

UNIT 1

Research and preparation

- Identifying the stages in the job application process
- Researching yourself
- Highlighting your skills and experience
- Researching the market



Identifying the stages in the job application process

Most of us spend between 60–80% of our waking hours working, so it's important to find a job that brings true satisfaction. If you haven't found it yet, then don't give up. Keep looking until you find a job that you love doing.

- 1 a Teresa Fernandez, a recent graduate, is applying for a job in marketing. Match the extracts from documents and conversations (a–h) to the stages in the job application process (1–8).

- | | | |
|------------------------------|-------------------------------------|--------------------------|
| 1 Sending a cover letter | 4 Responding to interview questions | 7 Researching the market |
| 2 Sending a CV/resume | 5 Making interview small talk | 8 Researching yourself |
| 3 Sending a follow-up letter | 6 Reading a job advertisement | |

a

MARKETING ASSISTANT, Bristol circa £25K pa

We are a leader in the international logistics business, with operations in over 20 countries. We are seeking a young, dynamic professional to join our marketing team. You will have a good first degree in marketing or a related subject, and ideally some experience of working in the marketing department of a large company. Above all, you must have a positive attitude, strong creative skills, and an ability to work well in a team. Full training will be provided. There are excellent opportunities for promotion within the department.

b

'Teresa?'

'Yes. Hello.'

'Good afternoon. My name's Alan Cassidy. Sorry to keep you waiting.'

'That's all right. I've been enjoying your company brochure. It all looks very impressive. It's nice to meet you at last.'

'Thanks. Have you travelled far to us today?'

'Quite far. I'm currently based in London, so I came on the train this morning.'

I am a recent psychology graduate with first-hand experience of marketing, customer service and sales. I would like to apply for the position of Marketing Assistant, as advertised in *The Guardian*.

I find the prospect of working for your company very attractive because it will enable me to put my deep theoretical knowledge of human nature into a very practical context in a successful international firm.

I am writing to thank you for giving me the opportunity of an interview today. Everyone in your office was friendly and made me feel very welcome.

As we discussed during the interview, I believe my skills and experience would enable me to make a very useful contribution to your team. On my journey home I gave more thought to your question about pricing. I checked your prices against how much your competitors are charging for equivalent services, and calculated that with your strong reputation for quality, you could justify charges of ...



'What would you say are your main weaknesses?'

'Well, I didn't use to be very well-organised. Nothing very serious, but for example I used to forget my friends' birthdays or try to rush university assignments to get them done at the last minute. But in the last few years I've learnt some nice tricks to help me organise my life – simple things like writing down all my tasks for the day and not relaxing until I've done everything I need to do.'

h

'Good afternoon. Faster Forwarding Logistics. How can I help you?'

'Hello. My name's Teresa Fernandez. Could I speak to Mr Cassidy in Marketing, please?'

'I'm afraid he's in a meeting. Can I take a message?'

'I'm not sure. I was calling to see if there are any vacancies in your marketing department. I'm a recent psychology graduate, and I'm very keen to work for a company like yours, because of your excellent reputation.'

'Actually, I think there is a vacancy. There was an advert in *The Guardian* last week. Have you seen it?'

'No, I must have missed that. Do you have a copy of the advert that you could send me?'

'Of course, but you'll have to be quick: the closing date is tomorrow.'

2004–2007 Kingston University

- BSc (Hons) Psychology (2.1)

2008

Customer service assistant, Packaging Palace

- Resolved customer complaints
- Created customer loyalty programme
- Liaised with management on pricing strategy

b Put the stages (1–8) in Exercise 1a into the most logical sequence.

C Read the extracts again. Which extracts mention:

- 1 details of Teresa's work experience? C ____
- 2 details of Teresa's studies and qualifications? ____ ____
- 3 the job salary? ____
- 4 Teresa's weaknesses? ____ ____
- 5 evidence of Teresa's skill with numbers? ____ ____
- 6 where the vacancy is advertised? ____ ____
- 7 evidence of Teresa's research skills? ____
- 8 teamwork? ____ ____
- 9 a compliment from Teresa about the company? ____ ____
- 10 evidence of Teresa's research into the company? ____

d Do you think Teresa has a good chance of getting the job? Why (not)?