition	Highly competitive	Opportunity dependent

Sample UK Graduate scheme vacancy numbers 2018/19

TeachFirst 1,750

J.P.Morgan 400+


pwc 1,350

ATKINS 400

Deloitte. 1,000+

BT  250+


Civil Service
Fast Stream 1,500+

Linklaters 100

9  38+

Source:



Competitive marketplace

Graduate SCHEME applications per vacancy

Graduate JOBS applications per vacancy


Table 4.1: Graduate hires, salaries and applications by sector

Sector	% of hires	Starting salary	Applications per vacancy
Overall	100%	£28,000	75
Accountancy or professional services	22%	£26,433	29
Banking or financial services	8%	£35,000	90
Construction/Built Environment	2%	£27,000	36
Consulting or business services	4%	£28,000	45
Energy, water or utilities	2%	£28,000	97
Engineering or industrial	12%	£27,250	78
FMCG	2%	£26,750	167
Investment bank or fund managers	1%	£37,000	133
IT & Telecommunications	10%	£30,000	84
Law	5%	£39,000	49
Public sector	20%	£27,000	31
Retail	0%	£25,250	93
Transport or logistics	1%	£26,750	88

Graduate Marketing and Admin Assistant

Save ☆

- £18,000 per annum
- London
- 4 days ago
- 60 applications




Company Profile Our client is a boutique specialist recruitment agency who work with companies across the medical, technology and pharmaceutical industries. They offer high-end solutions to growing companies and have enjoyed great success in the past few years. The Role: This is an amazing opportunity...

[Similar jobs](#)

Graduate Campaign Manager - Marketing Agency

Save ☆

- £21,000 per annum, inc benefits
- London
- 14 May
- 17 applications

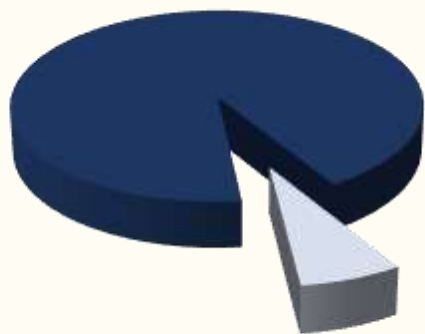


Graduate Campaign Manager - Marketing Agency London £21k per annum + excellent progression + benefits An exciting and rapidly expanding marketing analytics consultancy is looking to recruit two top calibre graduates for the career opportunity of a lifetime This is the chance to join a business which has...

[Similar jobs](#)

Limited Graduate Scheme opportunities

Graduate-level opportunities



- Graduate Scheme opportunities
- Grad 'jobs'/ Direct entry

Overall: 10K employers offering **200K** jobs for leavers

ISE survey – 200 employers
20K Grad scheme opportunities



Grad schemes

Grad Jobs

But what if I'm not interested in **COMMERCIAL** graduate schemes?

Sectors

International Development

Media and broadcasting

Publishing and journalism

Creative Arts and Design

Cultural heritage

Government and Policy

Environment

Performing Arts

Roles

Policy

Editing

Marketing

Campaigning

Research

Project management

Sales

Planning

FIND *your* FUTURE

Advertised Opportunities

Advertised sources of work

UCL jobs boards:

Access via UCL Careers webpages

Incorporates jobonline, UCL Talent Bank

Graduate jobs boards

graduatejobs.com

targetjobs.co.uk

Newspaper websites

e.g. jobs.theguardian.com

Sector specific jobs sites

Identify through e.g. prospects.ac.uk

Prospects.ac.uk

PROSPECTS

Jobs and work experience Postgraduate study Careers advice Applying for university

Job profile

Advertising account executive

View all marketing, advertising and PR vacancies

Add to favourites

Advertising account executives work within advertising or multi-service agencies, acting as a link between clients and the agency. They are responsible for the coordination of advertising campaigns and therefore communicating clearly to all those involved.

They must understand their clients' needs and objectives and liaise closely with them throughout campaigns, often on a daily basis. They manage administrative and campaign work and ensure that advertising projects are completed on time and on budget.

The role can involve handling multiple accounts and the hours can be long in a competitive environment. Advertising account executives usually report to an account manager.

Responsibilities

Advertising account executives contribute to and develop advertising campaigns. Tasks typically involve:

- meeting and liaising with clients to discuss and identify their advertising requirements;
- working with agency colleagues to devise an advertising campaign that meets the client's brief and budget;
- presenting alongside agency colleagues (particularly the account manager), the campaign ideas and budget to the client;
- working with the account manager to brief media, creative and research staff

Work experience

Pre-entry work experience is extremely desirable and an excellent way to gain an understanding of how an agency works. It also enables you to make valuable contacts, which may be useful when you are looking for a permanent role as an account executive.

Experience can be undertaken via vacation work, placements or job shadowing. Some larger agencies offer formal work experience/internship programmes, often in the form of summer schools. More details on work experience can be found at the [Institute of Practitioners in Advertising \(IPA\)](#).

As advertising is so competitive, work experience may sometimes prove difficult to get, but any other work experience in a commercial context may be helpful. Undertaking a period of voluntary work is also an alternative way of gaining valuable experience.

Employers



The majority of opportunities occur in the larger advertising agencies. Many of the larger agencies are part of an international advertising/media group, possibly with several branches throughout the UK, although they may work as autonomous companies.

Typically, a larger employer will have between 50 and 500 employees, although some agencies have more than 500. Smaller companies can range in size from five to 15 people.

Many of the larger agencies offer a multidisciplinary service to clients, such as marketing in addition to advertising, as many clients will be looking for a full 'communications' package.

Look for job vacancies at:

- Campaign
- Chartered Institute of Marketing (CIM)
- The Drum
- IPA Jobs
- Mac
- Marketing
- Marketing Week
- Media Week Jobs

The CIM's online marketing careers resource [gain2marketing](#) includes a database of marketing graduate schemes and placements, which includes advertising roles. The CIM also has a list of recruitment agencies specialising in advertising and marketing, which may help you source employment.

Alternatively, many advertising jobseekers find roles through speculative applications. A speculative, targeted application using a focused, attention-grabbing CV and covering letter can also be an effective approach. Try to learn as much as possible about advertising, the role of account executives and about the organisation you wish to work for, and then apply directly. The IPA has a list of agency members listed on its website, including relevant contact details.

Advertising account executive

- Responsibilities
- Salary
- Qualifications
- Skills
- Work experience
- Employers
- Career prospects
- Related jobs and courses

View all marketing, advertising and PR vacancies

Add to favourites



See how well you match this job profile and over 400 others.

Try Career Planner

Example sector specific jobs boards

[Jobs in Engineering, Tech, Physical Sciences](http://www.gradcracker.com): www.gradcracker.com

[Jobs in the Health Sector](http://www.jobs.nhs.uk): www.jobs.nhs.uk

[Jobs in the Charity Sector](http://www.charitypeople.co.uk/jobs): www.charitypeople.co.uk/jobs

[Jobs in the Life / Health Industry](http://www.pharmiweb.com): www.pharmiweb.com

[Jobs in Academia](http://www.jobs.ac.uk): www.jobs.ac.uk

[Find Postgraduate courses & studentships](http://www.findaphd.com): www.findaphd.com, www.findamasters.com

[Environmental Jobs](http://www.endsjobsearch.co.uk): www.endsjobsearch.co.uk

[Public Services jobs](http://www.lgjobs.com) www.lgjobs.com

[Creative industries](http://www.mandy.com): www.mandy.com

[Media, Marketing, Advertising](http://www.campaignlive.co.uk/jobs): www.campaignlive.co.uk/jobs

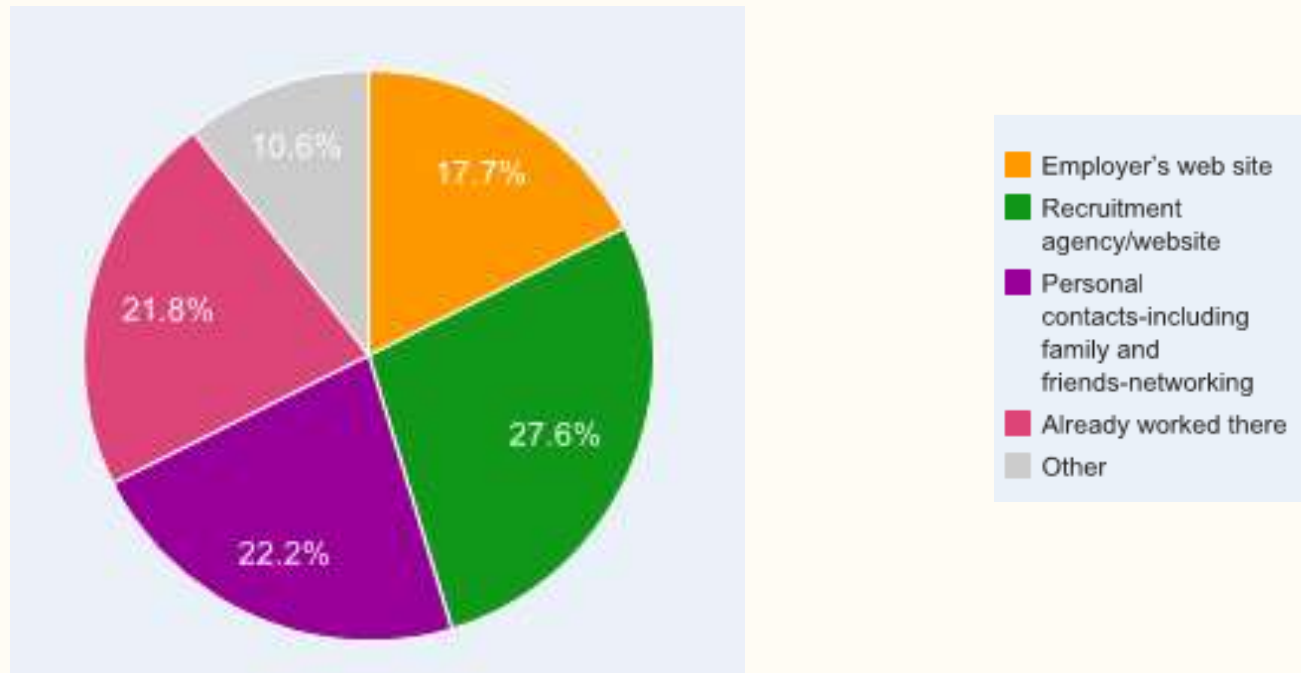
[Internships and placements](http://www.ratemyplacement.co.uk): www.ratemyplacement.co.uk

Advertised vacancies: improve your response rate

- You can't apply for everything, so consider:
 - Organisational profile
 - Vacancy source: Guardian jobs Vs UCL Careers Talentbank
 - Your credibility in relation to role requirements
 - Essential + desirable criteria
- Stay away from large job aggregator sites e.g. indeed/ CV-library
 - Better: prospects.ac.uk > job profiles > employers
- Target CV, cover letter and personal statements
 - Multiple times number of applicants for vacancies requiring CV
- Focus on 'quality' rather than 'quantity'
 - Employers seeing evidence of 'blanket' applications
 - Attend relevant 'Careers Essentials' talks and have a careers coach review your applications

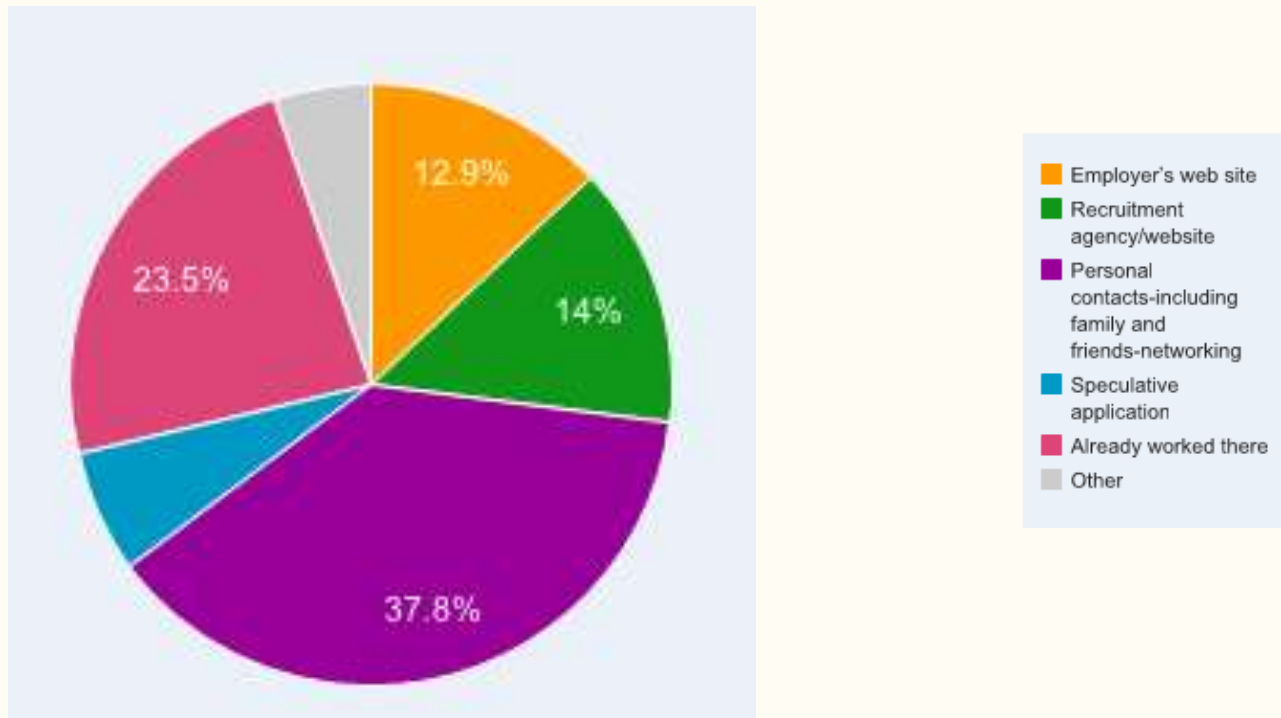
How are jobs sourced?

Finance & Insurance Sector – How did you find out about this job?



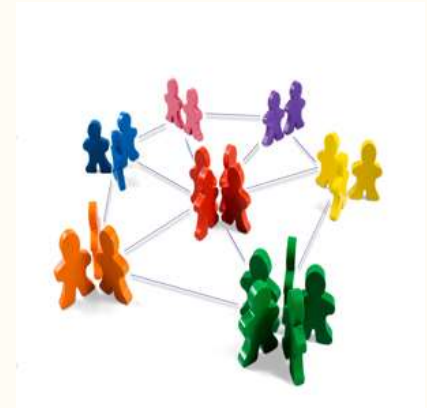
How are jobs sourced?

Media (production) – how did you hear about your job?



Speculative Applications

Discussion



How many of you have directly contacted employers or employees?
For work, work experience, information

Discuss with person next to you:

How would you approaching these people?

How successful have you been?

Making speculative applications

In some sectors, you'll need to be proactive and approach organisations that interest you:

Why might a direct approach be welcomed?

- Send introductory email – concise! (Attach CV)

- Try to send to named person in **relevant** department (carry out research/ contact switchboard)

- Personalise the approach (interest in specific organisation)

Useful for small and medium sized enterprises (SME's) in particular

- 85% graduates begin their working lives in an SME

- 99% of all British businesses are SMEs (less than 250 employees)

Case study 1- Speculative applications

Stefan: had just finished a Masters in Environmental engineering and was interested in gaining a position in environmental consulting.

After applying to some large London-based consultancies without success, he drew up a list of 25 environmental consultancies that interested him from the online 'ENDS' directory. He wrote to all of them asking about the possibility of gaining some experience. Many didn't respond but latterly 2 organisations replied suggesting they were interested in meeting him to find out more about what he was looking for. Whilst neither had immediate opportunities, one of them called back 2 weeks later with the offer of work experience on a new business win. Stefan managed to combine his 2 days a week with the consultancy with his part-time work to make ends meet. The project was subsequently extended and he was offered a paid opportunity to stay for a further 3 months and eventually successfully recruited internally for a full-time role.

Review: Case study

Stefan: had just finished a Masters in Environmental engineering and was interested in gaining a position in environmental consulting.

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How can you find relevant employers to contact/approach?

Professional bodies / organisations:

- List of these by job sector can be found in exploring types of jobs section of www.prospects.ac.uk

Other:

- Intelligent 'Google search' – list of UK 'X' companies
- Sector-specific employer directories
- Trade magazines / journals
- Current news, big projects, new sources of funding
- Job adverts for more senior positions

University tutors / family / friends

Networking & Social Media

Benefits of Networking

Benefits

Learn from other's experience:

- More conversations = more potential inspiration
- More conversations = more of a reality check
- Job 'research' as opposed to job 'search'

Competitive advantage:

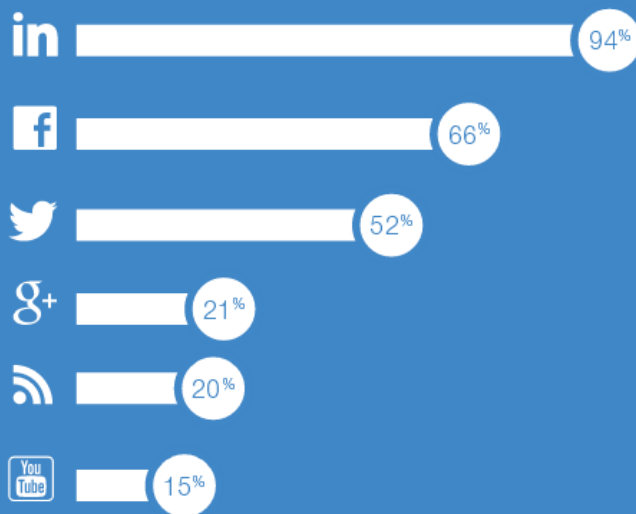
- Evidencing motivation can be key determinant in success
- Organisational culture is often the differentiating factor
- Information not publicly available on website
- Use examples drawn from connecting with people in your applications/ interviews

The hidden job market:

- Majority of opportunities are sourced through connecting with others
- Potentially short-cut recruitment process

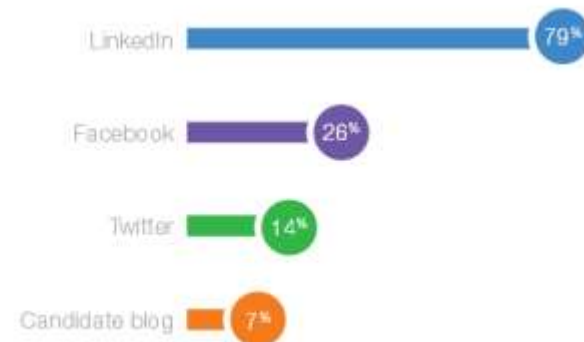
Social Media & Job Hunting/recruiting

Q. Which of the following social networks do you use for recruiting?



73% of recruiters have hired a candidate through social media.

Q. Which of the following networks have you hired through?



Jobsite's Social Recruitment Survey 2014

LinkedIn for Students



FIND your FUTURE

The image shows a LinkedIn profile for 'Joe Blogs', a student at University College London. The 'Jobs' icon in the top navigation bar is circled in blue. A large blue oval highlights the 'Profile section' area, which contains a button labeled 'Add profile section' and a 'More...' link. Below this, the 'Your Dashboard' section is visible, with three metrics circled in blue: '15 Who viewed your profile', '0 Article views', and '2 Search appearances'. At the bottom, the 'Career interests' section is also circled in blue, showing a toggle for 'Let recruiters know you're open' set to 'Off' and a prompt to 'Choose the types of opportunities you'd like to be connected with'.



LinkedIn Top Tips

- Not just a cut-and-paste of CV: Be more conversational, **show your interests**.
- Write a **short profile** that links to the companies/groups/roles you're going for
- List as many **relevant skills** as possible – employers search by these terms & get recommendations e.g. project supervisor
- Profile picture is a must - keep it professional!
- Don't list personal data
- Use your own connections to get introduced to new connections
- **Post on 'Group' forums! – PROACTIVELY RAISE YOUR PROFILE**

UCL Careers Alumni mentoring

Contact potential mentors in specific countries/ sectors for assistance.

<http://www.ucl.ac.uk/careers/resources/mentoring>



Recruitment Agencies

- Recruitment agencies are a link between organisations and job seekers
- They offer a range of immediate temp and permanent jobs
- Free service for candidates – recruiting employer pays!
- Register with a manageable number by submitting your CV
- Potentially organise a face-to-face meeting?
- Be pro-active, keep in regular contact
- Be specific about what you're looking for
- Recruitment agency directory: www.agencycentral.co.uk



**Increase your
chances of
success**

Activities likely to **SHORTEN** your job search

- Use multiple routes to seek out opportunities but tailor your applications
- Raise your visibility with future employers/ contacts
- Grow your network
- Access support through the UCL Careers

UCL Careers 1 to 1 Support

- Applications advice (20 minutes)
- Short guidance (20 minutes)
- Practice Interview (60 minutes, on condition of real employer interview)
- Book online in advance using myUCLCareers

Find us

4th Floor, Student Central Building, Malet Street

Mon-Thurs 9:30 - 17:00

Fri 11:00 -17:00

careers@ucl.ac.uk

020 7866 3600



Questions?

