



- **The Creative Way** is the Lifelong Learning Network for the Thames Gateway. Supporting vocational learners in creative and cultural subjects. www.creativeway.org.uk
- For further information, advice and guidance contact one of our advisers:
- **Sarah Comerford** - s.comerford@uel.ac.uk Tel 07515 051509
- **Matt Ball** m.ball@uel.ac.uk Tel 07889 001764

Everything you need to know for work placement

Why do a placement?

- gain experience of real work situations
- develop new skills and capabilities
- understand the 'world of work'
- define your career path
- develop networks
- Could lead to a job on graduation.

Where do I start?

You need a strategy:

- **Research** – talk to people, look at websites, read magazines, newspapers.
- **Self Marketing Pack** – covering letter, CV, portfolio, business card
- **Interview practice**
- **Network** – trade fairs information interviews: people love giving advice

Research

- Gather information from : Careers advisers, tutors, ex-students, friends, family, magazines, journals, newspapers, internet.
- What type of company would best suit your skills? PR, Illustration, Design?
- What environment do you want to work in? high pressured, big corporate company or small local studio.

Self Marketing Pack



- Think about your skills, experience and technical abilities.
- What are you good at? think about your top 5 skills, what are you passionate about? What are your strengths? What do you enjoy doing?
- Market skills – create ‘personal brand identity’ coherently run it through your ‘self-marketing pack’ (covering letter, CV, portfolio, business card).
- This will help you stand out from the crowd.

What skills do I have?

An employer will not only be interested in your subject related skills he will also want to know about your:

Basic skills - literacy and numeracy

Transferable skills - communication, motivation, team-work, flexibility, negotiation.

Practical experience - gained through work placements and college assignments.

What skills do I have?

- Once you have thought about your skills, you can start to market and sell yourself in a positive way.
- If you have identified gaps you can start to fill them.
- Skills need to be updated and expanded throughout your career.

Marketing yourself on paper



- First impressions are very important
- Sell yourself, your skills and potential by using words like; eager, motivated, flexible and accurate.
- To describe past work experience use words such as communicating, managing, organising and leading.
- Sell your achievements by using words such as created, provided, designed and arranged this will create a positive image of what you've achieved so far.

Personal Brand Identity



- Will help you create a good impression and allow you to stand out from the competition.
- To create a personal brand you need to know your skills and attributes, ask your friends, family, tutors to tell you what you are good at. Think about the image you want to portray.
- Communicate this image across your covering letter, CV and portfolio.

Self Marketing Pack



- Covering Letter
- CV
- Portfolio/ business card

Writing a Covering Letter for Work Placement

- Application letters must give a good impression and persuade the employer you are right for the job.
- Research the company – product, market
- Content – information the company needs to know about you.
- Time – give yourself time to prepare it properly.

CV Writing

- Main function is to highlight your value to a potential employer and promote your relevant skills and attributes.
- It is essential you target your audience.

CV Presentation

- **First impressions** are important - Use good quality paper and ensure there are no grammar or spelling mistakes
- Make sentences **short and punchy**
- Use **headings** - make it easy for the reader to find the information he wants.
- Ensure it's no longer than **two pages**
- **Well designed**

Content of CV

- **Personal details** - name, address and email/phone.
- **Personal Profile** - 3 or 4 lines summarising particular strengths, skills, experience and suitability for job.
- **Education and qualifications** - recent information first, include content of relevant modules studied, strengths and skills developed on course. Summarise earlier qualifications.

Content of CV

- **Additional Skills** - computer skills, short courses you have attended
- **Work Experience** - relevant, recent experience first, give dates, job title and organisations name, brief description of tasks/skills developed
- **References** - usually 2, essential you ask their permission and keep them informed.

Portfolios

- Needs to be commercial
- Display flair and imagination
- Doesn't need to be solely based around course work. You can show examples of actual paid or voluntary work.
- Less is more – good quality work only.
- Tailor portfolio to client
- Well presented and professional

Interview techniques

Preparation

- Practical – how to get there, what to take, what to wear
- Self – why you want job, what you have to offer, details of course
- Company – research company on internet, annual reports, newspaper etc.

Interview techniques

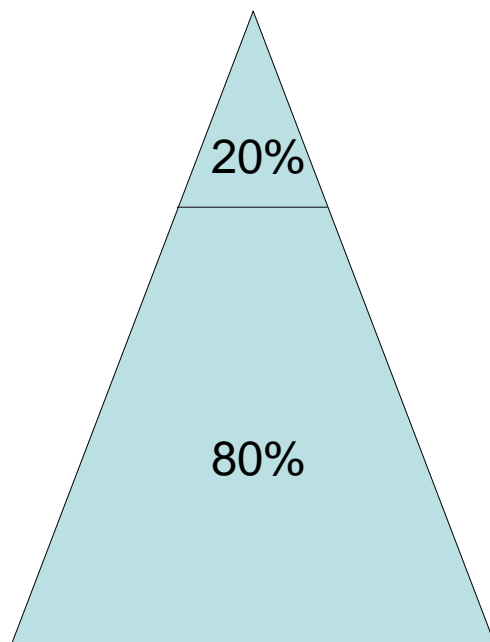
- 3 questions at the heart of every interview:
 - Why should we employ you?
 - What interests you in this job?
 - Why are you applying to us?
- **Attitude:** be positive, enthusiastic, natural and honest.
- **First impressions:** takes less than 20 seconds – make sure it's a good one!
- **After interview:** ask for feedback, reflect.

Networking

- Take advantage of your work placement to network, make contacts, develop relationships, create opportunities, learn more and be inspired.
- You already have a network of family, friends, colleagues, classmates and tutors – it's up to you to expand it through work placement, trade fairs, anytime, anywhere.

Networking

- Open doors - many jobs are filled through personal contacts.



80% of jobs in the creative industries are filled through word and mouth.

Important to expand network.

Creating the right impression for networking



- **First Impressions** – take less than 20 seconds
 - 55% non-verbal
 - 38% tone of voice
 - 7% content
- After the first 20 seconds, as people get to you know they will judge you on other factors such as previous experience, background, education, contacts etc

How do I find a placement?

- College Intranet – Do they advertise placements – look at other colleges too!
- Talk to your contacts – graduates, tutors, friends, family.
- Research newspapers, directories, journals, magazines and internet
- Your network

What are my employment prospects?

- There is no doubt that with some work experience your employment prospects will be greatly improved the most employers in the creative industries ask for some experience of the work place and an understanding of their industry developed outside of the college environment .

What are my placement options?



Your future career may well be decided by the type of placement you do whilst at college.

So think about it carefully:

- if you are very focused about what you want to do, make sure the placement fits your criteria and will give you the experience you need for your future career.
- if you are not focused, try several placements in different industries to find where your strengths lie.

Career Management

Career management is an ongoing process that will no doubt develop all your working life, work placements are the start of this process and it is essential that you choose your placement carefully.