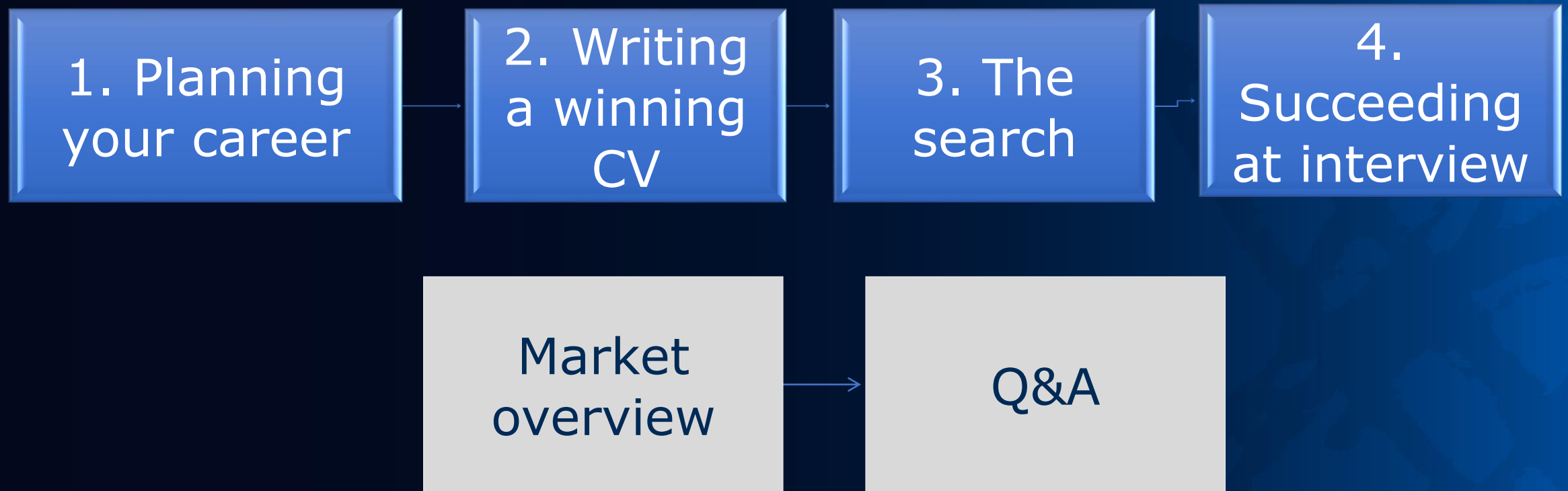


CV Building & Interview Skills for
landing the perfect role as a Graduate

26th May 2021



Alter
your trajectory



1. Planning your Career



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The best career is one that **aligns with you personally**

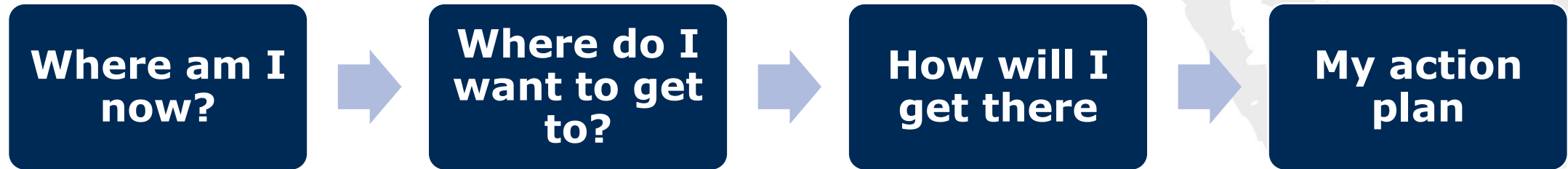
- What do I really want to do?
 - What energises and excites me?
 - What plays to my strengths?
 - Aligns to my sense of purpose?
-
- Be ambitious!



Marketing is multifaceted and ever evolving. **What interests you most?**

Strategy, Planning, Brand management, Product management, Proposition development, Communications, Internal and Corporate Communications, Advertising, PR, Experiential marketing, Campaign development, Digital Marketing, Social Media, Content, Creative, Media planning and buying, Programmatic, Innovation, Research, Insights and Data analytics, Base management, CRM, Customer lifecycle management, CX, UX, Trade marketing, Sales enablement, Lead generation... Pricing and Revenue Growth, E-commerce, Omni-channel management, and more

Plan your career strategically with the end destination in mind



- Make conscious career choices
- General management? Start up own business? CMO? Specialist?
- Brands? Sectors? Businesses?
- Target opportunities based on end destination, not just €

Different destinations = different routes



Write Your Search Plan **now** (before CV)

What do I want?

- My interests?
- Subjects / case studies enjoyed?
- What motivates me in life?
- Brands I follow/admire and why?
- Sectors I might like?



Target options

- Career path options
- Brands, businesses
- What's happening in the market? (Not just on social media)



WHAT IS IN IT FOR THEM?

- Why me?
- What skills do I have
- My value to them



Focused Action Plan

- To do now
- NB. Targeted not scattergun

2. Writing a Winning CV



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CV - Your sales tool

- Your CV is designed to **summarise, sell, differentiate** and get you the interview and the role you want
- It must be accurate
- Avoid quirky humour, photos usually (our view)
- Adapt your CV to criteria/language of the role & company
- Send with **bespoke cover letter**

CV suggested Structure

1. Personal Contact Details
2. Personal Profile Paragraph
3. Education: Course & key relevant modules, any courses, thesis, projects
4. Experience to date: Including any part time jobs, internships, volunteering, with results
5. Other achievements
6. Interests- if relevant and true
7. References/Testimonials

- *As a grad-Max 2 pages*

Demonstrate initiative, drive, **to stand out**

As much experience as possible

- Internships
- Part time jobs
- Volunteer. eg The wheel
- Work free for good companies if necessary.
- Ask those that you worked for to recommend you on LinkedIn.

As much relevant education & training

- MII
- Latest Marketing software tools / courses
- Salesforce, HubSpot, LinkedIn available for free

Manage your online presence – Stand out professionally

- Proactively promote your personal brand- videos, articles, commentary
- Check: Professional photo on LinkedIn, blogs updated and professional, grammar
- Separate the social from the professional. Check your social media presence... Hiring companies & agencies do.

AI

3. The Search Process



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The Search – Less is more

- Scattergun approach doesn't work. Don't apply randomly
- **Research, research, more research** into top picks, **based on your plan**, be targeted and apply effort there
- Follow brands/businesses, people who work there to get early heads up on opportunities or to spot some

Applying

- Write a great cover letter – what's in it for them?
- Adapt your CV
- Ideally find a named contact e.g. via college alumni, research
- If working via an agency/talent manager, treat with respect

What not to do 😊

Our recent experience



- Digital Marketing Executive
- 2-3 years experience

4. Succeeding at Interview



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Interviews are a journey of two parts

The
Prep

The
Interview

Prep: Research the company

- ✓ Research the company, products, competitors, market context, latest news, ambitions & strategy.
- ✓ Marketing campaigns, digital, social media.
- ✓ Latest company results.
- ✓ Who is the current CEO, CMO etc.
- ✓ Do “user” test- eg if role is in retail, visit stores and have a view
- ✓ Talk to people who have worked in the company to understand structure & culture.



Prep the interview

- ✓ Know the job description
- ✓ Prepare competency and technical interview questions
- ✓ Prepare what you would bring to the role – why you?
- ✓ Prepare some questions for them
- ✓ Prepare your final pitch
- ✓ Double check time, location of interview and time to get there
- ✓ Check LinkedIn and online profiles of all interviewers
- ✓ Print out CV



As a grad, your interviewers will be looking to assess:



At the interview

- Don't be late
- First impressions critical, so smile, give a good handshake.
- Body language and tone critical, as well as content
- Dress smartly and professionally, but appropriately for the organisation
- Be authentic
- Listen
- Ask them some questions at the end- not salary
- Make a final pitch - why you
- **Show your motivation-Passion is Priceless**

Typical questions

- CV led, so bring it with you. Will focus on experience/skills/fit
- Questions often:
 - Tell us about you
 - Why should we hire you vs someone else?
 - What can you bring to the role?
 - What do you know about the company?
 - Why do you want to work here?
 - Where do you want to be in 5 years?
 - Strengths and weaknesses?
 - Impact of pandemic-challenges and how overcame them
- Know your story but avoid sounding over rehearsed

Competency Interview questions: Must prepare fully

→ Situation and Constraints

→ What you did?

→ Why you did it that way?

→ Who else was involved?

→ What you achieved?

| |
|----------------------------|
| Action Orientation |
| Commercial Awareness |
| Creativity & Innovation |
| Drive & Resilience |
| Flexibility |
| Interpersonal Sensitivity |
| Leadership |
| Oral Communication |
| Personal Motivation |
| Persuasiveness |
| Planning & Organisation |
| Problem Solving & Analysis |
| Quality Orientation |
| Specialist Knowledge |
| Strategic ability |
| Written Communication |

Remote Interviews



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Alternatives

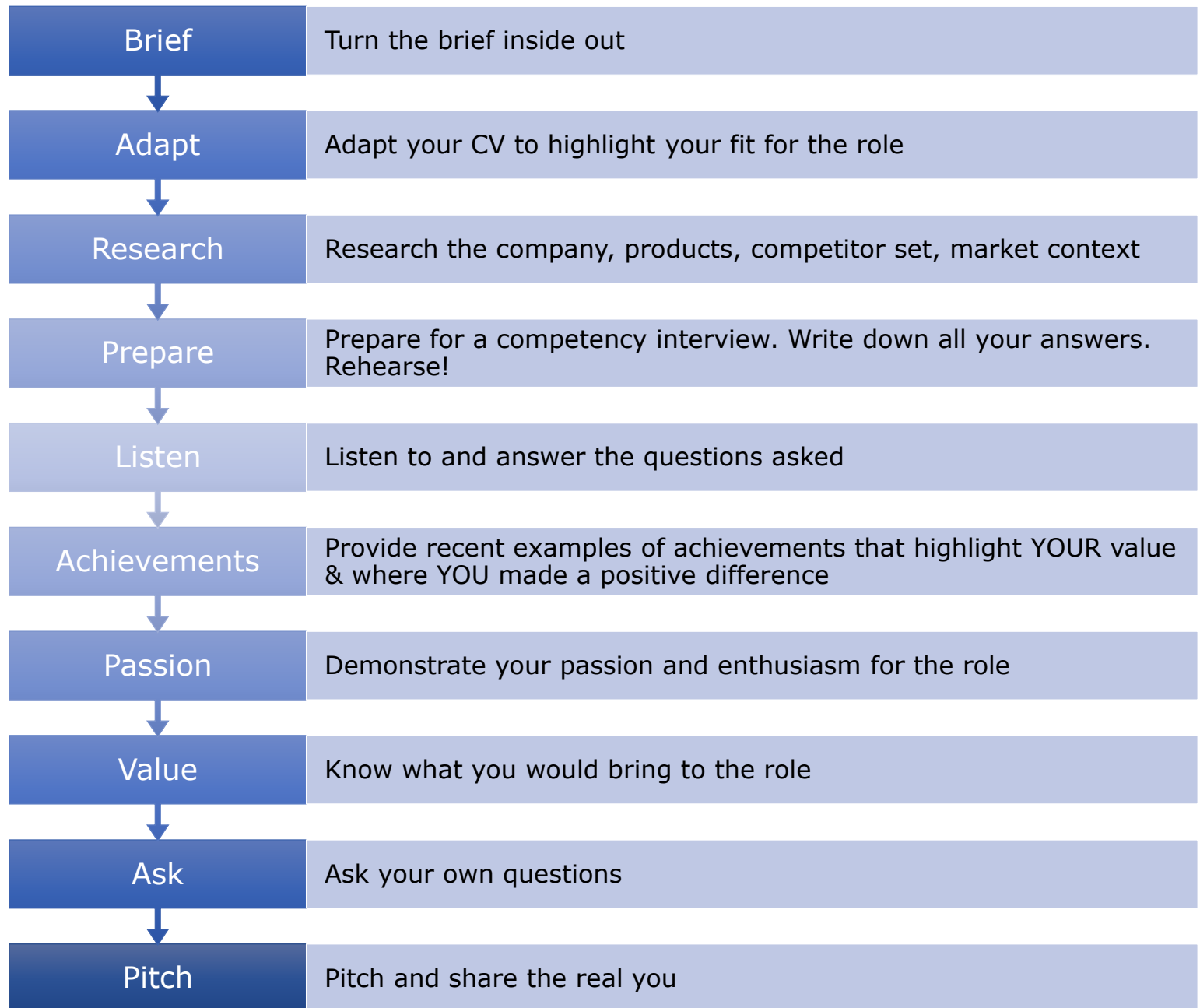
Tips for Remote interviews - Prepare your environment

- Good internet connection a must. Know how teams/zoom works
- Log in early
- Clear of all background distractions – use virtual background if so
- You in center of your screen, not distant
- Well-lit room, ideally with the light facing in front of you
- Dress professionally, as if you were attending an in-person interview
- Positive body language, use gestures (nodding, smiling, etc.).
Convey energy across screen

Remote interviews- Troubleshooting

- Difficulty hearing interviewers and interrupting? It's okay to ask the panel to pause or repeat the question
- Technical issues? It's okay to suggest rescheduling/rebooting
- Difficulty reading the room? Be more aware of body language and facial expressions

Summary Top 10 tips



2021

5. The Market

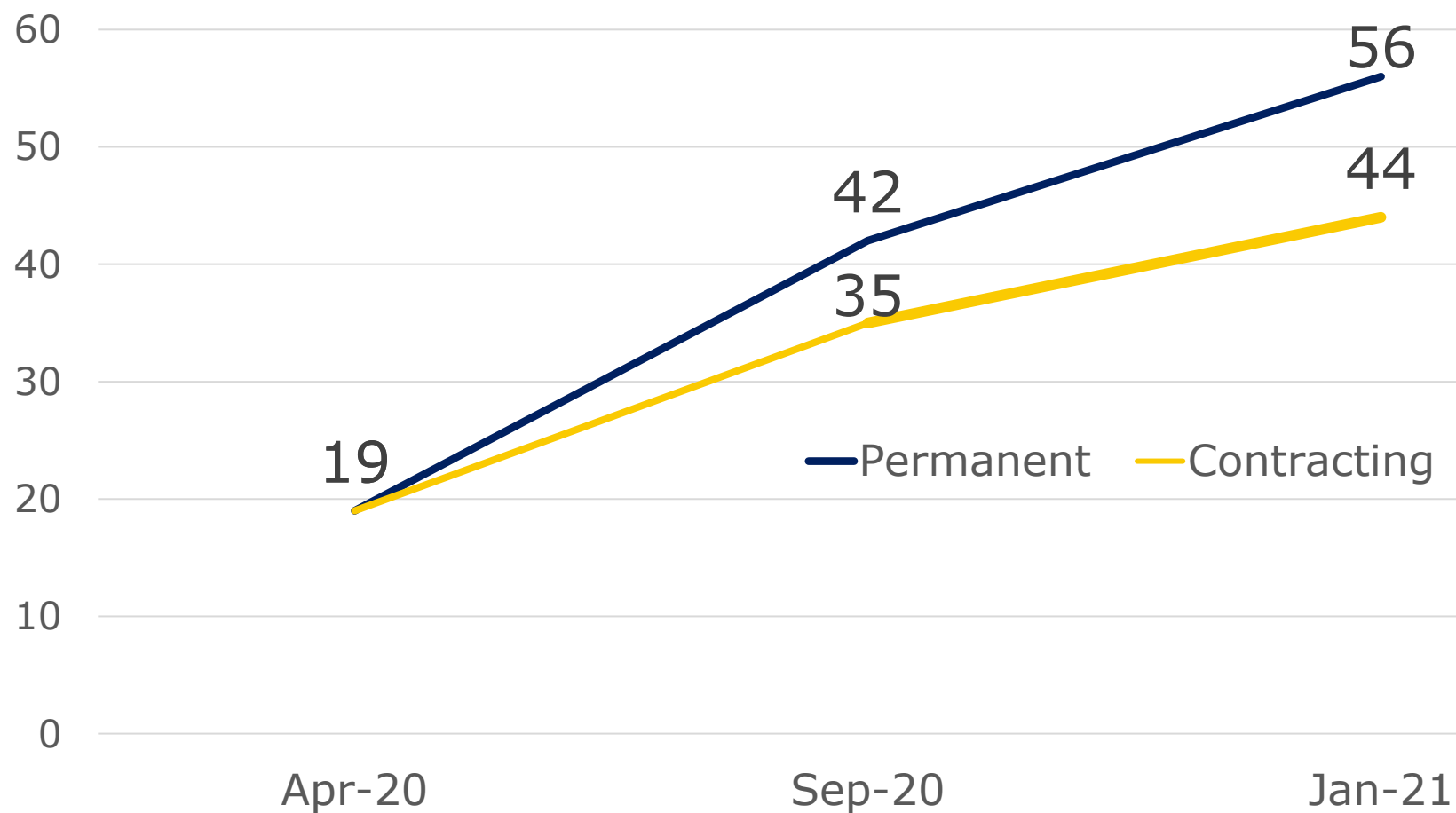


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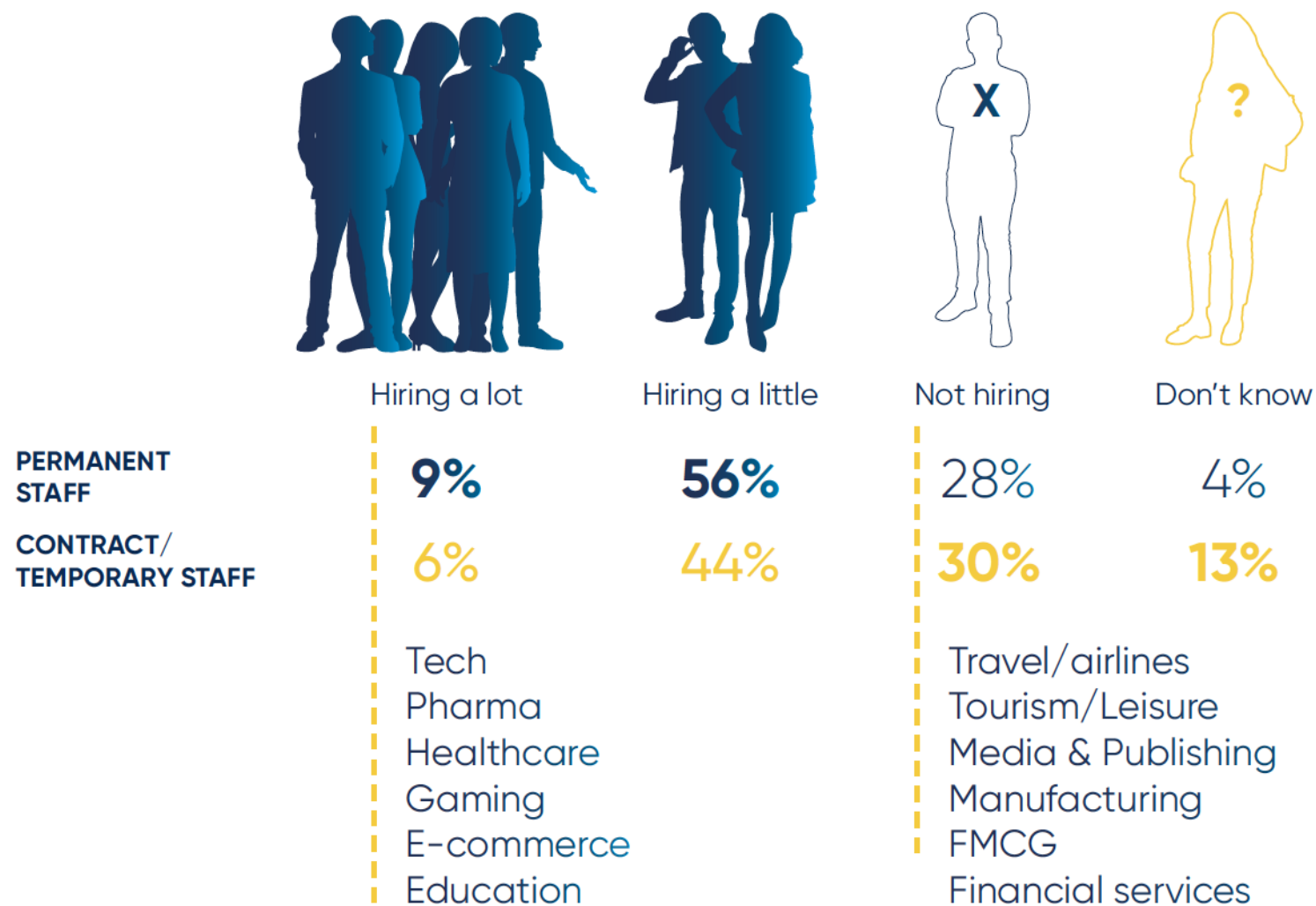


Alternatives

Hiring outlook improving April 2020 to Jan 2021 and better again now

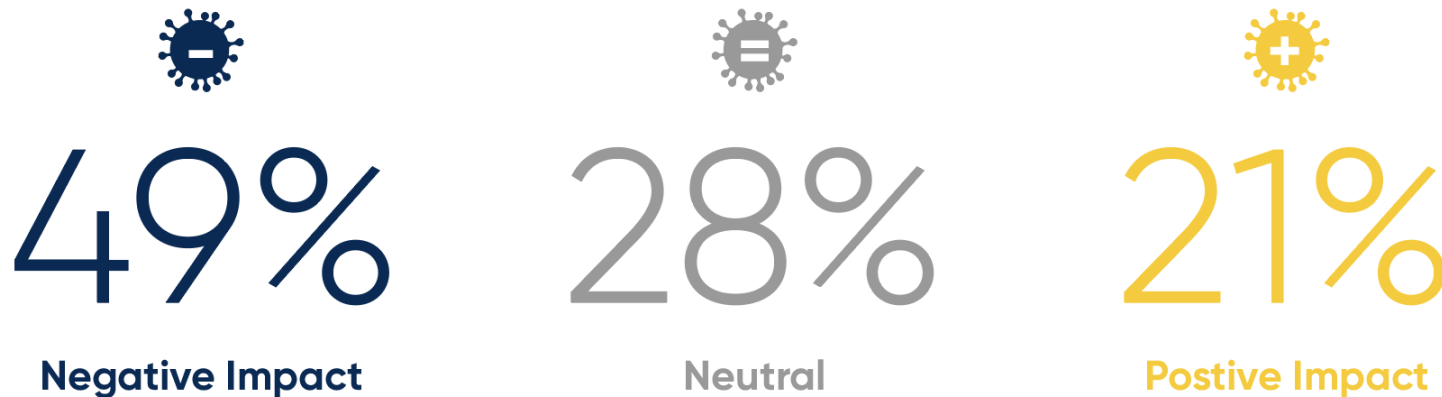
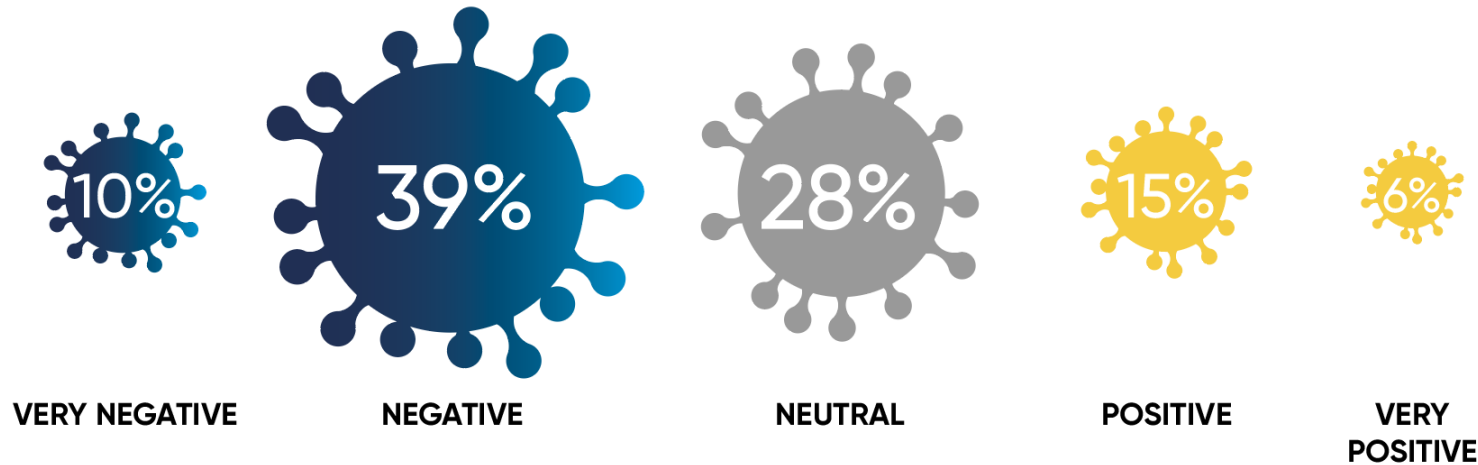


Where hiring outlook & opportunities improving

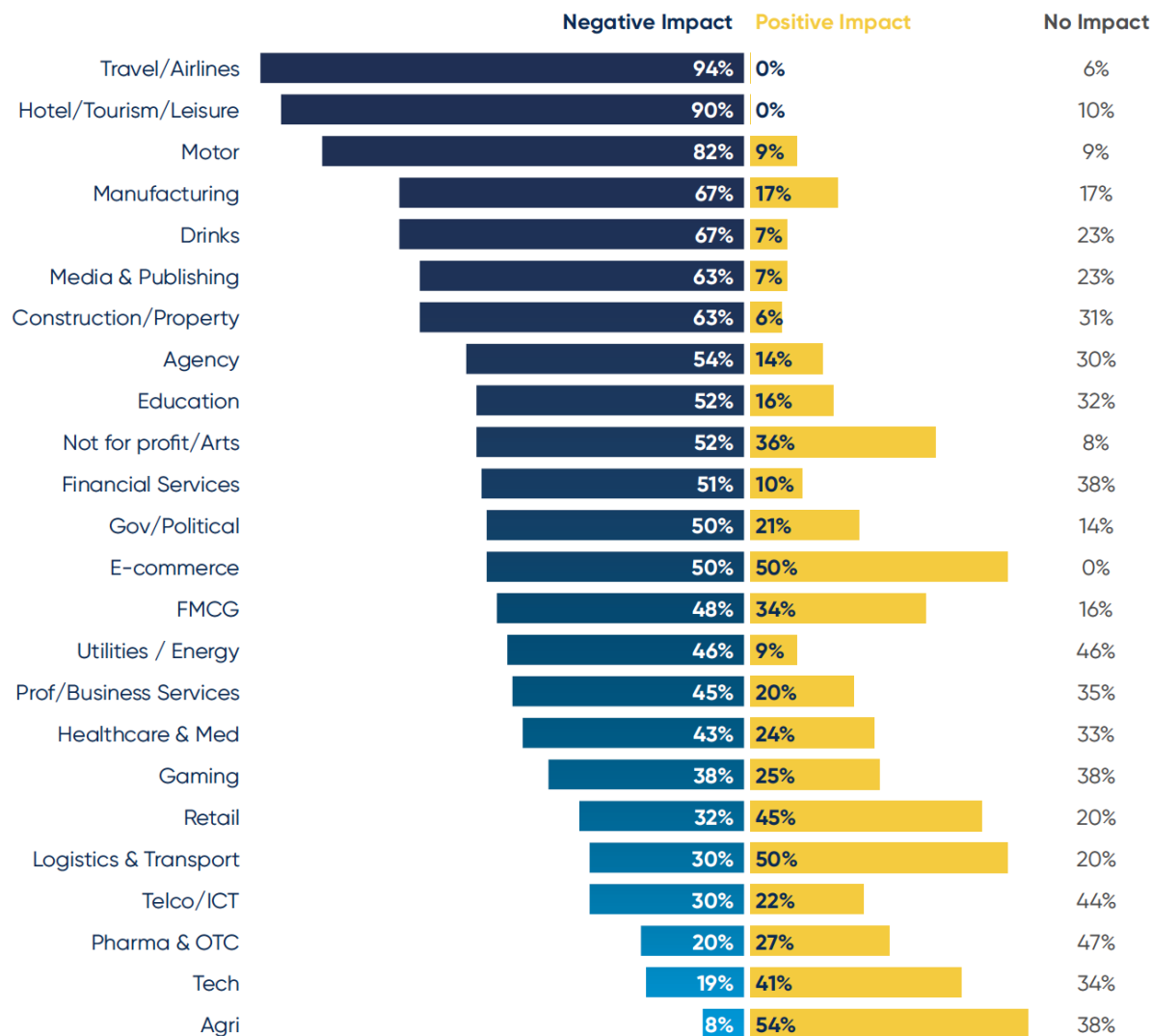


Covid Huge impact on business, but improving vs 2020

April: 81% / Sept: 70%



Covid Some sectors hit harder than others



Future trading outlook more positive

+

56%

Improve

Tech
Drinks
E-commerce
Agri
Travel/Airlines
Prof/Business Services

=

18%

Stay the Same

-

23%

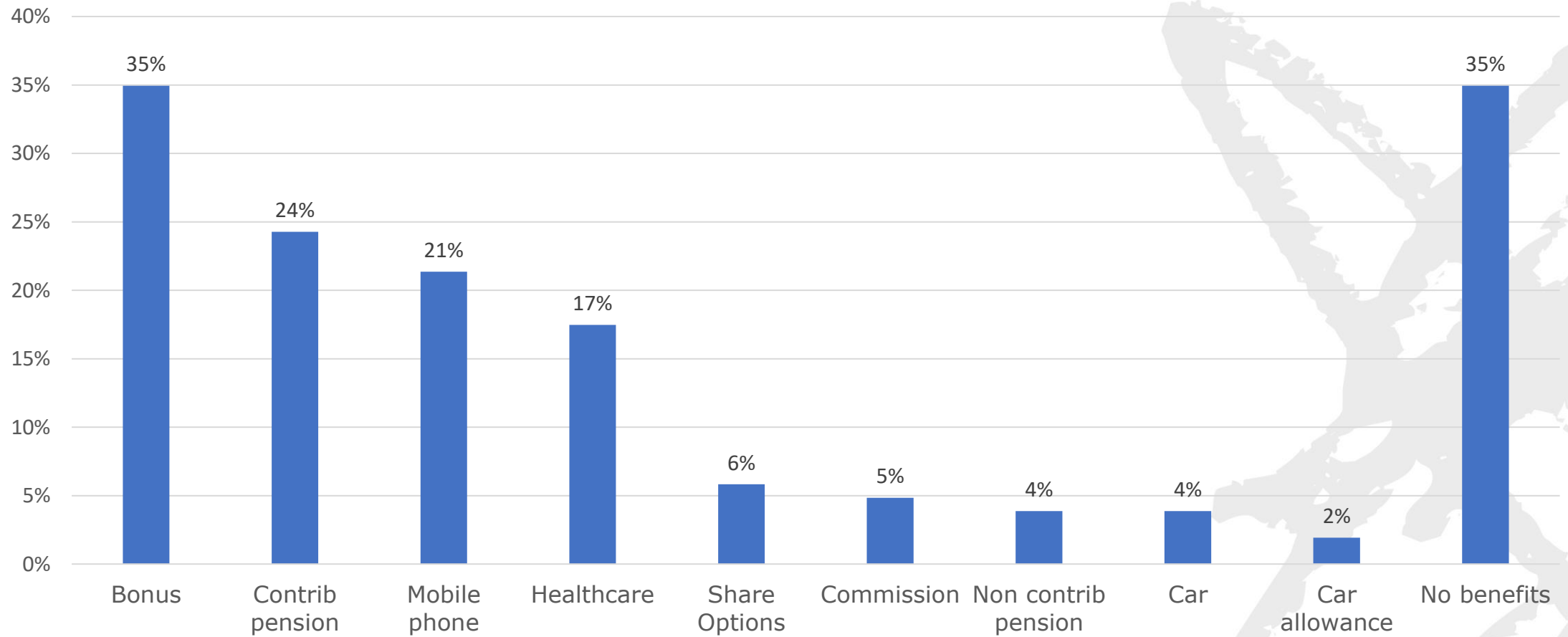
Deteriorate

Motor
FMCG
Construction
Financial Services
Retail
Logistics

Salaries - Top Roles Early Career level

| Title | Survey Range | Survey Average |
|---------------------|--------------|----------------|
| Marketing Executive | €20-45k | €31k |
| Marketing Assistant | €20-35k | €24k |
| Digital Executive | €20-45k | €30k |
| Graphic Designer | €20-45k | €32k |
| Account Manager | €20-45k | €33k |
| Account Executive | €15-45k | €27k |

Benefits at support level



Top factors that engage, beyond salary

| | 1 | 2 | 3 | 4 | 5 |
|---------------------|--------------------|------------------|------------------|--------------------|-----------------------------------|
| Support | Career progression | Great colleagues | Great boss | Meaningful role | Work remotely |
| Practitioner | Career progression | Great colleagues | Meaningful role | Great boss | Work remotely |
| Manager | Meaningful role | Great colleagues | Great boss | Career progression | Work remotely |
| Head of | Meaningful role | Great boss | Great colleagues | Work remotely | Career progression |
| Director | Meaningful role | Great colleagues | Great boss | Work remotely | Financial benefits (excl. salary) |



Q&A



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