The University of Edinburgh

Careers Service

Professional Issues

Active Career Management 2013/14

Carol Macdonald
Careers Adviser

expanding horizons
www.ed.ac.uk/careers
A look at...

- Professionalism
- Career management process
- Graduate Attributes
- Context... employment market, timescales, employers views
- Reviewing your experience & skill set
- Finding opportunities
- Marketing yourself
- Getting organised

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Professionalism

“...the competence or skill expected of a professional” Oxford dictionary

But what do we mean by this?

Two perspectives:
- A professional role
- A professional approach
Professionalism - Themes

- Professional identity
  - Professional role; Professional membership

- Professional standards/ membership
  - Performance standards / measures; Regulation; Vigilance; Accountability; Chartered status

- Professional skills/knowledge
  - Competencies – technical, personal, professional

- Professional attitude
  - Integrity; Trust; Relationships; Standards; Judgement; Autonomy; Efficacy

- Professional development
  - CPD (Continuous professional development); lifelong learning

- Professional community
  - Membership, collaboration, networking, contribution to profession/society

"Wisdom is not a product of schooling but a lifelong attempt to acquire it."

(Albert Einstein)
Competencies – what are they?

Competences are a set of particular ‘skills, knowledge, attitudes and experience’.

(Gorsline 1996)

Why are they relevant?

Competencies possessed by an individual are directly related with their job performance, capabilities and ability to deal with demands.

(Bartram 2005)
Example Competency Framework

IBM
- Adaptability
- Client focus
- Communication
- Creative problem solving

- Drive to achieve
- Passion for business
- Taking ownership
- Teamwork and collaboration
Careers and skills

Are you looking for your first or a new job? Or perhaps you're considering a change in your current role?

This section is loaded with information to help you with your career development.

Career development

To maximize your potential for lifetime employability, it is essential you maintain a high level of professional competence by continually upgrading your skills and knowledge.

**BCS Professional Certification** - learn new skills in specific business and IT areas which measure competence, ability and performance.

**Browse SFJxAplus** - explore the industry framework for IT knowledge, skills and training, and plan your career development.

**Continuing Professional Development** - achieve your career ambitions in today's fast-changing IT world by committing to CPD.

Career guides

**Inside Careers - Information Technology**
Graduate jobs and professional careers advice.

**Returners and re-entrants**
A good practice guide for IT employers.

**Taking a break**
Career break planning guide for people in IT.

**Careers in IT leaflets**
Discussing the issues surrounding careers in IT.

Careers articles

**Coaching and mentoring - A partnership**

**Computing education that computes**

**IT life in legal**

**The IT Gap**

Job profiles

**System Administrator**

**Head of Professional Services, BT**

**Head of ICT & Facilities**

**Director of threat research**

Articles for students

**Preparing students for working life**

**Interview preparation: an employer’s view**

**Improve job applications**

**Add keywords to your CV**
Making IT the profession of the 21st century

IT has moved from providing technical solutions to powering business.

The world economy is becoming ever-more dependent on the potential of technology to deliver information, products and services to its populations. BCS is committed to improving the ability of business and other organisations to exploit the potential of information technology effectively and consistently and to building an IT profession that is respected and valued by all its stakeholders.

BCS is partnering with business and other organisations through the strategic objectives of this programme to maximise the benefits of information technology for the whole of society.

The IT profession is as much about Information as about Technology and must be seen - and see itself - as an integral part of the business.

Professional issues articles

Jim Norton on professionalism
During his year as BCS President, Jim Norton took part in a debate at Sheffield Hallam University about what is the meaning of professionalism along with a senior doctor and senior lawyer.
3 Pillars of Professionalism

- Competence
  - Technical competence (experience & theory)
  - Soft skill competence including:
    - Interpersonal skills
    - Communications skills
    - Management & leadership skills
    - Understanding of the business domain

- Personal Responsibility & Personal Obligation
  - Contribution to society

Source: Charles Hughes, BCS Past President

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Active Career Management
Central to professionalism

Making decisions
- Engaged in process
- Self awareness
- Opportunity awareness

Implementing decisions
- Taking action
  (Making applications)
- Evaluating outcomes
  (Deciding what next)
- Identifying opportunities
- Managing the selection process
- Reviewing progress

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www.ed.ac.uk/careers
Need help with self awareness & exploring options?

Initial Career Planning
- **Careers Service**  Comprehensive hub  [www.ed.ac.uk/careers](http://www.ed.ac.uk/careers)
- **Career Planning**  -  Prospect Planner, Target Jobs Report

IT Job Descriptions & Sector Overview
- **Target Jobs IT Sector**  -  [http://targetjobs.co.uk/career-sectors/it-and-technology](http://targetjobs.co.uk/career-sectors/it-and-technology)
- **Inside Careers IT**  -  [http://www.insidecareers.co.uk/professions/it/](http://www.insidecareers.co.uk/professions/it/)

Mapping potential IT career progression
- SFIA – IT skills framework - [www.sfia-online.org/](http://www.sfia-online.org/)

Want advice?
- Careers Service appointments/drop in
- Talk to employers/academics
- Look out for Connect.Ed
Skills Framework for the Information Age

SFIA categories
1. Strategy and architecture
2. Business change
3. Solution development and implementation
4. Service management
5. Procurement & management support
6. Client interface

SFIA levels
- 7 Set strategy/inspire
- 6 Initiate/influence
- 5 Ensure/advise
- 4 Enable
- 3 Apply
- 2 Assist
- 1 Follow
Bringing IT students and employers together

www.e-placementscotland.com

Dr Colin Smith
Professionalism – Graduate Attributes

What are Graduate Attributes?

The skills, abilities and approaches which students have the opportunity to develop while at University.

GAs are shaped by both academic and non-academic experiences.

How are they developed?

Experience - a wide range & diversity of experiences will increase & strengthen the range of graduate attributes developed.

Reflection - reflecting on experiences significantly increases the amount of learning and development achieved.

Responsibility - We all have responsibility for our own personal development.

Reference PDF:
An introduction to graduate Attributes for Tutors & tutees
Graduate Attributes

Academia
- student / researcher nature & ability

Work & Career
- employability

Society & Community
- society contribution & citizenship

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The Edinburgh EdGE is about:

- knowing and **developing your strengths**.
- **having evidence** for your abilities and achievements,
- **being confident** about the best way to communicate all of this to potential recruiters.

It means taking advantage of the opportunities available at university **now**, whilst you’re a student, so that you stand out from the crowd as a graduate.
THE EDINBURGH AWARD

Involved in activities alongside your studies?
Take part in the Edinburgh Award to get your participation recognised, your skills developed and your experiences enhanced...

"It is unlike anything you would have ever done before, and the entire process will change you."

Awards recipient

www.ed.ac.uk/EdinburghAward
www.ed.ac.uk/careers/edinburgh-award
A bit of context....

...market
...timescales
...employers’ views

...then some Self Reflection
Graduate Recruitment Market

The good news!

- IT skills are in demand....in all sectors!
- Edinburgh is targeted by IT recruiters
- Vacancies advertised on SAGE increasing
- Growth in demand for software professionals forecast to 2020 - 2.4% per annum Source: E Skills UK
- IT developments ongoing - security, cloud, handheld devices, big data
- High levels of local investment
- 15% of IT/t’com orgs find some jobs hard to fill

but…market is competitive....forward planning needed
Graduate Application Closing Dates for summer 2014 ... a few examples

<table>
<thead>
<tr>
<th>Company/Programme</th>
<th>Position</th>
<th>Deadline/Notes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Codeplay Software</td>
<td>Various IT roles</td>
<td>ASAP</td>
</tr>
<tr>
<td>European Patent Office</td>
<td>Patent Examiner</td>
<td>ASAP</td>
</tr>
<tr>
<td>Metaswitch networks</td>
<td>Software Eng</td>
<td>ASAP /ongoing</td>
</tr>
<tr>
<td>Deloite</td>
<td>Tech consultant</td>
<td>ASAP /ongoing</td>
</tr>
<tr>
<td>RBS</td>
<td>IT</td>
<td>ASAP /ongoing - Assessments Sept 2013</td>
</tr>
<tr>
<td>Delcam</td>
<td>Application Eng. – CAD/CAM</td>
<td>30 November 2013</td>
</tr>
<tr>
<td>Standard Life</td>
<td>Technology</td>
<td>6 December 2013</td>
</tr>
<tr>
<td>SkyScanner</td>
<td>IT Various</td>
<td>Initial deadline December 2013</td>
</tr>
<tr>
<td>JP Morgan, Euro Tech Centre</td>
<td>Grad. Programme</td>
<td>December 2013</td>
</tr>
<tr>
<td>Towers Watson</td>
<td>Software Eng</td>
<td>31 December 2013</td>
</tr>
</tbody>
</table>

Typical time scales:

- Blue chip/ International Orgs
- Management consultancies
- Investment banks
- Applications Close
- October/November
Did you know?

- On average 33% of all interns/placement students were converted to graduate recruits. (AGR 2013 summer survey – base 122)

- UK postgraduate application deadlines start in semester 1 (usually December)
“We would encourage you to get involved at University with Clubs or Societies, or in part time work, and summer work/opportunities…

The majority of people who attend University will leave with a good degree - what makes you stand out from the rest?”

Carol Williamson,
Business Development Manager
Graduate Recruitment
Proctor & Gamble
"..... any work experience is great, however, relevant work experience including internships means your application will create a much greater impression...."

Graduate Recruitment Manager
Standard Life
## Internships / Placements 2014

...again, early applications often needed!

<table>
<thead>
<tr>
<th>Company</th>
<th>Position</th>
<th>Application Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Saltire Foundation</td>
<td>Global Interns</td>
<td>Register Interest now</td>
</tr>
<tr>
<td>Telefonica</td>
<td>IT summer interns</td>
<td>30 October 2013</td>
</tr>
<tr>
<td>Bank of America</td>
<td>Analyst Interns</td>
<td>12 November 2013</td>
</tr>
<tr>
<td>M&amp;G Investments</td>
<td>Technology Internships</td>
<td>17 November 2013</td>
</tr>
<tr>
<td>JP Morgan</td>
<td>IT Internships</td>
<td>24 November</td>
</tr>
<tr>
<td>Deustche Bank</td>
<td>IT Internships</td>
<td>30 December 2013</td>
</tr>
<tr>
<td>Towers Watson</td>
<td>IT Internships</td>
<td>17 January 2014</td>
</tr>
<tr>
<td>GE General Electric</td>
<td>IT Interns</td>
<td>31 January 2014</td>
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<td>Metaswitch Networks</td>
<td>IT Internships</td>
<td>Ongoing</td>
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<tr>
<td>Capgenimi</td>
<td>IT Internships</td>
<td>Ongoing</td>
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</tbody>
</table>

**Placements common route to grad jobs**

Check SAGE regularly

[www.ed.ac.uk/careers](http://www.ed.ac.uk/careers)
YOUR EXPERIENCE
What have you done so far?

- Jobs relevant to your degree / career goal
- Unrelated jobs
- Other experience

Benefits?

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What employers look for

Grad Software Engineer

Requirements

- Strong academic record - *BSc / MSc / PhD a plus*
- **Experience:**
  - UNIX/Linux or Windows and/or Mac environments, distributed systems, machine learning, information retrieval and TCP/IP
  - programming in C, C++, Java and/or Python
  - network programming and/or developing/designing software systems
Software Engineer
What else is wanted?

- Problem solving ability
- Team players
- Analytical thinkers
- Trouble shooting ability
- Technology whizzes
- Creativity
- Flexibility
- Aptitude to ‘zoom in’ on detail
- Agility to ‘zoom out’ & see bigger picture
- Personal drive
Figure 3.5: Minimum entry standards at AGR employers in 2012-2013 – Base = 201
## Skills Audit

### How well developed is your skill set?

<table>
<thead>
<tr>
<th>Skills regularly requested by employers</th>
<th>University Course</th>
<th>Work Experience</th>
<th>Outside interests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Written Communication</td>
<td></td>
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<tr>
<td>Oral Communication</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Research &amp; Critical Thinking</td>
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<tr>
<td>Analysis &amp; Problem Solving</td>
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<tr>
<td>Planning &amp; Organising</td>
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<tr>
<td>Leadership</td>
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<tr>
<td>Teamwork &amp; Interpersonal Communication</td>
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<tr>
<td>Creative Thinking</td>
<td></td>
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<tr>
<td>Commercial Awareness</td>
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<tr>
<td>Adaptability, Flexibility &amp; Initiative</td>
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<td></td>
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<tr>
<td>Personal Career Development</td>
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</tbody>
</table>
Developing your experience

- Formal internship/work placement (UK or abroad)
- Project experience in SME (e-placement Scotland, STEP www.step.org.uk)
- Work abroad (IAESTE 10 Dec www.iaeste.org/students)
  - Work shadowing
  - Voluntary work www.ed.ac.uk/schools-departments/careers/explore/
  - Visits
- Student society (rel soc or role? Tech meet ups)
Finding Opportunities

... & marketing yourself

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Finding Opportunities

Careers Fairs  [www.ed.ac.uk/careers/fairs](http://www.ed.ac.uk/careers/fairs)

Recruitment presentations  [www.ed.ac.uk/careers/talks-events](http://www.ed.ac.uk/careers/talks-events) & [www.ed.ac.uk/informatics](http://www.ed.ac.uk/informatics)

Internships/placement vacancy sites

- SAGE – [www.ed.ac.uk/careers/sage](http://www.ed.ac.uk/careers/sage)
  
  [www.e-placementscotland.com](http://www.e-placementscotland.com)
  [www.prospects.ac.uk](http://www.prospects.ac.uk/)
  [www.targetjobs.co.uk/work-experience](http://www.targetjobs.co.uk/work-experience)
  [www.insidecareers.co.uk](http://www.insidecareers.co.uk)
  [www.gradcracker.com](http://www.gradcracker.com)
  [www.step.org](http://www.step.org)
  [www.iaeste.org.uk](http://www.iaeste.org.uk)

Publications – CS Guide, Prospects, Get, Times Top 100, Guardian 200

[www.ed.ac.uk/careers](http://www.ed.ac.uk/careers)
Finding opportunities (2)

- Company websites
- Professional / Industry bodies -
  (BCS www.bcs.org, Scotland IS www.scotlandis.com, links from www.ed.ac.uk/careers/occupations)
- Agencies
- Networking – talk to people
- Speculative approaches
- Creative approaches

TAKE ACTION EARLY!!
Identifying YOUR Network

- Family & friends
- Academic contacts
- Work colleagues/customers
- Each other
- Online networks
- Other

How do you grow it?

- Careers Fairs
- Employer Presentations
- Work contacts
- Alumni contacts
- Tech meet-ups
- Linked-in
- Other
Career Fairs [www.ed.ac.uk/careers/talks-events]

**Careers Fair** *lots of IT recruiters*
Embracing Diversity networking breakfast

**Careers Fair Third Day: Not for Profit**

**Careers in Retail, beyond the shop floor**

**Global Experience Fair**

**Virtual careers Fair: China & SE Asia, Online**

**Careers for Engineers: KB**

**Careers in IT**

**Postgraduate Study & funding Fair**

Tues 8 & Wed 9 October

Wed 9 October

Thurs 10 October

Wed 23 October

Wed 23 October

21-25 October

Wed 6th November

Wed 5 February

Wed 1st February
International placements in leading global firms
Networking with high level executives
8 week programme - June – August

Characteristics wanted:

- Ambitious, dynamic and enthusiastic, with positive work ethic.
- Able to show initiative, entrepreneurial promise and professional behaviour.
- Passionate about representing Scotland

Register interest online now – IT Placements offered
ROBBIE BAILEY

Robbie is a third-year Computer Science student at the University of Edinburgh. This summer he will be interning with IBM in Beijing working in Tech Products Sourcing. He has a particular interest in big-data analytics and machine learning as well as app-development and programming in general. He has recently finished working as part of a team to develop a football playing robot to compete in a world cup style tournament. Outwith his studies he has a strong passion for youth development and creating opportunities for young people and has been involved in several youth projects in the north of Scotland.
### Vacancy Search Results

Now displaying records 1 to 4 of 4.

[Print Results]

<table>
<thead>
<tr>
<th>Job Title</th>
<th>Employer Name</th>
<th>Closing Date</th>
<th>Closing Date Comments</th>
</tr>
</thead>
<tbody>
<tr>
<td>1st Line Support for Web Hosting Company - Home Based</td>
<td>Catalyst2 Services Ltd</td>
<td></td>
<td>Apply as soon as possible.</td>
</tr>
<tr>
<td>Computing / Informatics Students Part-Time Work</td>
<td>Xtraordinary Networks Limited</td>
<td></td>
<td>Please apply as soon as possible.</td>
</tr>
<tr>
<td>Student Software Developer</td>
<td>Crocodile Clips Ltd</td>
<td></td>
<td>Apply as soon as possible</td>
</tr>
<tr>
<td>1st Line Support for Web Hosting Company - Evenings and Weekends</td>
<td>Catalyst2 Services Ltd</td>
<td></td>
<td>Apply as soon as possible.</td>
</tr>
</tbody>
</table>

Semester jobs on SAGE
What makes a good CV?

• Careful targeting (job and employer)
• Space and importance given to relevant experience, skills and achievements

  • Impact illustrates your professionalism
  • Visually appealing

  clear layout, avoiding lengthy text
  • Appropriate headings & order

  chronological or themed
  • Details of tech skills / experience / projects

  • Appropriate length – (UK industry norm 2 pages)
  • Accompanied by a strong covering letter
Covering letters

- Keep to one page
- Introduce yourself positively
- Clarify what you are applying for
- Show your motivation for role/organisation/sector
- Highlight your suitability & what you can offer
- Demonstrate how you meet their requirements
- Keep a positive & professional approach
- Observe business protocols

*inc. use of Yours faithfully / Yours sincerely*
Application forms

- Plan answers carefully following guidelines
- Frame answers (eg ‘CARL’ Context, Actions, Result, Learning)
- Give sufficient detail …but remain concise
- Give thought to vocabulary used
- Triple check spelling & grammar
- Ensure form is easy to read
- Allow sufficient time to complete
And finally

...Getting organised
Career Action Planning

Questions you may want to ask yourself:
- What is it I want to achieve?
- How do I plan to get there?
- What are the steps I first need to put in place?
- What barriers do I need to overcome?
- Are there people/organisations who can help?
- What/where are the resources which can help?
- Do I need to complete a task by a certain time?
- How will I know when I get there?

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**Action Plan**

- **Set your goals** - long term goal and then short & medium term goals or objectives.
- **Identify actions required** to achieve your goals. **Break these down** into easily achievable **SMART tasks** (specific, measurable, advantageous, realistic, time-bound).
- Recognise any **possible constraints** - what might hold you back – along with what/who might help you.
- **Set dates for action** – this will help you to recognise your progress.

*Regularly review your action plan to measure your progress and reflect on what you have learned and achieved.*

<table>
<thead>
<tr>
<th>My Long Term Goal</th>
<th>Short and Medium Term Goals</th>
<th>Actions Required</th>
<th>Constraints</th>
<th>Who or What Can Help Me</th>
<th>Target Date for Action</th>
</tr>
</thead>
<tbody>
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</table>

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*www.ed.ac.uk/careers*
Your Careers Service
- How we can help you

- Vacancies: SAGE - [www.ed.ac.uk/careers/sage](http://www.ed.ac.uk/careers/sage)
- Careers information centre + publications
- Website:  [www.ed.ac.uk/careers](http://www.ed.ac.uk/careers)
- Events:
  - Fairs
  - Employer Presentations
  - Information sessions
  - Job hunting sessions
  - PG sessions

- Appointments:
  - Bookable appointments
  - Thursday School drop-ins

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[www.ed.ac.uk/careers](http://www.ed.ac.uk/careers)
Careers Service - Where to find us?

3rd Floor, University Library, George Square
Tel: 0131 650 4670

Weir Building, KB
Tel: 0131 650 5773

Email: careers@ed.ac.uk

www.ed.ac.uk/careers

www.facebook.com/EdinburghCareersService