**Job Exploration**

**Activity Worksheet**

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| Learning Objective: | | The purpose of this worksheet is to help you gain clarity about your career trajectory and provide you with knowledge of different digital marketing opportunities available. | |
| Assignment: | | Research three positions you would like to learn more about. Refer to “Explore Your Career Path” to view the positions in the field. | |
| **Job Exploration** | | | |
| Identify three potential careers you want to explore further. Using one of the job boards, research the details of the job requirements for the position. | | | |
| Job Boards |  | | |
|  | [Indeed](http://www.indeed.com) | | |
|  | [Linkedin](http://www.linkedin.com) | | |
| Salary Information |  | | |
|  | [Payscale](http://www.payscale.com) | | |
|  | [Glassdoor](http://www.glassdoor.com) | | |
| Once you’ve identified three positions of interest, complete the criteria below. | | | |
| **Position 1** | | | |
| What appeals to you or excites you about this role? | | | |
| What do you like about the company? | | | | |
| How does it align with your values/beliefs? | | | | |
| What are the opportunities for advancement? | | | | |
| What additional training/certifications will you need? | | | | |
| **Position 2** | | | | |
| What appeals to you or excites you about this role? | | | |
| What do you like about the company? | | | | |
| How does it align with your values/beliefs? | | | | |
| What are the opportunities for advancement? | | | | |
| What additional training/certifications will you need? | | | | |
| **Position 3** | | | |
| What appeals to you or excites you about this role? | | | |
| What do you like about the company? | | | | |
| How does it align with your values/beliefs? | | | | |
| What are the opportunities for advancement? | | | | |
| What additional training/certifications will you need? | | | | |