CHALLENGE 5 PHASE 9 - 1MP3

EUROPASS - COVER LETTER - JOB INTERVIEW

> STUDY CASE

In this PHASE 9 you will put in practice how you would start the process of applying for a job. The first steps are creating a Europass and writing cover letters. This is what you will have to do:

- 1. Create a Europass for a standard Marketing and Publishing student (think what kind of hard skills and soft skills a student should have after graduating from Marketing&Publishing)).
- 2. Write two cover letters, one per job you will apply for (look at the job advertisements on pages 2 and 3).

EUROPASS

- 1. Download the Europass Template from Moodle.
- 2. Complete as much information as possible (think of your skills, training and qualifications). Include your internship in the job experience section.
- 3. Make up any details you need (personal information of the student, internship)

COVER LETTERS

- 1. Write 2 cover letters taking into account the Europass you created (one letter per job application).
- 2. Follow the cover letter model in Moodle.
- 3. Read the information about each job offer carefully.

Marketing and Publishing Job Opportunities for New Graduates

→ JOB 1

Junior Marketing Specialist

Company: Digital Horizons Marketing Agency

Location: Remote/Hybrid

Position: Entry-Level Marketing Specialist

Salary Range: \$45,000 - \$55,000

Job Description:

We're seeking a creative and data-driven Marketing Specialist to join our dynamic team. This role is perfect for recent graduates ready to launch their marketing careers.

Required Hard Skills:

- Bachelor's degree in Marketing, Business, or related field
- Proficiency in Microsoft Office Suite and Google Workspace
- Experience with social media management platforms
- Basic understanding of SEO principles
- Familiarity with analytics tools (Google Analytics, Meta Business Suite)
- Basic graphic design skills (Canva, Adobe Creative Suite)

Required Soft Skills:

- Strong written and verbal communication
- Creative problem-solving abilities
- Detail-oriented mindset
- Adaptability to changing priorities
- Team collaboration
- Time management expertise
- Project coordination capabilities

→ JOB2

Editorial Assistant - Publishing

Company: Riverside Publishing House

Location: On-site

Position: Entry-Level Editorial Assistant Salary Range: \$42,000 - \$50,000

Job Description:

Join our publishing team as an Editorial Assistant. This position offers hands-on experience in the publishing industry and is ideal for recent graduates passionate about books and digital content.

Required Hard Skills:

Bachelor's degree in English, Journalism, Communications, or related field

- Proficiency in Microsoft Office Suite
- Experience with content management systems
- Basic understanding of HTML
- Familiarity with style guides (Chicago Manual of Style)
- Proofreading and copyediting expertise

Required Soft Skills:

- Exceptional attention to detail
- Strong organizational abilities
- · Excellent written and verbal communication
- Multi-tasking capabilities
- Initiative and self-motivation
- Interpersonal skills
- Ability to meet deadlines
- Cultural awareness and sensitivity

____ JOB 2

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- Proficiency in Microsoft Office Suite
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- Familiarity with style guides (Chicago Manual of Style)
- Proofreading and copyediting expertise

Required Soft Skills:

- Exceptional attention to detail
- Strong organizational abilities
- Excellent written and verbal communication
- Multi-tasking capabilities
- Initiative and self-motivation
- Interpersonal skills
- Ability to meet deadlines

• Cultural awareness and sensitivity Both positions offer comprehensive benefits packages, professional development opportunities, and mentorship programs for career growth