

Create your own work experience

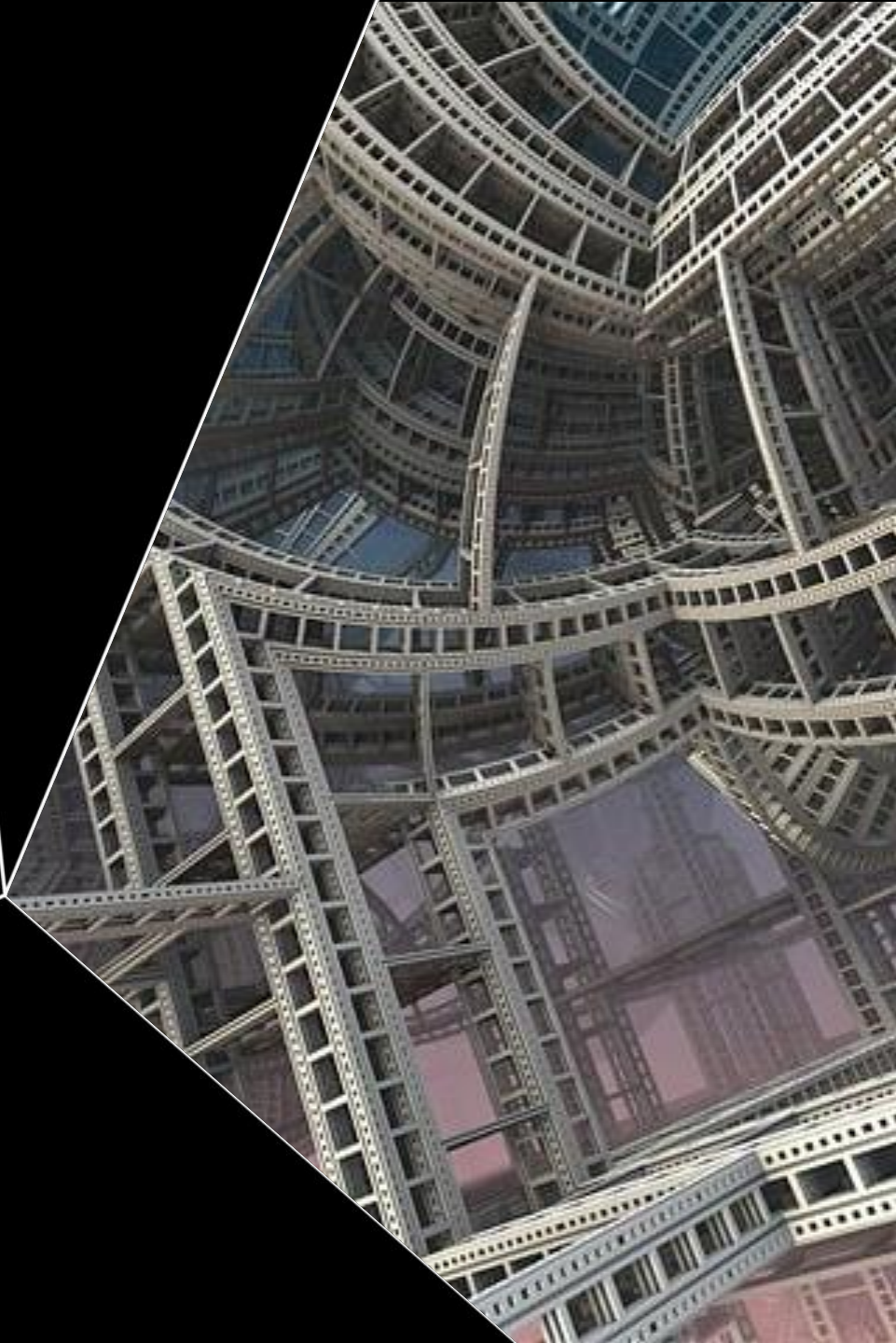
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12 March 2024

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Objectives

- Learn about the skills employers are looking for and how you can gain these skills to improve your employability
- Learn how you can promote yourself effectively
- Identify how to find relevant organisations for work experience opportunities
- Learn about making a speculative application
- Hear top tips from an Internship Officer and get your questions answered

What skills do employers seek?

- Professionalism
- Management
- Planning
- Teamwork
- Enthusiasm
- Detail Oriented
- Social Media
- Problem Solving
- Research
- Sales
- Innovation
- Basic Math
- Communication
- Management
- English Language
- Time management
- Written Communication
- Leadership
- Self-Motivation
- Presentation

Skills for specific job roles

www.prospects.ac.uk/job-profiles



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What opportunities already exist?

Join student clubs/societies

Become a student ambassador

Become a Course Rep

Worklink



Other opportunities

- Casual seasonal work & part-time jobs
- Volunteering – including volunteering abroad
- Sports leadership and coaching
- Self-employment and self-made opportunities, such as reviewing books; writing blogs or articles without an income
- Assisting others, such as through the [University's PASS scheme](#), caring responsibilities
- Research projects with the University or with others e.g. [get involved in sustainability](#)
- Virtual internships such as Bright Network's Internship Experience UK every June
- Virtual on-demand internships such as [Forage's job simulations](#)
- Work shadowing and observing others, having made a speculative application

Preparation is key



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Who are you? What is your unique promise of value?

Bring *who* you are to *what* you do and *how* you do it. Think:

What are your values? How do you bring your values to life?

What motivates you?

What are you known for, how people experience you?

What are your unique strengths, skills, and attributes?

What do you want to be known for?

What could make you stand out in the eyes of potential employers?



Why it matters?

- Align what's important to you with what matters to the employer
- Being on the same page
- You can spend a large number of hours a week at work. The employer should matter to you
- Feeling of belonging and purpose

“If we hire you based on your skills, we’ll get a skilled employee. If we hire you based on your skills, and your enduring passions, and your distinct experiences and perspectives, we’ll get a Googler. That's what we want.” - Google



Choosing a host organisation

Where can I look?

- [Online directories](#) and search engines
- Careers Network fairs and events
- [Trade events \(NEC\)](#)
- LinkedIn
- Job boards
- [Case studies](#) and [UoB Start-Up Directory](#)
- [Insight Guides](#) and [Prospects Job Profiles](#)
- Sector specific directories e.g. [WANGO](#) (NGOs), [Charity Commission Directory](#), [ENDS Directory](#) (environmental)
- Personal contacts

You'll need to consider factors such as location, size, sector and types of roles available



Do your research

- Website, LinkedIn, social media
- Company values/work culture
- Previous work and projects
- Who works there
- Current vacancies
- Figure out:
 - Why you want to get in touch
 - What you want to observe to get a taster of
 - What you want to achieve or develop
 - What value you can bring
 - Timescales

**Researching
a company
will enable you
to create a
tailored application
and help you
stand out!**



Make your approach

- Try to identify a named contact
- Email
- Telephone
- Visit, providing your CV
- Social media e.g. [LinkedIn](#)
- Combination approach

LinkedIn is a fantastic way to build connections, research companies and more!



LinkedIn

194,517 alumni

Search alumni by title, keyword or company

Start year

1900

End year

2024

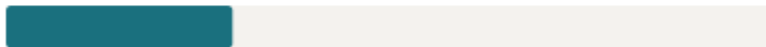
Where they work

+ Add

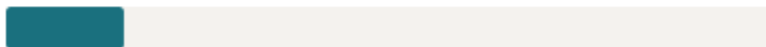
5,015 | University of Birmingham



1,485 | NHS



773 | Deloitte



628 | NHS England



Where they live

+ Add

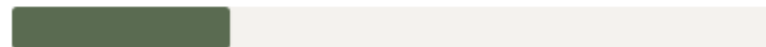
145,880 | United Kingdom



134,909 | England, United Kingdom



41,585 | London Area, United Kingdom



40,206 | Birmingham



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You can customize this invitation



✓ You can add a note to personalize your invitation to **Helen Berresford**.

Add a note

Send

Dear Helen,

I see that you graduated from my current university, the University of Birmingham. I'm studying International Development and it would be great to hear more about your work with Nacro and how you started working in the area of social justice.

Many thanks,
Emily

24 / 300

Enter keyword (scheme, subject, sector)

Search

View all case studies

Search again

Share your story

Event Sales Coordinator
and Venue Hire Content
Producer



Amelie Marron works at The
Royal Botanic Gardens, Kew
(BA Drama and Theatre Arts)

Speech and Language
Therapy student



Rebecca Richardson is a
Speech and Language
Therapy student (BA Drama
and Theatre Arts)

PPC Account Manager



Brad Hogg works at Brainlabs
(BA American and Canadian
Studies and English Literature)

Head of Digital
Marketing



Sophie Kelly works at
Homage International Limited
(BA English Language)

POD Administrator



Marcus Paraguri works at The
University of Birmingham (BA
Drama and Theatre Arts)

Social and News
Reporter



Alexandra Richards works at
The Evening Standard (BA
American and Canadian
Studies)

Junior Researcher



Peter Devaney works at Studio
Lambert (MA & BA English
Literature)

Researcher



Emma Lowe works at Conway
Consulting (BA American and
Canadian Studies)

Interests



Influencers

Companies

Groups

Schools

Birmingham
Entrepreneurs

Birmingham (UK) Entrepreneurs

1,708 members



Brummies

11,010 members



Museums Association

29,624 members



2020 & 2021 Brum Alum

1,985 members



WISE100

187 members



Common Purpose

9,829 members

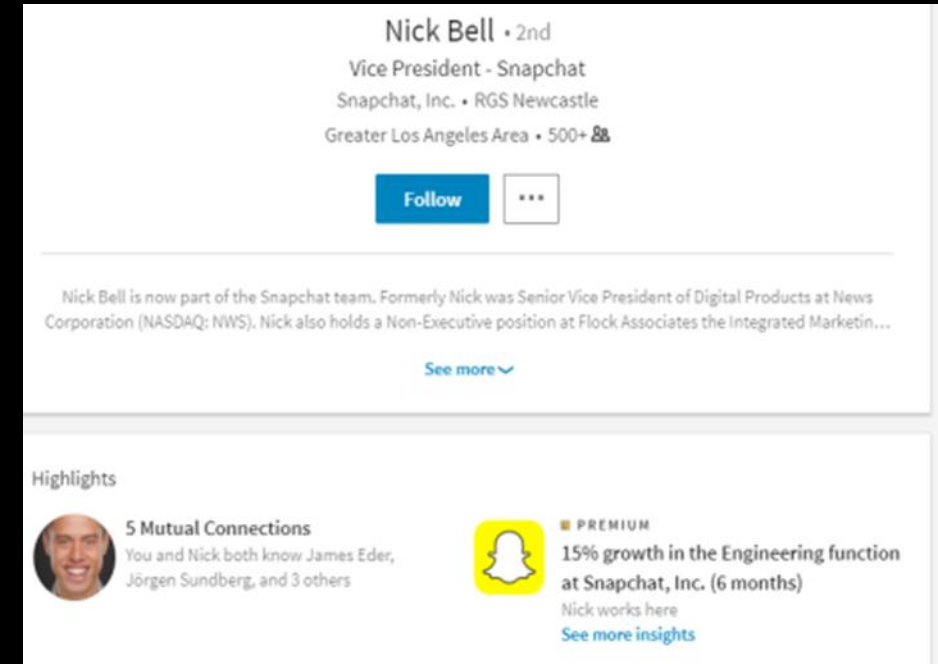



Community engagement - supported by RedQuadrant


48,635 members

Networking


- Research your existing connections
- Attend events at UoB and off campus to meet others
- Send LinkedIn requests when you meet people
- Post in interest groups and contribute to discussions




Nick Bell • 2nd
Vice President - Snapchat
Snapchat, Inc. • RGS Newcastle
Greater Los Angeles Area • 500+ 


[Follow](#) 

Nick Bell is now part of the Snapchat team. Formerly Nick was Senior Vice President of Digital Products at News Corporation (NASDAQ: NWS). Nick also holds a Non-Executive position at Flock Associates the Integrated Marketin...

[See more](#) 

Highlights


 **5 Mutual Connections**
You and Nick both know James Eder, Jörgen Sundberg, and 3 others

 **PREMIUM**
15% growth in the Engineering function at Snapchat, Inc. (6 months)
Nick works here
[See more insights](#)



Enable organisations to find you

Frames ✕



Original **#OpenToWork** #Hiring

Looking for a new job? Get this frame by sharing with all LinkedIn members that you're #OpenToWork.

Frame visible to all LinkedIn members Apply

Edit job preferences

Tell us what kind of work you're open to

Job titles*

Add title +

Workplaces*

On-site ✓ Hybrid ✓ Remote +

Job locations (On-site)*

Greater Stoke-on-Trent Area ✓ Add location +

Start date

Immediately, I'm actively applying

Flexible, I'm casually browsing



Get headhunted using LinkedIn

Career interests Privacy settings

Let recruiters know you're open On
We take steps not to show your current company that you're open, but can't guarantee complete privacy. [Learn more](#)

Note to recruiters

Thanks for looking at my profile. I'm particularly open to permanent roles in social media, community management, fundraising & youth marketing in the Birmingham area but would also consider part-time

233/300

What job titles are you considering?

- ✓ Marketing Manager
- ✓ Marketing Executive
- ✓ Brand Marketing Specialist
- ✓ Marketing Communications Specialist
- ✓ Community Manager
- ✓ Social Media Specialist
- ✓ Social Media Manager
- ✓ Social Media Marketing Manager
- ✓ Social Media Marketing Consultant
- ✓ Digital Marketing Specialist
- ✓ Digital Marketing Manager
- ✓ Freelance Marketing Consultant

+ Add title

What locations would you work in?

- ✓ Birmingham, West Midlands, United Kingdom
- ✓ Birmingham, United Kingdom
- ✓ Smethwick, West Midlands, United Kingdom

+ Add location

What types of jobs are you open to?

- Full-time
- Contract



Learn LinkedIn in more detail

Learning LinkedIn for Students

with **Oliver Schinkten**



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Making speculative approaches

Your address

Name of organisation
Organisation's address
Date

Dear Mr/Mrs/Ms... OR Dear Sir/Madam

Text of letter

1 or 2 side of A4; 4 key paragraphs. 500 – 1000 words

- WHY you are **writing** to the organisation
- WHY **THEM**; what appeals about the organisation and what they do e.g. past or current projects. Show your research
- WHY **YOU**; outline the experience you seek; showcase your skills/attributes and what value you could bring; where you would benefit e.g. observing; experimenting with; developing; learning about...
- **THANKS** for taking the time and your availability

Yours sincerely OR Yours faithfully

Your signature

NOT your name

Send to a named person if at all possible

Make sure you tailor your CV and covering letter for different speculative applications. Follow up and visit!

Yours sincerely
with Dear
Mr/Mrs/Ms...

Yours faithfully
with Dear
Sir/Madam



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Things to remember

- Always tailor your CV to the needs of the employer
- Only say things that you can back up
- Never exaggerate or lie
- Keep things clear and concise
- Never undersell yourself
- Put in the effort, don't get someone else to write it
- Send your CV as PDF so that it appears how you see it



Top tips

- DO be flexible. Be open to different times, roles and companies.
- DON'T be silent! Tell everyone what you're looking for. Sometimes it's about WHO you know!
- DO research and tailor your applications. Think QUALITY not quantity.
- DON'T be disorganised. Use a spreadsheet or similar to track your contact.
- DO develop your brand, be visible and authentic.
- DON'T give up! Politely follow up and be resilient.



Next steps

- Explore [Careers Network website](#)
- Visit the [‘Student Stories’ page](#)
- Book an appointment through [Careers Connect](#) with:
 - Careers Advisor
 - Internships Officer
- Or, email:
 - careersenquiries@contacts.bham.ac.uk with any questions relating to your career, including getting CVs and applications checked



Closing

Key areas covered today:

- ✓ How to improve your employability skills
- ✓ How to choose organisations
- ✓ How to network for opportunities
- ✓ How to use LinkedIn
- ✓ How to make speculative applications
- ✓ How to create your own projects
- ✓ Getting ideas from others

Make sure you tailor your CV and covering letter for different speculative applications. Follow up and visit!