Career Management
Introduction & Overview

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AGENDA

- Why a Class in Career Management?
- Marketing YOU
- Your Value Proposition
- The Career Roadmap
- Expanding your Job Search Channels
- Sample Career Choices with each ASM Major
- Resume Review
Why a Class in Career Management?

The independent job search is a *Life Skill*

- 8-12 jobs over the course of your career
- Career interests change over time
- Think of it as marketing *yourself*
- Should be a consideration throughout your career (even when you *have* a job)
Career Management = Marketing You

Marketing a Product: The 4 P’s

1. Product
2. Place
3. Price
4. Promotion

Marketing Yourself: The 4 P’s of a Job Search

1. **Product**: You, the benefit you sell
2. **Place**: Location of companies/job
3. **Price**: The salary you are asking for
4. **Promotion**: Where/how you showcase yourself
The Value Proposition

No matter what you sell, it needs to deliver value to the customer

Total Value = Benefit you deliver as an employee
Price they pay to have you (salary)
How to Deliver Value???

Give them what they’re looking for!

• Professional Presence
  – Combination of appearance, confident body language, assertive communication skills, and positive engaging energy.

• Most desirable attributes of Business students:*  
  1. Communication and interpersonal skills  
  2. Ability to work well within a team  
  3. Personal ethics and integrity  
  4. Analytical and problem-solving skills  
  5. Work ethic

The Career Roadmap

1. Self Assessment
   - What kind of position am I qualified to pursue?
   - What industry, location, companies interest me?
   - My passions, interests, qualifications point me towards…

How?
   - Private advising sessions
   - Self-assessment tools such as MBTI and the Strong Interest Inventory –through the UNM CSO:
     http://www.career.unm.edu/alumni/career_assessment.php
The Career Roadmap – con’t –

2. Career Exploration:
   - What job choices are available for _______ majors?
   - Attend job fairs and collect information about companies and opportunities. Ask recruiters about “in-demand” functions/majors/job types.
   - Attend employer information sessions to see how specific jobs are structured in specific companies. Do you see a fit?
   - Review job descriptions
   - Review professional associations/trade organizations websites
3a. Create a vision statement to guide your job search
- Articulating a clear-cut idea of what to target (How and where do you want to compete?)
- Should include:
  - Position title/function
  - City/state locations
  - Industries
  - Specific organizations
- Think of it as identifying your “target market”
- Should be a short statement (1-2 sentences)
- Can double as your objective
- Example: Seeking a full-time position as a marketing research analyst with a consumer packaged goods company based in Albuquerque or Denver.
The Career Roadmap – con’t –

3b. Create a 30-second commercial
   - Your rehearsed response to “Tell me about yourself”
   - Part I: Your name, name of school, graduation date, degree, concentration
   - Part II: Career vision statement
   - Part III: A differentiator – such as relevant experience, relevant on-the-job accomplishments, relevant skills (technical, analytical, soft skills), leadership experience (student organizations, etc)
4. Build and Execute a Strategic Plan
   - Includes career vision statement
   - Identifies relevant job search resources
   - Outlines tactics and achievable timeline
The Career Roadmap – con’t –

5. ID and Pursue Opportunities
   - Networking
   - Use of multiple recruiting channels
   - Create persuasive, targeted resumes and cover letters
The Career Roadmap – con’t –

6. Interview

- Serious preparation:
  - Self-assessment
  - Job description analysis
  - Research: networking; company; competition; news

- Practice
  - Mock interviews
  - With peers
  - By yourself
The Career Roadmap – con’t –

7. Compensation Negotiation
   - Again, serious preparation:
     - Research: national and local salary/cost of living data
     - Your value proposition

     Total Value = Benefit you deliver as an employee
                   Price they pay to have you (salary)

     - Knowing what to say and how to say it
Expanding Your Job Search Channels

The RIGHT Job Search Channel Strategy

= Using more than ONE

• By utilizing a *multi-channel* approach to finding a job, you are exposed to a wide variety of sources that generate useful *leads* and *contacts*.
Job Search Channels

• **Your Network:** Friends, relatives, colleagues, faculty and former or current business associates

• **The Networks of Others:** Friends of friends, friends of relatives, undergraduate alumni association web sites

• **Electronic Parking:** Upload your resume on company Web sites, job boards such as monster.com and professional association web sites

• **Electronic Job Hunting:** Search for open positions on company Web sites, job boards, professional association sites. Utilize search agents.
More Job Search Channels

• **On-campus**: On-campus interviews, job fairs, executive speakers, alumni events, and student organizations.

• **Cold Calls**: Sending a cover letter and resume to hiring managers or executives on your target list of firms.

• **Executive Recruiters**: For job seekers with 5+ years of relevant professional experience.

• **The Newspaper**: Last but not least. If you currently read the Sunday paper, spend an extra 10 minutes and breeze through the Want Ads.
And finally….

- Review of career choices for each ASM major
- Resume review
- eRecruiting tour