

UNIT 8

CAREER AND JOB HUNTING

1

SPANISH LABOUR MARKET

Spain has historically had a very high unemployment rate. In 2007 the unemployment rate was at its lowest rate, 9.75% which compared to other countries this is still quite high.

The main problem with the Spanish labour market before the recession was job instability due to a very high proportion of temporary work. In spite of the strict regulation, an abusive practice has led to segmentation between temporary and permanent workers, becoming a key feature of the Spanish labour market. The active labour market policies have never had the role they deserve in a dynamic legal employment frame.

Temporary work has indeed very negative effects in terms of job instability and low productivity.

The outburst of the 2008 recession in Spain led to a quick and dramatic increase in unemployment. In less than five years it has increased 20 points (almost 6 million unemployed people).

It was noted that job destruction was concentrated on temporary work during the first two years of the recession (2008 and 2009). But then, in 2010, there was a shift whereby permanent workers suffered the consequences of the recession with the same intensity.

There is a close dependence between employment rate and the economic growth in Spain, that is to say, a decrease of the Spanish economy brings about a sharp drop of employment and, likewise, a high increase in the economic growth is needed to reduce slightly the unemployment rate. However, within a small increase in the Gross Domestic Product (GDP), the labour market policies since 2012 have led to a slight decrease of the unemployment rate in the first half of 2014. Nevertheless, the majority of the newly created jobs are temporary jobs.

An improvement of the Spanish economy and its employment rate can be achieved with a change of different factors like the Spanish productive structure (manufactured products with more margin and added value), the investment in innovation and technology, and a new generation of skilled workers.

In order to have a better understanding of the labour market it is important to know the meaning of some **macroeconomic variables**:

- **GDP stands for the Gross Domestic Product**, a measurement of the annual productivity of the property and labour of all citizens and foreign residents within the geographic borders of a country.
- **Labour force** is the actual number of people available for work. The labour force of a country includes both, the employed and the unemployed.
- **Not in the labour force**: included in this group are all persons in the civilian non-institutional population who are neither employed nor unemployed (children, students, retired people, disabled people unable to work...).

- The **labor force participation rate** is the percentage of working-age people in an economy who are employed or unemployed but looking for a job (labour force).

$$\text{LABOUR FORCE PARTICIPATION RATE} = \frac{\text{LABOUR FORCE (EMPLOYED+UNEMPLOYED)}}{\text{NATIONAL POPULATION OVER 16 YEARS OLD}} \times 100$$

- Unemployment rate:** is the percentage of people who are not working but who are actively seeking employment.

$$\text{UNEMPLOYMENT RATE} = \frac{\text{UNEMPLOYED}}{\text{LABOUR FORCE (EMPLOYED+UNEMPLOYED)}} \times 100$$

- Employment:** Is the total number of people who are working.

EXAMPLE 1

Fill in the gaps in the following table:

	TOTAL AMOUNT	MALE	FEMALE
Over 16 years old	32,813.10	15,764.60	17,048.50
Labour force	16,912.70		6,806.20
Employed		9,149.90	5,461.00
Unemployed	2,301.80	956.60	
Not in the labour force			
Labour force participation rate			
Unemployment rate			

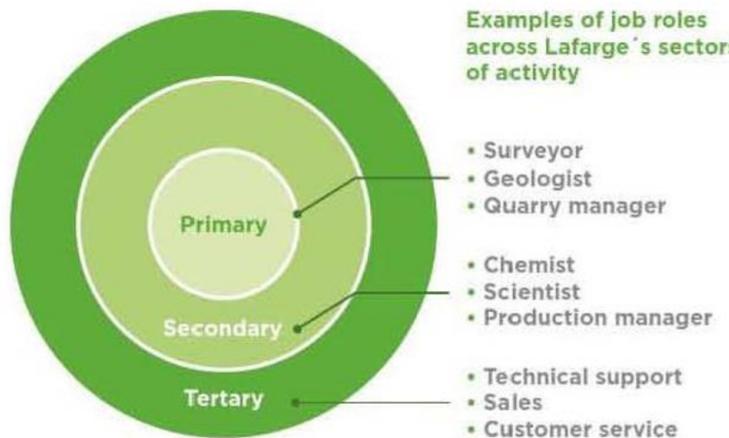
The figures shown in the table are expressed in thousands.

A nation's economy can be divided into various sectors to define the proportion of the population engaged in each activity sector.

Primary sector involves the gathering of raw materials such as wood, copper, coal and harvests products from the earth. This is sometimes known as extractive production.

Secondary sector: this is the manufacturing and assembly process, transforming the raw materials into something: pencil, automobiles...

Tertiary sectors refers to the commercial services that support the production and distribution process, e.g. insurance, transport, advertising, warehousing; or professional services: teachers or doctors...



In most developed and developing countries, a growing proportion of workers are devoted to the tertiary sector. Currently in the USA more than 80% of the labour force are tertiary workers.

78.8% of Spanish businesses are involved in tertiary activities, with 24.2 % related to the commercial sector.

2

CAREER PLANNING: A LIFELONG PROCESS

A career planning is the creation of a personal plan describing a person's objectives related to his/her first job, development and personal fulfillment in his/her work.



Career planning: 4 step planning process:

1

Step 1: KNOWING YOURSELF

Begin by thinking about where you are now, where you want to be and how you are going to get there.

Once you have thought about where you are at now and where you want to be, you can work on getting to know your skills, interests and values.

Begin by asking yourself the following questions:

- Where am I at now?
- Where do I want to be?
- What do I want out of a job or career?
- What do I like to do?
- What are my strengths?
- What is important to me?

- ✓ At the end of this step you will have a clearer idea of your work or learning goals and your individual preferences. You can use this information about yourself as your personal 'wish list' against which you can compare all the information you gather in "Step 2: Finding out". Your personal preferences are very useful for helping you choose your best option at this point in time, which you can do in "Step 3: Making decisions".

2

Step 2: FINDING OUT

This step is about exploring the occupations and learning areas that interest you. Once you have some idea of your occupational preferences you can research the specific skills and qualifications required for those occupations.

Explore occupations that interest you and ask yourself how do my skills and interests match up with these occupations?

- Where are the gaps?
- What options do I have to gain these skills or qualify for these occupations?
- What skills do I need?
- Where is the work?

- ✓ At the end of this step you will have a list of preferred occupations and/or learning options.

3

Step 3: MAKING DECISIONS

This step involves comparing your options, narrowing down your choices and thinking about what suits you best at this point in time.

Ask yourself:

- What are my best work/training options?
- How do they match with my skills, interests and values?
- **How do they fit with the current labour market?**
- How do they fit with my current situation and responsibilities?
- What are the advantages and disadvantages of each option?
- What will help and what will hinder me?
- What can I do about it?

✓ At the end of this step you will have narrowed down your options and have more of an idea of what you need to do next to help you achieve your goals.

4

Step 4: TAKING ACTION

Here you plan the steps you need to take to put your plan into action. Use all you have learnt about your skills, interests and values together with the information you have gathered about the world of work to create your plan.

Begin by asking yourself:

- What actions/steps will help me achieve my work, training and career goals?
- Where can I get help?
- Who will support me?

At the end of this step you will have:

- ✓ a plan to help you explore your options further (e.g. work experience, work shadowing or more research); or
- ✓ a plan which sets out the steps to help you achieve your next learning or work goal.

Decide which step is relevant for you right now and start from there.

EXERCISE 1

Create your own career plan by following the above 4 step planning process.

Instead, **learning can be seen as something that is an ongoing process on a daily basis which comes from interacting with others and with the world around us.**

LIFELONG LEARNING

Lifelong learning is the “**ongoing, voluntary, and self-motivated pursuit of knowledge**” for either personal or professional reasons. Therefore, it not only enhances social inclusion, active citizenship and personal development, but also competitiveness and employability.

This term recognises that learning is not confined to childhood or the classroom but takes place throughout life and in a range of situations.

During the last fifty years, constant scientific and technological innovation and change has had a profound effect on learning needs and styles. Learning can no longer be divided into a place and time to acquire knowledge (school) and a place and time to apply the knowledge acquired (the workplace).

3

MAKING A DECISION

There are different options for a person related to their professional career:

- To work for others (paid employment), under the labour relationship regulations.
- To start-up a business (self-employed).
- To study to be a civil servant.
- To continue studying.
- To simultaneously work and study at the same time.

For each of these options there are advantages and disadvantages to take into account:

	TO START UP A BUSINESS	TO WORK FOR OTHERS	TO BE CIVIL SERVANT
Advantages	<p>To work for oneself developing your own project.</p> <p>To have the possibility of organising your schedule.</p> <p>No limit in earnings.</p> <p>Personal fulfillment.</p>	<p>There are many different companies to work for.</p> <p>No capital at risk.</p> <p>The possibility of being promoted.</p> <p>The working time is fixed.</p>	<p>Employment stability.</p> <p>Guaranteed wage.</p> <p>Workload stabilised.</p> <p>The boss is not seen in the same way as in private companies.</p>
Disadvantages	<p>Risk own capital and assume full economic risk.</p> <p>The possibility of having unlimited liability.</p> <p>To devote all of your time to run your company at the expense of your leisure time.</p> <p>To be faced with problems you are required to solve and be constantly learning.</p> <p>The customers are your bosses.</p>	<p>Employment instability.</p> <p>To endure possible harassment and hardship in the workplace.</p> <p>Decisions are made by the board of directors or the boss.</p> <p>The salary may be lower than expected.</p>	<p>Wages are not as high as in private companies.</p> <p>Extensive preparation required for exams (very competitive).</p> <p>No personal initiative at work.</p> <p>Promotion barriers.</p>

4

SEARCHING FOR A JOB

4.1 GUIDELINES

Searching for a job is a job itself and must be well planned:

- Set a regular time schedule for seeking a job.
- Plan the everyday tasks: look for advertisements, browse on the internet, send cover letters and curriculum vitae (CV) to various companies, research the history of the companies, prepare for job interviews...
- Write an appropriate CV and an adequate cover letter.
- Look for information about the company before going to a job interview.
- Be well prepared (have everything planned in advance) for the job interview.
- After the job interview make a note of the questions you were asked and an outline of the answers you gave. Could you have answered better; can you think of better examples for next time?

Review your performance during the interview. Did you fidget, smile, speak well? Did you establish rapport with the interviewers?

4.2 COMPANIES' SEARCHED AND REJECTED PROFILES

CHARACTERISTICS	SEARCHED	REJECTED
Personality	<ul style="list-style-type: none">• initiative• teamwork• leadership• flexibility and being able to adapt• interpersonal skills	<ul style="list-style-type: none">• passivity• submission• arrogance• dependency• aggressiveness• lack of self-confidence• individualism• rigidity
Training and attitude	<ul style="list-style-type: none">• adequate level of education• organisation and planning capability• solving problems• commitment and motivation• communication	<ul style="list-style-type: none">• non adequate level of education (higher or lower)• economic motivations only• lack of motivation• awkwardness

CHARACTERISTICS	SEARCHED	REJECTED
Image	<ul style="list-style-type: none"> • be polite (know how to act in any situation) • good appearance 	<ul style="list-style-type: none"> • untidiness • laziness and aloofness

Initiative – seeing opportunities and setting and achieving goals

4.3 JOB SEEKING INFORMATION SOURCES

When job seeking, it is important to be up-to-date with what is happening around you. This can be achieved by keeping abreast of the information in the media and seeking help from various employment agencies.

Some information sources are:

INTERNET

There are many web pages related to job seeking which facilitate contacts between companies and job seekers (candidates for a job) including:

Job search websites:

- | | | |
|--|--|--|
| www.infojobs.com | www.trabajos.com | www.disjob.com
(for disabled people) |
| www.canaltrabajo.com | www.atiempoparcial.com | www.laboralnews.blogspot.com.es |
| www.laboris.net | www.bolsadetrabajo.com | |
| www.trabajar.com | www.empleo.com | |
| www.monster.es | www.primerempleo.com | |

Social networking websites:

- | | |
|--|--|
| www.linkedin.com | www.twitter.com |
| www.xing.com/es | www.facebook.com |

NEWSPAPERS

It is important to look for information in local or national newspapers, professional journals, specialised magazines related to the economic activity you are interested in working in. It is interesting to pay attention to the economic sections of the newspapers that are published on Sundays.

It is not necessary to buy newspapers and magazines every day. You can find this information through the Internet, in newspaper libraries, in youth centres...

SELF INTRODUCTION

This is a way of introducing yourself to various companies that may not presently have an advertised position or job opportunity. By sending your CV to different companies,

they can keep it in their personnel database for any future job openings/opportunities. You can use the "yellow pages", professional guides of telephone companies or chambers of commerce to find information about companies.

NATIONAL EMPLOYMENT SYSTEM (www.sistemanacionalempleo.es)

This is an integrated system of both the State Public Employment Service and the Autonomous Community Public Employment Services.

There are also employment services provided by the Provincial councils and municipalities, as well as the countries of the European Economic Area (EU + Iceland + Liechtenstein + Norway).

TEMPORARY EMPLOYMENT AGENCIES (TEA)

Temp agencies provide people with an opportunity to be hired by other companies which require assistance for a period of time.

The most renowned temporary agencies are: Manpower, Adecco, Randstad and Page Personnel.

RECRUITING AGENCIES

These agencies provide orientation and assistance with job seeking, labour intermediation services for inclusion into employment within the public and private sector. These agencies also provide basic and professional training services, participation in job training services and staff selection.

These agencies are promoted by the municipalities, trade unions, autonomous communities, foundations and non-governmental organisations (NGOs).

PERSONAL RELATIONSHIPS-SOCIAL NETWORK

Friends, acquaintances, relatives, colleagues and those closest to you can help you to find a job.

It is important to create a social network and to communicate your interests to them. There are virtual, social and labour communities on the internet where you can introduce your profile and market yourself online.

WORK PLACEMENT OR HANDS ON TRAINNING (FCT)

Every vocational training student must complete practical training in a company at the end of the vocational training period. The company can preselect workers among these students.

JOB BANKS IN EDUCATIONAL CENTRES

There are job banks in many schools and universities where companies approach the

learning institution when seeking workers. You can give your CV to your school job bank.

BUSINESS ORGANISATIONS' AND TRADE UNIONS' DATABASES

Provide your CV to these organisations and trade unions for various companies to gain access to your CV.

4.4 JOB OPPORTUNITIES IN EUROPE: EUROPASS, PLOTEUS, EURES

EUROPASS

The aim of Europass is to help European citizens to make their skills and qualifications clearly and easily understood in Europe:

There are five documents:

Two documents freely accessible, completed by European citizens:

- The **Curriculum Vitae** helps you present your skills and qualifications effectively and clearly. You can create your CV online using tutorials or download the template, examples and instructions.
- The **Language Passport** is a self-assessment tool for language skills and qualifications. You can create your Language Passport online using tutorials or download the template, examples and instructions.

Three documents issued by education and training authorities:

- the **Europass Mobility** records the knowledge and skills acquired in another European country;
- the **Certificate Supplement** describes the knowledge and skills acquired by holders of vocational education and training certificates;
- the **Diploma Supplement** describes the knowledge and skills acquired by holders of higher education degrees.

PLOTEUS

Portal on Learning Opportunities throughout the European Economic Area.

PLOTEUS aims to help students, job seekers, workers, parents, guidance counsellors and teachers to find out information about studying in Europe.

www.europa.eu/ploteus/home_en.htm

On this portal you will find information on learning opportunities and training possibilities available throughout the European Union. The website contains links to web sites of universities and higher education institutions, databases of schools and vocational training and adult education courses.

EURES

European Job Mobility Portal

www.ec.europa.eu/eures/home

The purpose of EURES is to provide information, advice and recruitment/placement (job-matching) services for the benefit of workers and employers as well as any citizen wishing to benefit from the principle of the free movement of persons.

EURES is a co-operation network between the European Commission and the Public Employment Services of the European Economic Area (EEA) Member States (the EU countries plus Norway, Iceland and Liechtenstein) and other partner organisations. Switzerland also takes part in EURES co-operation.

5

PERSONNEL SELECTION

5.1 COVER LETTER

A cover letter typically accompanies each curriculum vitae (CV) / résumé you send out. Your cover letter may make the difference between obtaining a job interview and having your curriculum vitae (CV) / résumé ignored, so it makes good sense to devote the necessary time and effort to writing effective cover letters.

A cover letter should complement, not duplicate, your CV. Its purpose is to interpret the data-oriented, factual resume and add a personal touch. A cover letter is often your earliest written contact with a potential employer, creating a critical first impression.

Your cover letter should be designed specifically for each position you seek. Do not design a template and send it to every potential employer (you know what you do with junk mail!).

The APPLICATION LETTER which responds to a known job opening.

The PROSPECTING LETTER which inquires about possible positions.

Effective cover letters explain the reasons for your interest in the specific organisation and identify your most relevant skills or experiences (remember, your most relevant skills or experiences need to reflect the employer's self-interest). They should express a high level of interest and knowledge about the position.

COVER LETTER FORMAT

ADDRESSEE'S INFORMATION (IF YOU HAVE IT)

Name
Title
Company
Address
City, State, Zip Code

Name
Address
City, State, Zip Code
Phone Number
Email Address

Date

SALUTATION

Dear Sir / Madam,
Dear Sir / Madam:
Follow the salutation with a colon or comma or nothing.

Salutation examples

- Dear Mr. Jones
- Dear Ms. Jones
- Dear Human Resources Manager

- Dear Hiring Manager
- To Whom It May Concern:

BODY OF COVER LETTER

The body of your cover letter lets the employer know what position you are applying for, why the employer should select you for an interview, and how you will follow-up.

First Paragraph

The first paragraph of your letter should include information on why you are writing. Mention the position you are applying for and where you found the job listing.

Middle Paragraph(s)

The next section of your cover letter should describe what you have to offer the employer. Mention specifically how your qualifications match the job you are applying for. Remember, you are interpreting your CV, not repeating it.

Final Paragraph

Conclude your cover letter by thanking the employer for considering you for the position. Include information on how you will follow-up.

(I can be reached anytime via email at john.donaldson@emailexample.com or my cell phone, 909-555-5555).

(I can be contacted using any of the contact numbers provided on my CV and look forward to hearing from you in the near future).

(Thank you for taking the time to consider my application. I look forward to hearing from you in the near future).

COMPLIMENTARY CLOSE

Follow the complementary close with a comma or nothing.

Kind regards,

SIGNATURE

Handwritten Signature
(for a typed letter)
Typed Signature

Closing Examples

- Sincerely
- Sincerely yours
- Regards
- Best regards
- Kind regards
- Most sincerely
- Thank you
- Thank you for your consideration
- Yours faithfully

COVER LETTER: Letter of application

C/ Blas de Otero, 9B -1ºB
48014 Bilbao (Bizkaia)
695 767 622
nekane14garcia@gmail.com

June 24, 2013

Ms. Janice Wilson
Personnel Director
Anderson Restaurant
3507 Rockville Pike
Rockville, MD 20895

Dear Ms. Wilson

I would like to apply for the position of kitchen assistant, as advertised in El Correo on 23rd June.

I am currently working in the food industry part-time but I am attracted to the position you are offering as I am currently completing my certificate in Kitchen Management (High Technician) and I feel this opportunity will allow me to develop my skills and knowledge.

If you require any further information, I am happy to discuss my skills and qualifications in a job interview. I look forward to hearing from you in the near future.

I enclose my curriculum vitae, which gives full details of my qualifications and work record to date.

Yours sincerely,

Nekane Garcia Ruiz

COVER LETTER: Letter of inquiry

Javier Bustinza
8 Russell Street
Cranford, Lancashire
MN22 8YY
f333@hotmilk.com

7th February 2009

Mr. Rogelio Bohina
Personnel Manager
UrkiolaMendi Restaurant
c/ Arturo Soria, 51
28027 Madrid
inforkiolamendi.net

Subj: Application for kitchen assistant

Dear Sir:

I am writing to let you know of my interest in working at your restaurant as a kitchen assistant which I saw on your website. Your restaurant has a very good reputation and serves food of a very high standard.

I am currently completing my certificate in Kitchen Management (High Technician) and I feel this opportunity will allow me to develop my skills and knowledge. I will be available to start work in early June.

Attached is a copy of my curriculum vitae with more details of my qualifications for the position.

As regards personal qualities I should like to point out my ability to become part of a team and my attention to detail in the programs I create. Furthermore, I value my capacity to stay calm within an environment which has deadlines to work to.

I should like to thank you in advance for considering this application and suggest the possibility of us meeting in an interview to explain any further details you may like to know about my work experience.

I look forward to hearing from you in the near future.

Yours faithfully,

Javier Bustinza

5.2 CURRICULUM VITAE

A **curriculum vitae** is a written description of your work experience, educational background and skills. Also called a **CV**, or simply a **vitae**, it is more detailed than a **résumé** and is commonly used by those applying for jobs outside the US and Australia. A curriculum vitae is also used by someone seeking an academic job in the US, for example in a college or university.

WHAT INFORMATION SHOULD A CV INCLUDE?

- ✓ **Personal details.** Most CVs start with these but take care to avoid superfluous details, such as religious affiliation, children's names and so on.
- ✓ **Education and qualifications.** Take care to include the names of institutions and dates attended in reverse order; university before school results. Your schooling may no longer be relevant if it was some time ago and you have since completed more relevant study.
- ✓ **Work experience.** The most widely accepted style of employment record is the chronological CV. Career history is presented in reverse date order starting with most recent. Achievements and responsibilities are listed against each role. More emphasis/information should be put on more recent jobs.
- ✓ **Skills.** Include computer skills and (genuine) foreign language skills and any other recent training/development that is relevant to the role applied for.
- ✓ **Hobbies and Interests.** Keep this section short.
- ✓ **Referees.** These can simply be 'Available on request'.

HOW LONG SHOULD A CV BE?

A good curriculum vitae should ideally cover **no more than two pages**. Aim to ensure **the content is clear, structured, concise and relevant**. Using **bullet points** rather than full sentences can help minimise word usage.

WHAT MAKES A GOOD CV?

There is no single "correct" way to write and present a CV but the following general rules apply:

- It is **targeted on the specific job or career area** for which you are applying and brings out the relevant skills you have to offer.
- It is carefully and **clearly laid out**: logically ordered, easy to read and not cramped.
- It is **informative but concise**.
- It is **accurate in content, spelling and grammar**. If you mention "attention to detail" as a skill, make sure your spelling and grammar is perfect!

DIFFERENT TYPES OF CV

- **Chronological:** outlining your career history **in date order**, normally beginning with the most recent items (reverse chronological).
This is **the “conventional” approach and the easiest to prepare**. It is detailed, comprehensive and biographical and usually works well for “traditional” students with a good all-round mixture of education and work experience.
- **Skills-based:** highly-focused CVs which relate your skills and abilities to a specific job or career area by **highlighting these skills and your major achievements**. The factual, chronological details of your education and work history are subordinate. These work well for mature graduates and for anybody whose degree or certificate and work experience is not directly relevant to the position they are applying for. Skills-based CVs should be closely targeted to a specific job.

When asked what would make them automatically reject a candidate, employers said:



- CVs with spelling mistakes or typos 61%
- CVs that copied large amounts of wording from the job posting 41%
- CVs with an inappropriate email address 35%
- CVs that don't include a list of skills 30%
- CVs that are more than two pages long 22%
- CVs printed on decorative paper 20%
- CVs that detail more tasks than results for previous positions 16%
- CVs that have large blocks of text with little white space 13%



PROOF YOUR CURRICULUM VITAE

Double-check your curriculum vitae for **typos and grammatical errors**. Then **ask someone else to review it** for you – it is often hard to catch our own mistakes.

Look at the **format** of your curriculum vitae, and again, ask someone else to take a look. Is there plenty of white space? Is it cluttered? Is your formatting consistent (bold, italic, spacing, etc.) and is the overall picture that your CV provides a professional and polished one?

Keep it Short

If possible, try to keep your CV short and concise. Include summaries of your employment and education, rather than lots of details. Use formal (no slang or abbreviations) and well-written language, writing simply and clearly.

Tell the Truth

It can be tempting to over-polish a CV and make our educational qualifications or work history sound a little better than they really are. If you are tempted to stretch the truth about your work history - don't! It will come back to haunt you. Most employers conduct reference and background checks and if your curriculum vitae doesn't match your actual work history or education, you will most likely get caught at some point and you will either not get the job or will get fired if you have already been hired.

Project management skills are increasingly in demand so highlight course projects and especially group projects.

Also evidence for other relevant skills: presenting, quality focus, people skills and team working

KEY ATTRIBUTES



- Self motivated graduate with well developed project management and IT skills combined with a flexible attitude to work.
- A critical thinker with strong analytical skills
- Strong team-player skills developed through work in retail, in group laboratory experiments associated with the degree, and in particular group presentation work, in which good marks were achieved.
- Good organisational skills developed in a variety of deadline orientated situations.
- Get on well with people at all levels, easily making good working relationships.
- Have good presentation skills combining sound analytical research and clear verbal explanation.
- Seek out new responsibilities irrespective of reward and recognition.
- Strive for quality in everything I do.

CURRICULUM VITAE TEMPLATE

CONTACT INFORMATION

Name
Address
Telephone
Cell Phone
Email

PERSONAL INFORMATION

Date of Birth
Place of Birth
Citizenship
(Visa Status)
Sex

EMPLOYMENT HISTORY

List in chronological order, include position details and dates

Work History
Academic Positions
Research and Training

EDUCATION

Include dates, majors, and details of degrees, training and certification

High School
University
Graduate School
Post-Doctoral Training
Certifications and Accreditations

LANGUAGE SKILLS

ITC SKILLS

AWARDS

PUBLICATIONS

INTERESTS

REFERENCES

These are available upon request

ADDITIONAL INFORMATION

- Interest 1 here
- Interest 2 here
- Interest 3 here
- Interest 4 here

REFERENCES

VIDEOCURRICULUM

The Videocurriculum is nothing more than a video presentation in which the applicant for a position speaks of herself/himself, talents and abilities , their achievements and ambitions. It is a kind of "promotional video" of each, you might say.

When developing a videocurriculum it is very important to understand what we have and what we want to image. In total, we should be able to present in no more than a minute and a half, and do it naturally , honestly and creatively, using all those aspects we can bring positive value.

Make it very clear what our strengths are and why they should hire us.

Finally, the most important is diffusion. There are specialized web portals to make it through corporate mails of the companies that we choose to work and, above all, through social networks and the media.

WEB CURRICULUM

A WEB CV is a personal Web page designed as a curriculum, ie, as a presentation of your skills, abilities and accomplishments and posted on the Internet, so that any business in the world can access it.

The main disadvantage of this type of CVs is the unfamiliarity of many companies, which are still much anchored to the traditional system of paper CVs. Therefore, it is advisable to use the web curriculum as a complement to traditional paper CV.

SELECTION TESTS AND PSYCHOMETRIC TESTS

Employers use a range of tests and exercises in the recruitment process.

- **Psychometric tests**

These include ability tests, aptitude tests and personality questionnaires.

- **Situational Judgement Test (SJT)**

Basically, SJTs measure behaviour and attitudes to work-related scenarios.

- **Case study exercises**

Common in consultancy interviews

- **In-tray exercises**

These simulate a real work situation.

- **Group exercises**

This involves some form of group exercise with other candidates - this might be a practical task or taking part in some form of discussion. It gives the employer the chance to see how a candidate interacts and works with others.

This is about good team work.

5.3 JOB INTERVIEW



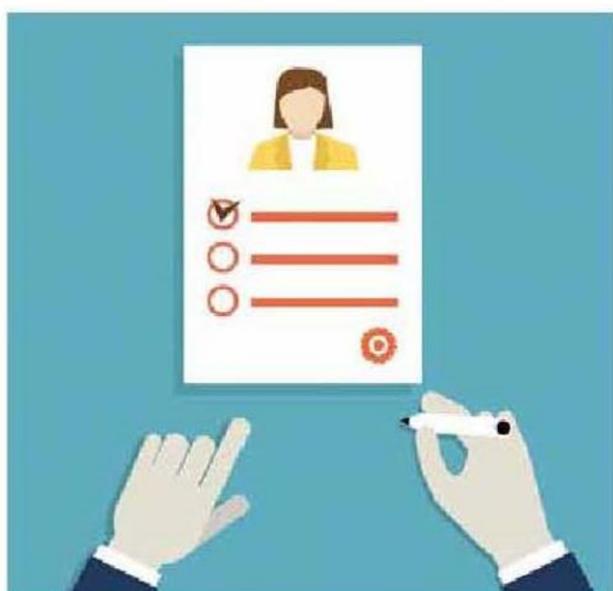
THE GOAL OF THE JOB INTERVIEW

To find the right employee from hundreds of applicants with similar qualifications.

The interviewer tries to elicit information about:

- Who the candidate is
- What skills or abilities the candidate has
- If the candidate will be able to do the job
- If the candidate fits in with the company

PREPARE THE INTERVIEW



You should prepare carefully for **each interview** you have.

The better prepared you are, the more **confident you will feel**.

When you feel confident about an interview, **you will perform well**.

BEFORE THE INTERVIEW

- 1 Research employer
- 2 Research the job
- 3 Research yourself
- 4 Prepare answers: **Explains it to positive. Always make it positive.**



FINAL PREPARATION

- Trial run: Do at least one trial run with a trusted person
- What to wear:
 - Dress appropriately.
 - Take into account the culture of the company.

AT THE INTERVIEW



- First impressions are important
- Be on time/early
- Body language
- Give a firm handshake
- Make eye contact
- Be yourself; that is who they want to meet
- Stay calm
- Be positive and enthusiastic
- Speak clearly
- Don't give one-word answers
- Don't criticise anyone

AT THE END OF THE INTERVIEW



- Keep any questions you have brief and relevant (i.e. main responsibilities)
- Thank the interviewers
- Smile again
- Leave calmly

AFTER THE INTERVIEW



- Review your performance during the interview.
- Did you establish rapport with the interviewers?
- Make a note of the unexpected questions you were asked and those that were difficult for you to answer.

TOUGH JOB INTERVIEW QUESTIONS



- 1 TELL ME ABOUT YOURSELF**
- 2 WHY SHOULD I HIRE YOU?**
- 3 ARE YOU A TEAM PLAYER?**
- 4 WHY HAVE YOU HAD THIS GAP IN YOUR CAREER?**
- 5 WHY DO YOU WANT TO WORK FOR OUR COMPANY?**
- 6 WHAT ARE YOUR STRENGTHS?**
- 7 WHAT ARE YOUR WEAKNESSES?**
- 8 WHAT DO YOU KNOW ABOUT OUR COMPANY?**

1 TELL ME ABOUT YOURSELF

- So as you answer this question, talk about what you have done to prepare yourself to be the very best candidate for the position. Keep your answer to a minute or two at most.
- Cover four topics: early years, education, work history, and recent career experience. Emphasize this last subject. Use an example or two to back it up.

2 WHY SHOULD I HIRE YOU?

- You need to review the job description and qualifications very closely to identify the skills and knowledge that are critical to the position, and then identify experiences from your past that demonstrate those skills and knowledge.
- Be enthusiastic about why you want this job.
- An excellent reason to employ you is that you are a hard worker.

"One of the first things I learned early on was that hard work is the key to success."

"I recognize that working hard is a differentiator and I have put in the hours and effort to make sure that I do the job better."

"I have the right combination of skills and experience for this job. I also bring the additional quality of..."



3 ARE YOU A TEAM PLAYER?

"Yes, I'm very much a team player. In fact, I've had opportunities in my work, school and athletics to develop my skills as a team player. For example, on a recent project..."



4 WHY HAVE YOU HAD THIS GAP IN YOUR CAREER?

- Try to make it clear that you used this time usefully for bettering yourself, for example through education or voluntary work. Give examples of the useful things you did during your career gap.
- If you did take the time sitting on a beach or inactively unemployed then it is probably worth sitting down to think how this time helped you develop as a person.

5 WHY DO YOU WANT TO WORK FOR OUR COMPANY?

- Using your research find two or three specific reasons why you are interested in the company. Possible aspects that attract you to the company include the reputation the

PERSONAL BRANDING

Personal Branding is the practice of people marketing themselves and their careers as brands.

Personal branding is essentially the ongoing process of establishing a prescribed image or impression in the mind of others about an individual, group or organization.

Branding has reached a new level of imperative because of the rise of the Internet. The growth of the virtual world created the necessity of managing online identities.

Today, added emphasis is placed on personal branding, especially in the online world.

Employers are now increasingly using social media tools in order to vet applicants before offering them interviews. Such techniques range from searching the applicants Facebook or Twitter feed to conducting large background checks using search engines and other tools.

Amongst job-seekers, this is leading to a shift away from the practice of submitting a CV as part of their job application process to providing potential employers with access to a number of personal brand assets. Such assets are likely to include a CV, links to a carefully managed LinkedIn profile and a personal blog, evidence of articles which disseminate original ideas on industry blogs and evidence of having an online following. Such efforts give job-seekers better odds of being noticed by potential employers.