Brand You!

EXTRACT 1: Read this extract from a teen magazine and answer the questions

1. According to paragraph one, what makes up 'brand you'? _____

2. What two pieces of advice does paragraph one give about creating 'brand you'?

_____ and _____

3. When is your initial opportunity to market 'brand you'? When writing the _____

'Brand you' exists! It is not about what you do, but who you are. It is particularly important for your career and the best way to market your skills and abilities. A positive brand can lead to a great career. Build your own brand – you know more about yourself than anyone! Be positive, be honest and showcase all your talent and ability.

Where to start? Well, first you need to understand your strengths and areas for improvement. Try drawing a mind map of all your skills and give examples that demonstrate your abilities.

What's next? Take the first chance you get to market 'brand you' to employers. This will usually be the cover letter you write when applying for a job. Introduce yourself and write about your experience. Show how you are the best person for the job.

A word of advice! Understand what the employers want by reading the job advert carefully. Show how your talent and ability match this and then you are on your way to a great career.



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EXTRACT 2: Read the ad and answer the questions.

1. What skill set is required for this job? _____, _____, _____, _____

2. What qualifications are needed? A degree in _____.

3. What experience is required? _____

4. Do you have to speak English and Arabic? _____

Hassan Al Khaja's new business is expanding and he now needs to hire someone to help market the business. He has placed an advertisement on his website.

Job Title: Marketing Coordinator

Employer: Acme International Home Delivery

Location: Sharjah

Essential Requirements

At least two years working in a similar position. Enthusiasm and excellent communicative skills. A degree in marketing or equivalent. Excellent organisational skills and a professional attitude.

Desired Requirements

Candidates who speak both Arabic and English preferred.

If you have the right skill set and are up to the challenge of this responsible role please submit a CV and cover letter to Hassan.AlKhaja@acmeinternational.ae

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