Career Management- CDEV 8132

Assignment 1: Career Profile & Labour Market Research

Conestoga College - Academic year 2024-2025

Worth 25% of the Final Grade

# **Individual Assignment**

**Due:** This assignment is due by the end of week 5. See Instructional Plan for exact due dates.

**Submit to:** Assignment **1** submission folder. Submission folders can be accessed by selecting **Course Tools** and then **Assignments** on the course navigation bar.

## **Description**

During the first four weeks of this course, you participated in a series of activities. These were used to identify relevant skills and assets, and examples of past accomplishments that demonstrate competencies in your industry. You also developed techniques to create a social media brand. In week 5, you outlined and completed job search activities that informed you about the labour market and where to find career opportunities. This assignment asks you to demonstrate your understanding of concepts learnt in weeks 1-5.

### **Rationale**

1. Creating a career profile will allow you to gain the career clarity you need to be able to communicate your skills and value to employers. This will be done through your cover letter, resume, and interviewing as you search for employment opportunities.
2. Preparing an effective job search strategy, will enable you to find your place in the labour market.

This assignment will evaluate the following course learning outcomes:

1. Interpret the results of comprehensive self- assessments to identify one's personality profile, values, transferable skills, interests that can be matched to appropriate job and career opportunities.

2. Research the labour market and future trends to identify employment opportunities and prospective employers that align with one’s career goals.

3. Develop networking strategies to meet new contacts, build relationships and uncover the hidden job market.

## **How Your Assignment Will be Graded**

A rubric has been created and can be found attached to the submission folder. Submission folders can be accessed by selecting **Course Tools** and then **Assignments** on the course navigation bar.

**Late Policy -** **Late Submissions:** A penalty of 10% per business day (i.e. Monday to Friday)\* will be applied to all late assessments up to a maximum of three (3) days for post-graduate and degree programs. After the maximum allowable number of days, late assessments will not be accepted and a grade of zero (0) will be applied.

**See the Career Development and Communications Policies, School of Interdisciplinary Studies, for further guidelines.**

**IMPORTANT NOTICE: Artificial Intelligence (AI) Assessment Statements for Students**:

Use of any form of generative artificial intelligence (AI) is strictly forbidden throughout all stages of this assessment, including brainstorming, idea generation, outline formation, etc.

Generative AI may include (but is not limited to) chatbots, coding tools and image/art generating tools, or other technologies that produce work for you. Using AI in any capacity throughout the assessment process will be in violation of Conestoga’s [Academic Offences](https://www-assets.conestogac.on.ca/documents/www/about/policies/academic-administration/academic-offences-policy.pdf) policy under the category of Unauthorized Aids and Assistance (Cheating) or Copying from Others or Self Copying. The consequence of this violation is that an academic offence will be filed, with the severity of the penalty dependent on previous offences. In cases where you are unsure if something is considered generative AI, always ask your professor before using.

**List of Activities:**

**Elevator Pitch Discussion Post Video**

Ensure you have uploaded your elevator pitch in the discussion post section and provided feedback to at least two of your peers. The elevator pitch should be between 45-60 seconds in length.

**Identifying Industry Relevant Skills & Writing Accomplishment Statements**

1. Indicate the industry relevant job/position title you are seeking employment in.
2. Identify **five relevant skills** that you already have and which you will be including in your strategic resume (skills must be relevant to the job/position requirements).
3. For **each skill** identified, write **one accomplishment statement** that demonstrates how you have previously used this skill successfully.

**Job/Position Title –**

|  |  |
| --- | --- |
| **SKILL** | **Accomplishment Statement** |
| 1. |  |
| 2. |  |
| 3. |  |
| 4. |  |
| 5. |  |

**Assets & Value Proposition**

**My Assets (education, training)**

When applying for positions, it is essential to match your assets to the requirements of the job. In the table below, identify 2 of your assets that will be included in your resume and indicate why they are relevant/applicable to the job/position title provided in the previous section.

|  |  |  |  |
| --- | --- | --- | --- |
| Name of the Asset | Where I obtained this asset (institution, city, province/country) | When did I obtain it or will obtain it. | Why it is **relevant** and **desired** by employers for the selected job/position title. |
|  |  |  |  |
|  |  |  |  |

Using the example found in week 3 of eConestoga to guide you, identify the key elements for **your** value proposition by completing the table. Consider the position you previously indicated, and tailor you value proposition to that role. Add the same job/position title in this section, to guide your response.

**Job/Position Title -**

**My Value Proposition**

|  |
| --- |
| **Context** (e.g., Graduating Global Business Student) – |
| **Buying Motivators** (how might an employer in my industry benefit long term from employing me) – |
| **Supporting Qualifications** (what skills, credentials and experience do I have to offer in my industry that makes me a competitive candidate) – |
| **Added Value** (what else can I offer that is not required, but would be an asset as a candidate in my industry) – |
| **Why should an employer hire you?**  Based on the information you have already provided in the table, write a brief summary of why you should be hired in your industry. This is the beginning process of writing your **qualifications summary** in the resume. Aim for 3-4 sentences. |

**My Career Brand and Social Media Platform**

We know that developing your career brand is a comprehensive process that takes time.

For this activity, you will review LinkedIn to better identify the features and create sections of your profile that could be used on your LinkedIn profile to communicate your value to potential employers.

**Resources to assist with this section**

[Edit Your Headline | LinkedIn Help](https://www.linkedin.com/help/linkedin/answer/a542926/)

[14 LinkedIn Profile Summary Examples (and 14 Best Practices)](https://www.linkedin.com/business/talent/blog/product-tips/linkedin-profile-summaries-that-we-love-and-how-to-boost-your-own)

[Edit the About section on your profile | LinkedIn Help](https://www.linkedin.com/help/linkedin/answer/a553140/edit-the-about-section-in-your-profile?lang=en)

|  |  |
| --- | --- |
| **Social Media Platform:** **LinkedIn** | **Responses for each section** |
| 1. The “**INTRODUCTION**” section is located at the top of your LinkedIn profile and is one of the first things seen by persons viewing your profile. Provide the wording that you will be adding in this section to communicate your brand in the **HEADLINE field.** |  |
| 1. The **“ABOUT”** section of your LinkedIn profile (sometimes called the summary section) will be seen early in your profile by viewers. In this section, you can communicate key aspects of your brand by using industry keywords, summarizing key achievements and results with statistics (optional) and using a professional authentic voice. Provide the wording that you will be using for this section of your LinkedIn profile. |  |

**My Labour Market Research**

Complete the table below to indicate two job titles of interest, the best locations to find employment for positions that you have chosen. **For the first-choice job title, ensure it is related to your current program of study.** The second job title must be different from the first, but still related to your current program of study. **Please use two different locations.**

**APA citations are required for all research in this section.**

**\***Current **program of study** **means the program you are currently enrolled in at Conestoga College**, for example – Human Resources Management; Social Media Marketing; Supply Chain Management – Global; and so on. Your program of study is different from your course. **This course is Career Management**. For the table on labour market, choose job titles relevant to **your program of study at Conestoga College**, **not this course**.

**LMI means – Labour Market Information**

|  |  |
| --- | --- |
| First Choice: Job Title and location  (eg. IT Business Analyst, Waterloo) | Second Choice: Job Title and location  (eg. Data Scientist, Vancouver) |
| Job Title:  Location: | Job Title:  Location: |
| Reasons for choosing this job title and location based on **labour market information/facts. (citation required)** | Reasons for choosing this job title and location based on **labour market information/facts. (citation required)** |
| 1. LMI for first location –  2. LMI for first job title - | 1. LMI for second location –  2. LMI for second job title - |
| Websites that currently have job postings for this job title **(provide the direct link to the job posting).**  1.  2. | Websites that currently have job postings for this job title **(provide the direct link to the job posting).**  1.  2. |

APA References (start on a new page)