



The University of Edinburgh
Careers Service

Professional Issues

Active Career Management 2013/14

Carol Macdonald
Careers Adviser



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A look at...

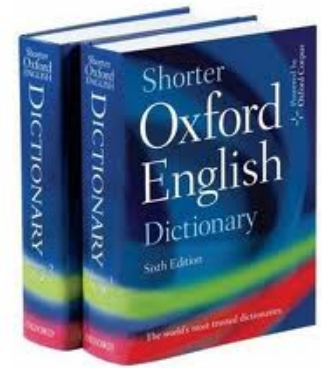
- Professionalism
- Career management process
- Graduate Attributes
- Context...employment market, timescales, employers views
- Reviewing your experience & skill set
- Finding opportunities
- Marketing yourself
- Getting organised



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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



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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



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“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)



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Example Competency Framework

IBM

- Adaptability
- Client focus
- Communication
- Creative problem solving
- Drive to achieve
- Passion for business
- Taking ownership
- Teamwork and collaboration



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[Qualifications, Training, Careers](#)

[Membership](#)

[Features, Press and Policy](#)

[Products, Services and Events](#)

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 SFIAplus](#) - 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](#)



About BCS

[Your Institute](#)

[Mission, Vision and Values](#)

[Strategic Objectives](#)

[Our Transformation](#)

[Initiatives and Programmes](#)

[BCS Academy of Computing](#)

[BCS Entrepreneurs Programme](#)

[Green IT](#)

[IT Can Help Network](#)

[Professionalism Programme](#)

[The ambition](#)

[The scope](#)

[Working with BCS](#)

[Contact](#)

[Race Online 2012](#)

[Role and Purpose](#)

[Structure](#)

[Working at BCS](#)

[Annual Report](#)

[Press Office](#)

[International Activities](#)

[Qualifications, Training, Careers](#)

[Membership and Networking](#)

[Features, Press and Policy](#)

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.

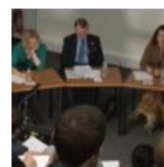
[The ambition](#)

[The scope](#)

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.



Features

[Interview with Charles Hughes](#)
BCS talks to Charles Hughes about professionalism in IT.



[BCS talks to IBM's Paul Martynenko](#)
about professionalism in IT and the business benefits of a partnership with us.



Professionalism Programme

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



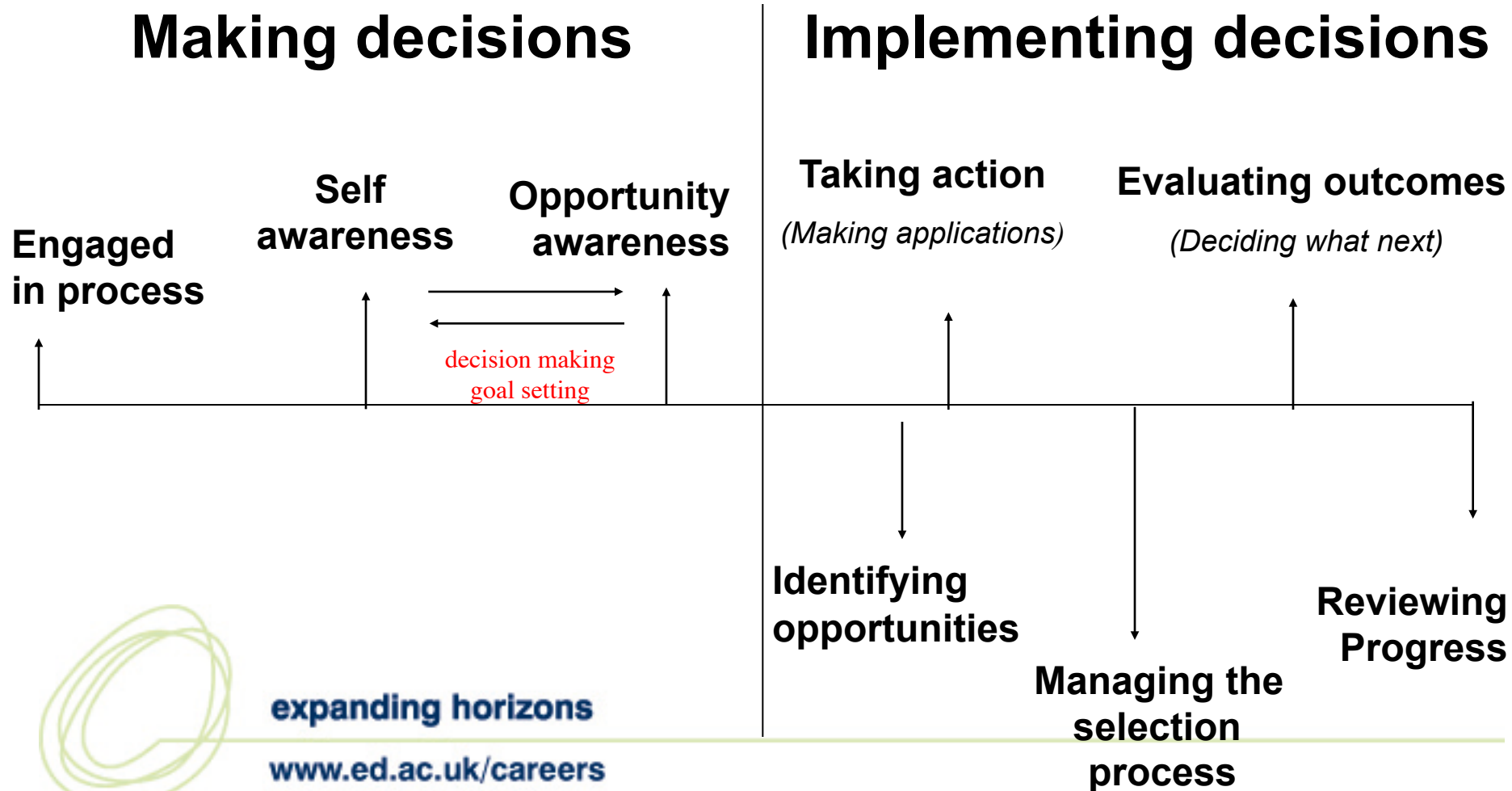
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Active Career Management

Central to professionalism



Need help with self awareness & exploring options?

Initial Career Planning

- Careers Service Comprehensive hub 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>
- Inside Careers IT - <http://www.insidecareers.co.uk/professions/it/>

Mapping potential IT career progression

- SFIA – IT skills framework - www.sfia-online.org/

Want advice?

Careers Service appointments/drop in
Talk to employers/academics
Look out for Connect.Ed



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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



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- Bringing IT students and employers together
 - www.e-placementscotland.com
- Dr Colin Smith



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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.



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How are they developed?

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

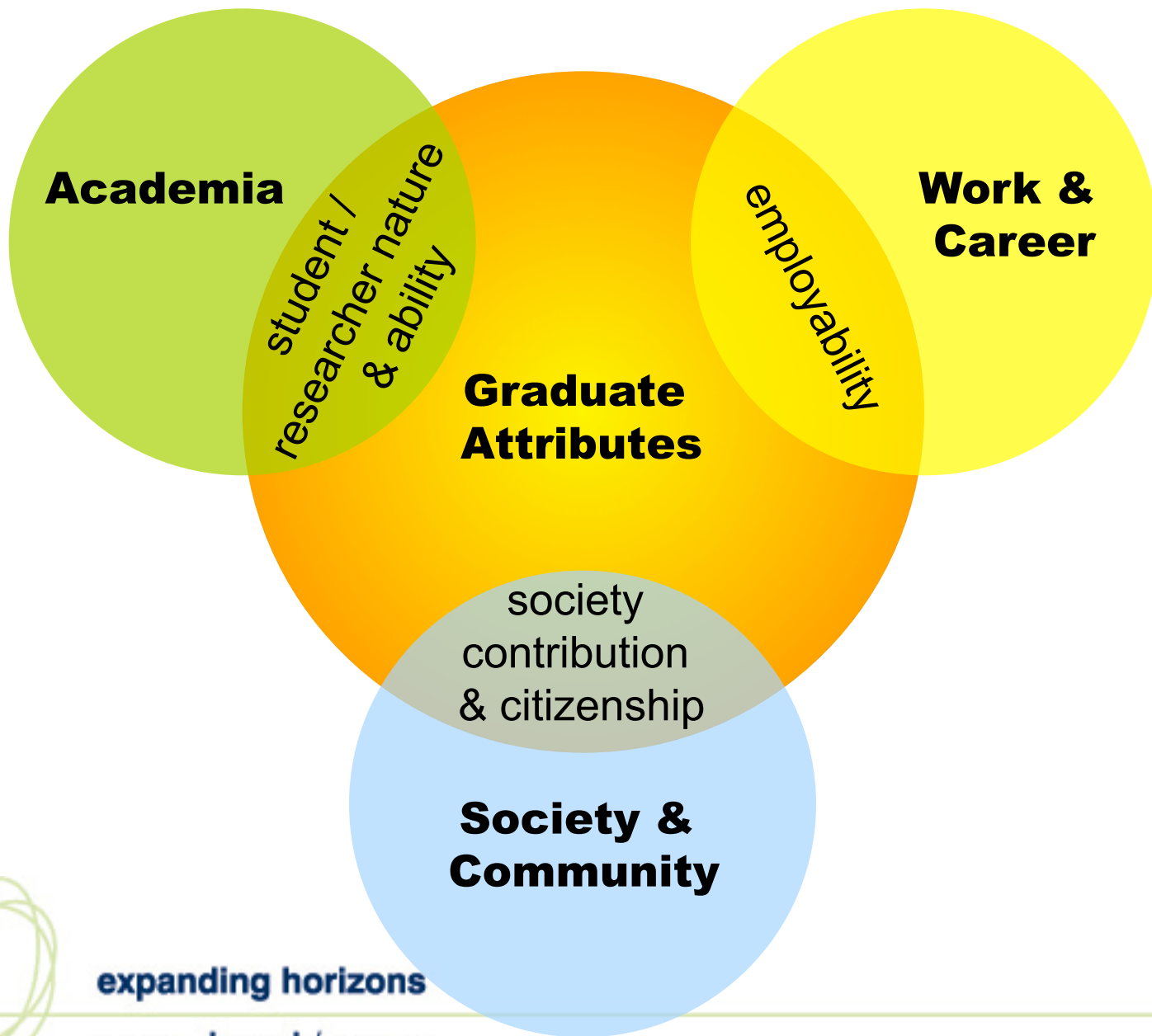
Reflection - reflecting on experiences significantly increases the amount of learning and development achieved.

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

Reference PDF:

An introduction to graduate Attributes for Tutors & tutees
www.employability.ed.ac.uk/documents/PTS/PT-GA-Intro.pdf





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Employability Initiative at Edinburgh

EdGE home

Employability

Developing your
EdGE

Expanding your
potential

EdGE Database home

Why use the EdGE
Database?

Before you start

Define your EdGE

Search the EdGE
Database

Edinburgh Award



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.

www.employability.ed.ac.uk/Student

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.



[Employability: what is it and how can I get it?](#)



[Developing your EdGE: 3-step employability plan](#)



[Expanding your potential: useful resources](#)

THE EDINBURGH AWARD



THE UNIVERSITY of EDINBURGH

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."*

Award 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



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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



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Graduate Application Closing Dates for summer 2014 ... *a few examples*

Codeplay Software	Various IT roles	ASAP
European Patent Office	Patent Examiner	ASAP
Metaswitch networks	Software Eng	ASAP /ongoing
Deloitte	Tech consultant	ASAP /ongoing
RBS	IT	ASAP /ongoing - <i>Assessments Sept 2013</i>
Delcam	Application Eng. – CAD/CAM	30 November 2013
Standard Life	Technology	6 December 2013
SkyScanner	IT Various	Initial deadline December 2013
JP Morgan, Euro Tech Centre	Grad. Programme	December 2013
Towers Watson	Software Eng	31 December 2013

Typical time scales:

*Blue chip/ International Orgs
Management consultancies
Investment banks*

***Applications Close
October/November***



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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)**



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“ 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
Procter & Gamble

P&G
Procter & Gamble



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"..... 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**



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Internships /Placements 2014



.....again, early applications often needed!

Saltire Foundation	Global Interns	Register Interest now
Telefonica	IT summer interns	30 October 2013
Bank of America	Analyst Interns	12 November 2013
M&G Investments	Technology Internships	17 November 2013
JP Morgan	IT Internships	24 November
Deutsche Bank	IT Internships	30 December 2013
Towers Watson	IT Internships	17 January 2014
GE General Electric	IT Interns	31 January 2014
Metaswitch Networks	IT Internships	Ongoing
Capgenimi	IT Internships	Ongoing

Placements common route to grad jobs

Check SAGE regularly



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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**



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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



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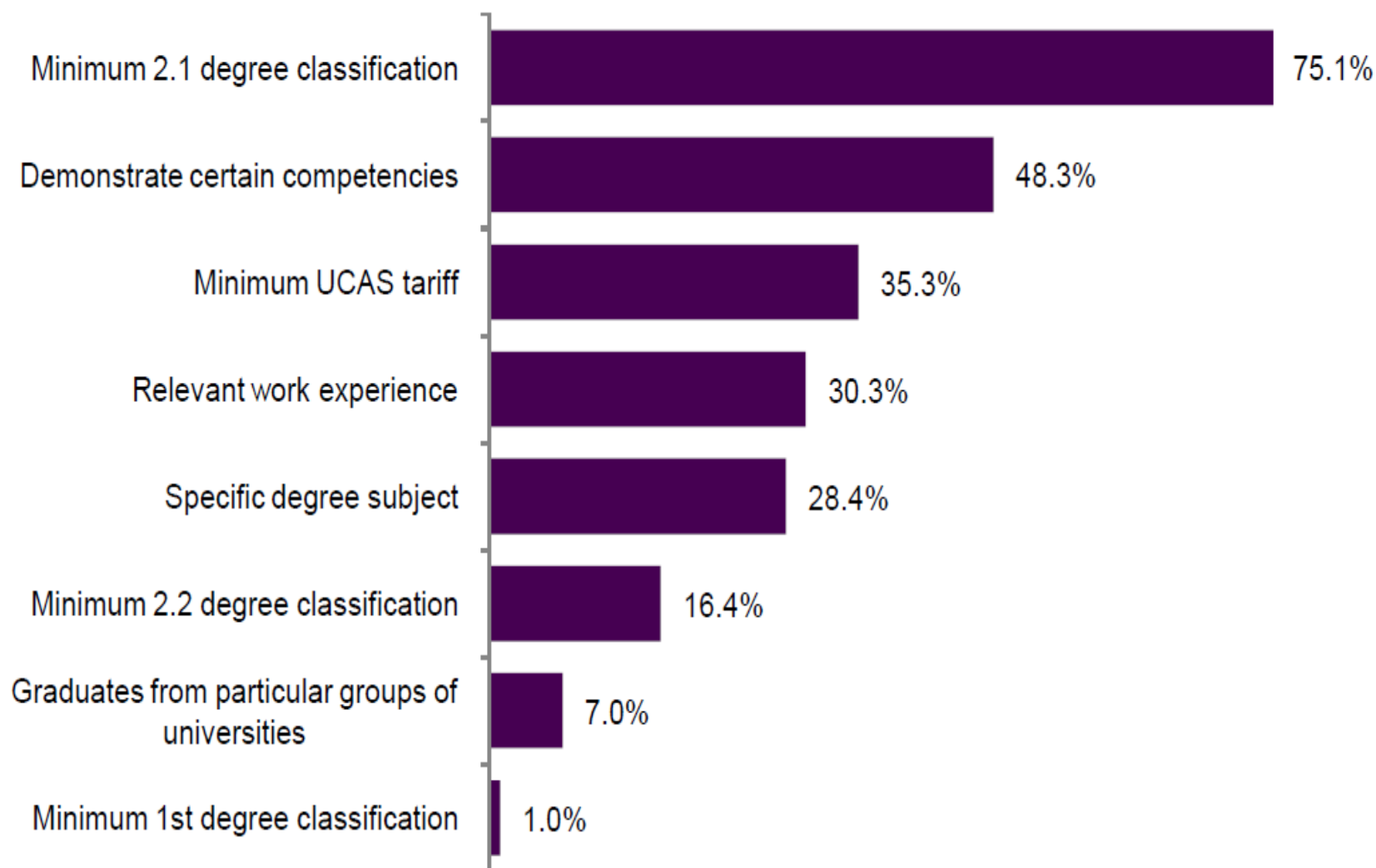


Figure 3.5:

Minimum entry standards at AGR employers in 2012-2013 – Base = 201

Skills Audit

How well developed is your skill set?

Skills regularly requested by employers	University Course <i>Place a tick against each skill developed in this context.</i>	Work Experience <i>Place a tick against each skill developed in this context.</i>	Outside interests <i>Place a tick against each skill developed in this context.</i>
Written Communication			
Oral Communication			
Research & Critical Thinking			
Analysis & Problem Solving			
Planning & Organising			
Leadership			
Teamwork & Interpersonal Communication			
Creative Thinking			
Commercial Awareness			
Adaptability, Flexibility & Initiative			
Personal Career Development			

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Developing your experience

- Formal internship/work placement (UK or abroad)
- Project experience in SME (e-placement Scotland, STEF 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)



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Finding Opportunities ... & marketing yourself



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Finding Opportunities



Careers Fairs www.ed.ac.uk/careers/fairs

Recruitment presentations www.ed.ac.uk/careers/talks-events &
www.ed.ac.uk/informatics

Internships/placement vacancy sites

- **SAGE** – www.ed.ac.uk/careers/sage

www.e-placementscotland.com

www.prospects.ac.uk/

www.targetjobs.co.uk/work-experience

www.insidecareers.co.uk

www.gradcracker.com

www.step.org

www.iaeste.org.uk



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

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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!!

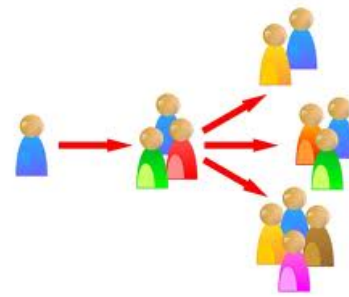


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Identifying YOUR Network



- 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



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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



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- 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



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You are Here: [Undergraduate Programme](#) > [Scholar Bios](#) > RobbieBailey



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.

[Home](#) | [Employers](#) | [Vacancies](#) | [Logout](#)

Visit the [Careers Service website](#) for help with CVs, applications and interviews, careers information, how to speak to a Careers Adviser and much much more.

SAGE@the Careers Service

Vacancy Search Results

Now displaying records 1 to 4 of 4.

[\[Print Results\]](#)

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

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
 - reverse*
 - chronological or themed*
 - Details of tech skills / experience / projects
 - Appropriate length – (UK industry norm 2 pages)
 - Accompanied by a strong covering letter



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Covering letters

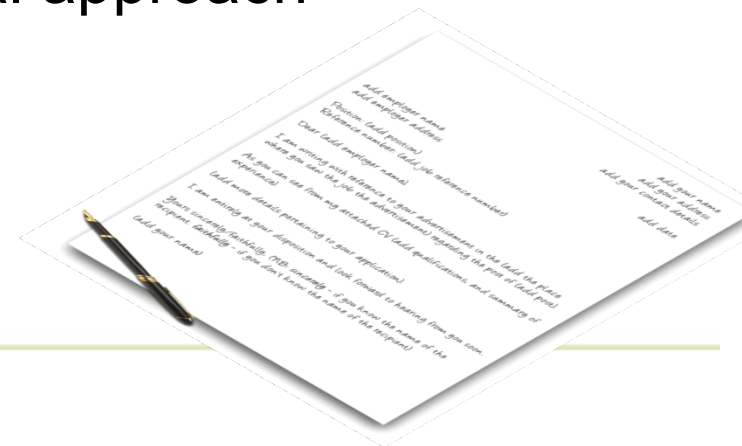
- Keep to one page
- Introduce yourself positively
- Clarify what you are applying for
- Show your motivation for role/organisation/sector
- Highlight your suitability & what you can offer
- Demonstrate how you meet their requirements
- Keep a positive & professional approach
- Observe business protocols

inc. use of Yours faithfully / Yours sincerely



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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



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And finally

...Getting organised



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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.

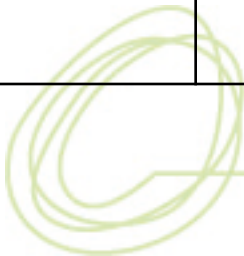
Identify actions required to achieve your goals. **Break these down** into easily achievable **SMART tasks** (specific, measurable, advantageous, realistic, time-bound).

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.

Action Plan					
My Long Term Goal	Short and Medium Term Goals	Actions Required	Constraints	Who or What Can Help Me	Target Date for Action



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Your Careers Service

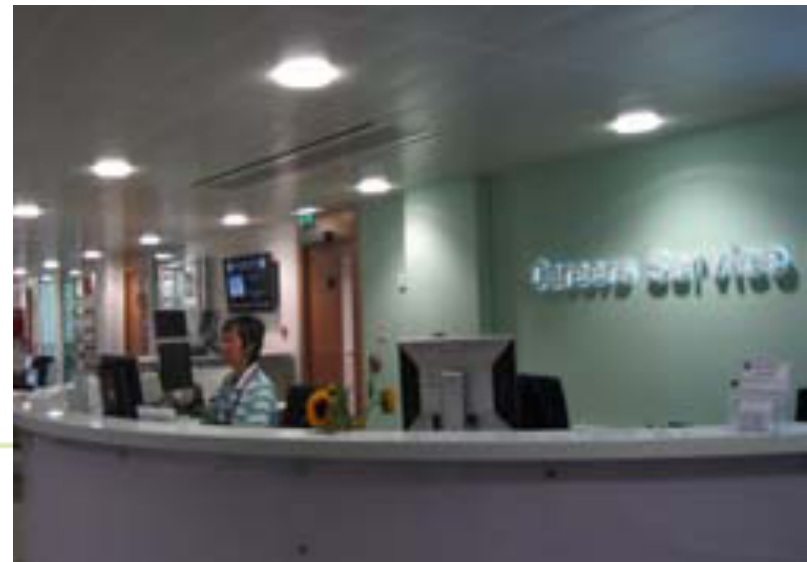
- How we can help you

- Vacancies: SAGE - www.ed.ac.uk/careers/sage
- Careers information centre + publications
- Website: 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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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

