The Value of your PRA: Skills for the Job Market

November 2014
Anne Delauzun, Deputy Head of Careers Service
Learning outcomes

1. Identify skills and ‘cultural awareness’ you gained from living abroad

2. Match experience from your PRA to qualities that graduate employers are looking for

3. Use your experience to demonstrate your motivation and skills
“Now working in recruitment I see graduates who have done a year abroad; they are generally good problem solvers, good at working on their own initiative and have good communication skills. Whether they worked or studied it gives them something interesting to talk about at interview and they often demonstrate exactly the qualities that the employer is looking for as they talk through their year.”

Senior Recruitment Consultant and former Erasmus student
Cultural awareness...

1. A significant festival or holiday celebrated in your PRA location/s that is not celebrated in the UK?

2. A regional/national custom or behaviour?

3. A political, environmental or economic event that happened in your PRA location/s while you were there?

4. A significant industry or business sector in your PRA location/s?

5. What challenges might you have selling these products in Europe?
   1. Starbucks coffee
   2. Laputa car
Global Mindset?.... SKILLS & MOTIVATION

**Intellectual**

**Knowledge:** History, geography, recent events, infrastructure, political situation, major industries...

How will our current products/services fit within this marketplace? What opportunities are there for growth? Why isn’t this working? Commercial awareness questions

**Social**

**Interaction:** Empathy – understanding and engaging with people from different countries or cultures. Negotiation, diplomacy, ability to talk to strangers...

Collaborative projects, marketing products/services in new regions/countries, research, working effectively with colleagues and clients

**Psychological**

**Motivation:** Desire for new experiences, natural curiosity, willingness to challenge yourself...

Working abroad, frequent travel and adapting to new locations and colleagues, flexibility, stamina, maintaining composure in difficult situations
Located in trivago’s headquarter in Düsseldorf, Germany, we’re looking for an enthusiastic German speaker to support our international content team. In this role, you will be responsible for improving the offer of hotel-information displayed on trivago in Germany, Austria and Switzerland. This involves conducting market research, creating photo collages, learning to write texts to increase trivago’s ranking in search engines as well as managing trivago’s local online community to crowd-source relevant hotel information. If you have good insight into the tourism industry in Germany and enjoy working in a multicultural environment, then we look forward to hearing from you!

Your tasks:

- You research content gaps on hotel information and think of creative ways of involving trivago’s online community to fill these gaps. You then organise and manage these projects within trivago’s German speaking community.
- You check the hotel information that the online community users added and coordinate their rewards according to the quality of their content.
- You conduct market research and ensure all points of interests in your local market can easily be found for trivago users.
- Tapping into your creative side, you arrange hotel photo’s in appealing collages.
- You contact local providers for hotel reviews to negotiate cooperation’s.
- You work closely with cross-functional teams from Hotel Relations, Search Engine Optimization and Marketing to strategically optimize the user experience for travellers from Germany.
- You learn to strategically test the site’s usability to ensure correct display of information and layout of the site.
Taylor & Francis Group, a leading global academic publishing company, are currently recruiting for an Editorial Assistant within their Routledge division on the Environment and Sustainability list.

This is an exciting opportunity to gain a thorough introduction to the process of publishing, working across a range of text types (including textbooks, research monographs and handbooks) and across a broad range of disciplines including environmental politics, development studies, sustainable business, and environmental humanities subjects.

The Editorial Assistant will provide administrative support for two commissioning editors for the Environment & Sustainability list.

Key Responsibilities will include:

- Organizing manuscripts for production
- Preparing author contracts
- Regular liaison with authors and other departments
- Arranging for the review of proposals
- Writing copy
- Maintaining editorial databases and general administrative tasks

The successful candidate will ideally be of graduate level or equivalent and should be able to offer some experience of office work, though not necessarily in publishing. You should also possess strong organisational skills and attention to detail; an ability to prioritise a demanding and varied workload; the capacity to work both under your own initiative and as part of a team; excellent oral and written communication skills; a good standard of numeracy and proficient computer skills.

Publishing experience would be desirable though not essential, as would an interest in the subject area.

The Company:

Taylor & Francis Group partners with researchers, scholarly societies, universities and libraries worldwide to bring knowledge to life. As one of the world’s leading publishers of scholarly journals, books, ebooks and reference works our content spans all areas of Humanities, Social Sciences, Behavioural Sciences, Science and Technology.

From our network of offices in Oxfordshire, New York, Philadelphia, Boca Raton, Boston, Melbourne, Singapore, Beijing, Tokyo, Malaysia, Stockholm, New Delhi and Johannesburg, Taylor & Francis staff provide local expertise and support to our editors, societies and authors and tailored, efficient customer service to our library colleagues.
Describing skills: STAR technique

S  Situation
T  Task
A  Action
R  Result

•  Consider use of bullets / paragraphs for each
•  Use action verbs
Communication skills

During my year abroad I taught English to a class of children aged 10-11 during the school day.

I researched what the children were learning about in other classes by speaking to other teachers at the school and planned my lessons to link to these subjects. In order to engage the children I used a wide range of materials including video clips from English TV programmes and children’s magazines. I ensured I spoke slowly, clearly and with simple language to ensure the children could follow.

I received excellent feedback from my mentor and several of the children told me how much more they enjoyed learning English.
Communication skills: In two sentences?

Ecole Albert Camus, Grenoble  
Sept ’13 – Jul ’14

_English Language Assistant_

- **Communication skills:** Spoke slowly, clearly and with simple language to ensure the children could follow and used a wide range of current materials, including video and magazines, to increase engagement. Received excellent feedback from mentor.

- **Teamwork:** Met regularly with other languages teachers to discuss lesson content and share resources...

- **Flexibility:** ...
Your turn...

• Choose one example of a skill required in either the Taylor & Francis or Trivago job descriptions.

• Make notes on a time when you demonstrated this skill during your PRA using the STAR technique (The context doesn’t need to be the same). What difference did being in an international environment make?

• Explain your example to another person.
• Listener: Feedback one positive thing about the example and one thing that could be improved.
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Example: Standard Chartered Bank

We operate in some of the world's most dynamic markets and have been for over 150 years. More than 90 per cent of our income and profits are derived from Asia, Africa and the Middle East. We’re one of the world's most international banks with over 1,600 branches, offices and outlets in 70 countries. Our income and profits have more than doubled in the last few years as a result of our geographic focus and commitment to our customers.

**International Graduate Scheme: Transaction Banking**

Transaction Banking impacts the real economy. It facilitates the flow of trade and investment. We help our clients manage their working capital and obtain critical financing to keep the flow of goods and services moving, helping investors to access markets in Asia, Africa and the Middle East.

**Induction**

Month 1: Rotation in Operations  
Month 2-3: Induction in Shanghai (5 Weeks)  
Month 4-6: Rotation in Risk  
Month 7-9: Rotation in Sales  
Month 10-12: Rotation in Product Management

**Applicant requirements**

- An undergraduate degree  
- The legal right to work in the country that you are applying to  
- Business level English (the ability to speak more than one language will be highly regarded).
Why do you want to work for Standard Chartered Bank?

(150 words)

Your organisation is a leader in its field. It has an international reputation and is also one of the most respected banks in the world. It’s true that ‘money makes the world go round’ and I would like to be part of this. It is important for me to work for a large, successful organisation and I would welcome all the different opportunities available to me. I would also like to work abroad at some point and so the global nature of your organisation appeals to me. Finally, I’d like to work for the organisation because the role matches my skills. During my year abroad I learnt a lot about working with people from different countries and I found this very interesting. I am keen to develop new skills and believe that your transaction banking graduate scheme would help me to achieve my goals.

(104 words)
Why do you want to work for Standard Chartered Bank?

(150 words)

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(104 words)
Why them?

Working in customer service environment in a Spanish-speaking country has given me an appreciation of the importance of clear, simple language and empathy when dealing with customer complaints by telephone...

Studying xxx during my degree has really sparked my interest in ...

As a member of the International Student Society during my time in Berlin, I worked with students from around Europe to organise a food festival....

During my time in France I witnessed the impact of the strikes on the public transport infrastructure...
Omnicom is a giant of the world’s marketing communications groups. Think of it as “the mothership” – the guardian of over 1,500 agencies in the advertising, marketing and communications business. It has **over 700 offices in over 60 countries** worldwide, working on over 5,000 brands including VW, Pepsi and the London Olympics. Our portfolio of agencies employ over 71,000 people – we literally are one of the biggest and best marketing services groups in the world.

Do you have a passion for marketing and brands? Do you have the ambition and drive to become the best in the industry? We are offering you the opportunity to take part in one of the most prestigious graduate programmes in the world.

Our graduate scheme **Accelerate will teach you everything you need to know about marketing**, while giving you invaluable experience in the **global market place** with the Omnicom group.

It doesn’t matter what discipline you come from, all we require is a 2:1 or higher. Every year we take four graduates and put them through their paces in the areas of healthcare, brand management, customer relationship and corporate reputation management.
Summary

• Know your audience – what is most relevant?

• Cultural awareness/Global mindset works both ways

• Remember the STAR technique

• Be specific – stand out and avoid sounding boastful / like a robot / like everyone else

• If applying abroad, check out the local conventions, e.g. for CVs, interviews etc. (Going Global)
What next?

• Languages alumni forum: 1\textsuperscript{st} December HLT2

• Individual careers appointments in the department (Booking link in email)
  • Tues 25th Nov 2-4pm
  • Wed 3rd Dec 2-4pm

• Globetrotting: combining work & travel abroad: 3 February 2015 at 6pm.
Any questions?

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