Researching the market

Finding a job

Once you know yourself, it's time to start researching the market – finding out more about the type of job you want and the companies and organisations that have similar posts. Doing this will help you make a short list of the places where you'd like to work.

6 a In pairs, discuss the following questions.

1 Where would you start looking for a job?
2 Which of these methods would you consider using?
- job agencies / headhunters
- newspapers and magazines
- networking
- the Internet
- cold calling / mailing

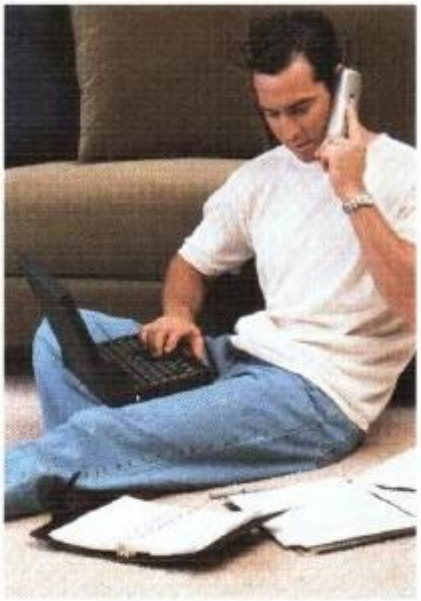
b ▶1.4 Listen to five people discussing job-hunting. Which job-hunting method in Exercise 6a does each speaker recommend?

Speaker 1 _____ Speaker 4 _____
Speaker 2 _____ Speaker 5 _____
Speaker 3 _____

c ▶1.4 Listen again and, in pairs, discuss the following questions.

1 Do you agree with the advice the speakers give?
2 Have you used these methods in the past? Would you try any of these methods?
3 What are the advantages and disadvantages of each method?
4 Can you think of any other job-hunting methods?

Cold calling



Cold calling means phoning a company to enquire about job opportunities which have not been advertised. The phone conversation is used to generate interest in you as a potential employee. The aim of the call is to get an invitation to send your CV.

7 a In pairs, discuss the following questions.

1 Have you ever tried cold-calling a company? Was it successful?
2 What advice would you give somebody cold-calling a company in your country?

b ▶1.5 Eryk and Patrick are looking for work in the hotel industry in London. They both have experience working in hotels in their own countries. They decide to cold-call a number of hotels in London to try and find a suitable job. Listen to their calls and decide who has the more successful cold calling technique.

c ▶1.5 Complete the extracts from Eryk's call (1–5) using the sentences (a–e). Listen again and check your answers.

a *I have worked for a number of big hotels in Poland.*
b *I would like to speak to Janet Robinson.*
c *What background experience are you looking for?*
d *Are you looking for someone with experience such as this?*
e *Are you looking for employees with international experience?*

1 *Good morning. I'm Eryk Pawlak. ___ Is she there?*
2 *I have considerable professional experience in the hotel industry. ___*
3 *My mother tongue is Polish, but I can also speak Spanish, having worked for a big hotel in Spain. ___*
4 *To begin with I mainly worked managing a team of cleaners and porters. However, my Spanish improved quickly and I was moved to reception, where I dealt with customers both face to face and on the phone. ___*
5 *'Do you have a degree?'*
'Yes, I have a degree in tourism. ___ '

LIVEWORKSHEETS

d **Match the extracts (1–5) in Exercise 7c to the following cold calling techniques (a–e).**

a Give just enough information about yourself to generate interest in yourself as a potential employee. 2

b Respond to questions with your own questions to find out more about the company. ___

c Use positive questions that invite a 'yes' response. ___ ___

d Mention one or two concise achievements, using facts and figures where possible. ___ ___

e Ask to speak to the decision maker by name. ___

Job advertisements

A good job advertisement is designed to attract the most suitably qualified applicants. It's not just applicants that are competing with each other for jobs; employers are also competing with each other to attract the best candidates for their vacancies.

8 a **In pairs, discuss the following questions.**

1 What information would you expect to find in a well-written job advertisement?

2 What makes a good job advertisement?

b **Employers usually try to squeeze as much information into their job advertisements as possible. However, because advertising is expensive and space limited, they tend to use abbreviations to describe roles in as few words as possible. Write the full meanings of the following abbreviations using the words in the box.**

agency annum clean current curriculum driving
earnings experience licence of on per per
point sale target vitae week

1 CCDL current clean driving licence
2 CV _____
3 EXP _____
4 AGY _____
5 OTE _____
6 PA _____
7 PW _____
8 POS _____

c **Which abbreviation would you expect to see in a job advertisement:**

1 if you need relevant professional experience for the position? ___

2 if the salary mentioned was for the whole year? ___

3 if a job agency is advertising the job? ___

4 if the position requires experience of selling products to customers? ___

5 if the take-home pay will be part basic salary and part performance-related pay? ___

d **Job advertisements tend to use a lot of jargon, like *proactive team player*. Look at the extract from a job advertisement. In pairs, discuss what the terms in bold actually mean in specific, practical terms. Why are they important skills in the workplace?**

Great graduate job opportunity

Are you a **team player**? Are you **flexible**, **dynamic** & **results-focused**?
Do you have **good organisational skills**?
Then we are looking for you ...

LIVEWORKSHEETS

e **Match the jargon in Exercise 8d to the following questions. In pairs, take turns to ask and answer the questions.**

1 Do you have a personality that will fit in with the rest of the team? Are you willing to help with tasks outside your job role when required?
2 Are you someone who wants to work, is prepared to do what it takes to fulfil your job function and make money for the company? Will you be aware of how your actions affect the company as a whole?
3 Are you innovative and creative? Are you the type of person who thinks intelligently and can generate ideas to improve things?
4 Are you prepared to work to meet the demands of the business, which might involve relocating to another office or working extra hours – even weekends?
5 Do you meet deadlines, work well with others and get things done? Can you produce reliable work under pressure and be trusted with multiple responsibilities?

f **Read the two job advertisements and answer the following questions. Underline the parts of the advertisements that support your answers.**

1 For which job is a university degree essential?
2 Which job places more emphasis on being flexible and adaptable?
3 Which job offers a higher salary?
4 What should you do if you wish to apply for the Media Assistant position?
5 How will you know if Media X is interested in your application?

Trainee Finance Recruitment Consultant – £30–£35K OTE. Queen Careers

Your Profile: Are you a graduate or of graduate calibre with a track record of success? You will have a minimum of two years' solid sales experience and the hunger to succeed! For a trainee finance recruitment consultant no two days are the same, and you must be a great multi-tasker with the ability to push yourself further and further all the time. The right candidate will be target-driven, articulate, determined and overall 100% focused on a career in recruitment.

The Role: The role of a trainee recruitment consultant is varied from day to day. One day you could be sourcing and screening candidates for your current roles, and the next everything from cold-calling new clients to negotiating contracts. You will be working on the secretarial and support team liaising with high-flying candidates and well-established companies in the investment banking sector, so your presentation skills should be second-to-none.

The Company: Very well-established and situated in a fantastic central London location, this is an opportunity to work for a market-leading worldwide specialist in investment banking and financial recruitment consultancy. Professional and consultative in approach, they offer second-to-none training from ground level upwards with bonuses, incentives and fun along the way.

If this sounds like the career for you please email Elizabeth@Queencareers.com or call 0870 12341234.

Closing date: 15th May

Media Assistant. Media X

Quote Ref: 007584 MX

An excellent opportunity to work for a leading international education group in a small but lively media department.

We are looking for a well-organised and motivated graduate to become part of an international marketing/media team. The key objective of this role is to support the team in producing a range of print and online materials for worldwide marketing and sales teams. Tasks will include reporting to the media manager, managing fact files, accurate proof reading and editing, inputting content into our website CMS, coordinating and gathering information, warehouse and stock management and collating and writing newsletters.

We are looking for a graduate with excellent communication skills, accurate written English, good attention to detail and some experience of working in a marketing environment.

Proficiency in MS Office and excellent command of English language are essential; additional languages would be a plus.

Training will be provided for Adobe Creative Suite and Tridion, although any working knowledge of either software package would be advantageous.

Qualification Level: Undergraduate degree essential.
Salary: circa £28K pro rata

Email your CV and cover letter to colm@MediaX.com by May 23rd.

Please note that due to the large volume of responses expected, only successful candidates will be contacted.

LIVEWORKSHEETS

g **Read the job advertisements again and find expressions to match the following definitions.**

1 A Latin term meaning *approximately* used to talk about salaries. This term informs you that the salary is not fixed but may be around 10% higher or lower depending on your relevant experience and qualifications. _____

2 A term used to inform you of the date by which the employer must have received your application. Also sometimes called a deadline. _____

3 An abbreviation meaning *thousand*. _____

4 A term used to inform you that you must quote the reference number when you apply for the position. This number should be clearly marked on your envelope (if you apply by post) or the subject line of your email, as well as at the top of your cover letter. _____

5 A Latin term meaning that your salary is calculated according to what proportion of a full-time job your hours make up. So, if the salary is quoted at £18,000 based on a full-time week of 40 hours and you are working 30 hours per week, you will be paid an annual salary of £13,500. _____

h **In pairs, discuss the following questions.**

1 What are the main transferable skills required for each job?
2 In which job would you expect to work under more pressure?
3 Which job would you prefer to do and why?

i **Many job advertisements request familiarity with certain tools, skills or languages that are relevant to the job. In pairs, put the expressions in bold in order of knowledge and experience required.**

- **Proficiency in** MS Office and **excellent command of** English language are essential; additional languages are a plus.

- Training will be provided for Adobe Creative Suite and Tridion, although **working knowledge of** either software package would be advantageous.

j **Write sentences about your own knowledge and experience using the following expressions.**

- I am proficient in ...
- I have an excellent command of ...
- I have a good working knowledge of ...

k **Sort the phrases in the box into two groups.**

ideally you will have ... ~~... is essential~~ ... is necessary ... is preferred ... is vital
the successful candidate will be ... ... would be a plus ... would be advantageous
... would be desirable ... would be welcome you must be ... you will have ...

1 Skills which candidates must have
... is essential _____ _____
_____ _____ _____

2 Skills which the employer hopes for (they may still consider the candidate if they don't have all of them)
_____ _____ _____
_____ _____ _____

l **Which of the phrases in Exercise 8k are used in the two job advertisements on page 16?**

LIVEWORKSHEETS

m **Read the following job advertisement. Find words that mean someone who is:**

1 good at finding solutions to problems. _____
2 able to speak a language without any noticeable mistakes or effort. _____
3 flexible and able to work on different projects at the same time. _____
4 good with computers. _____
5 good at maths and dealing with numbers. _____

Junior Consultant

futerra sustainability communications

Shortlist this job
Email this job to a friend
Job contact details
View all jobs from this employer

Organisation: FUTERRA
Location: Central London
Salary: £18,000–£20,000

Are you a great communicator? Want to make a difference? Talk to Futerra!

Futerra is a communications agency that specialises in the environment and social change. We work with government, businesses and NGOs and have an exciting opportunity for a new junior team member. You'll need to be resourceful and have fantastic research skills, common sense – and, of course, fluent English. You must be adaptable: there will be lots of desk-based research, but you may also find yourself hitting the phones or helping at events. You'll also have to be computer literate and numerate. You'll have a degree in a relevant discipline and a keen interest in communications, and be able to demonstrate a commitment to sustainability, whether through previous roles, internships or student activities. You'll find us bright, passionate, committed and all-round fun people.

n **What skills and experience would you need to stand a good chance of being interviewed for the position? Do you have the transferable skills and experience required for the position at Futerra?**

o **Research the market and find a number of job advertisements for vacancies that match your criteria for work. Analyse the advertisements and identify whether you have the transferable skills and experience required for the position.**

LIVEWORKSHEETS