

FREE for students

The top tips guide to
**finding your perfect
Graduate Job
Internship or
Placement**

witlr™

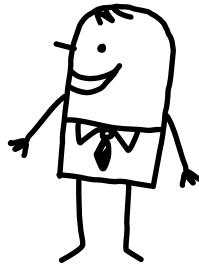
Welcome

We want to make it easier for you to get a great job. When we graduated we found it hard to get any job, never mind a job we could be passionate about. It was pretty depressing. So we want to help you along the way to a brilliant job, one where you actually want to go to work in the morning.

Depending on the person, what an exciting job involves changes - and this is to be expected; we are all unique. However, after asking loads of you we have found there are certain things that all students and graduates look for in their perfect job.

Unfortunately employers who are willing to pay you handsomely to sit on a beach and drink all day seem to be in short supply (if you do find any let us know). Luckily, there are plenty of employers out there who will offer you a job with:

-  **Great Pay**
-  **Exciting Prospects**
-  **Responsibility**
-  **Job satisfaction**
-  **A chance to use the skills you've learnt at University**



To help you get a fantastic job with all the elements listed above we've created Witlr; a place where employers come to search for their next student and graduate employees. To get a great job you need to show off your skills, personality and experiences to stand out and catch the eye of potential employers. Witlr can help you do this...

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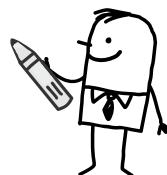
**Small tips that
make a big
difference**



**What do
employers
want**



**How to
sell
yourself**



**Perfect
your
writing**

There are loads of places for you to find standardised career advice; we want to offer something a bit different. Instead of rehashing the same information you have undoubtedly heard countless times before, we will offer you some of our finest pearls of wisdom condensed into this small booklet. Even if you only pick up one new idea, if it makes you stand out from another applicant, it will be well worth the time it takes you to read this.

Small tips that make a **BIG** difference



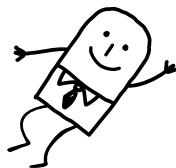
READ MORE



There is a reason why libraries exist; reading is good. Try and find interesting books relevant to your course or the industry you're looking to get involved in. If you don't want to read about your course or industry, read about people that inspire you. Reading just one book could give you a piece of knowledge that makes you stand out from the crowd, so if you aren't already doing it; read.



BE FLEXIBLE



Setting goals is fantastic. For example, you may have always dreamed of living in London, having a starting salary of £25,000 and working for L'Oreal. Having these targets is admirable, and you should aspire to achieve your goals. However, it is important not to become too fixated on a certain company, salary, location or job. Be flexible; you could end up working in Bath, with a starting salary of £18,000 for a small start-up cosmetics company- and love it. The lesson is to be flexible and open to change, it may differentiate you from a rival candidate.



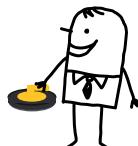
BE POSITIVE



We think you're the best thing since sliced bread. You are unique. You have a one-off set of skills, characteristics and interests. Employers are also unique; as a result they are searching for graduates with the expertise, knowledge and experiences to suit their companies. In other words your ideal employer could be looking for you, now. So be positive, it's only a matter of time before you find a great job. If you do get easily frustrated try taking up meditation, jogging or maybe Kung Fu.



LEARN SOMETHING NEW



If you are a graduate searching for jobs and you spend a fair bit of time twiddling your thumbs why not use the time to learn a new skill? For example, you could learn a language, new computer skills or brush up on your maths. Or you could take up a new sport like curling or even try and break a world record. We hear the record for eating Ferrero Rocher chocolates stands at 7 in a minute, an eminently beatable number. (This may not officially be learning but it's a good talking point). Whatever you do it shows initiative to employers whilst giving you a sense of achievement and adding another weapon to your armoury.



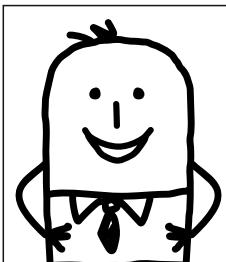
NETWORK



Tell your family, friends and basically anyone you meet that you are looking for a job. Network your socks off; go to events, go to parties, speak to your parents' friends and speak to your friends' parents. Barrage them with anecdotes from your job search until they can take no more; they will eventually offer you help. At the very least people will give you advice and encouragement, which is better than a kick in the teeth. And, you never know, your best friend's Dad's brother's company may be recruiting...and you might just be their ideal candidate.

So, what do employers actually want from graduates? And how can you catch their eye?

We've asked a couple to find out for you...



Andrew Bennett
Director
NAK strategic marketing

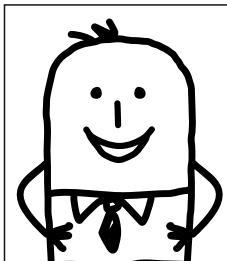
“ **Willingness to learn** ”

What do you look for when recruiting a graduate?

The most important attribute I look for in a graduate is a willingness to learn. A candidate's attitude stands out over and above their education and skills. These are obviously factors, but if a candidate has an excellent attitude and shows a desire to work for you it is more memorable than good grades and qualifications.

What are your tips for graduates to stand out?

It may sound obvious, but whether writing an application or attending an interview make sure you read up on the company! If you can, try and find out about the specific individual you're contacting or being interviewed by. It shows your interested whilst also demonstrating you have initiative and a bit of nous.



**Anonymous
Director
Leading UK based Bank**

**“ Confidence to
give their opinion ”**

What do you look for when recruiting a graduate?

I look for graduates who:

- 📍 Are willing to try things.
- 📍 Have the confidence to give their opinion.
- 📍 Have the ability to work well in a team.

What are your tips for graduates to stand out?

Do as many practice interviews and application processes as possible (even if this means applying for jobs you don't necessarily want – the interview experience is invaluable). Make the most of opportunities to do something a bit different, in terms of work experience or something like fundraising – it will give a good talking point at interviews. Finally, make sure you are well prepared and have made use of all the resources available to you to fully research the role

Sell yourself to employers

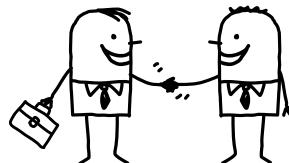
Whether writing your Witlr profile, CV, cover letter or attending an interview you need to sell yourself to employers, here's a few tips on how you can do this:

ANALYSE YOUR BRAND



What make you stand out? Establishing this information will enable you to define your own 'brand'. You can then decide what kind of jobs you want to do and the type of roles you are suitable for. When you have come to this conclusion you can market yourself with real conviction to employers.

WHAT'S IN IT FOR THEM?



When you are selling yourself to employers always ask the question: what's in it for them? Rather than just listing your skills and experiences you need to emphasise how they will enable you to be an asset to their business. Apply the same principle to your personality; explain how you will fit in with a company's values and goals for the future. Your potential employer can then focus on how you will be beneficial to their business, meaning you are viewed in a positive light.



USE THE INTERNET TO MARKET YOUR SKILLS

The internet can be a powerful tool when used to advertise your skill set. If you are a programming whiz, a media guru or the next Andy Warhol - show it off. If you have a blog, website or portfolio make sure potential employers are aware of it, it's certain to give you an advantage.

Although the internet can be used for good, it can also be used for evil! We're sure your drunken antics on Facebook and Twitter are pretty funny, however most employers will disagree. Either make sure your privacy settings are updated or don't put anything too silly on your social media profiles.

BE YOURSELF and BE HONEST



Whether you're writing your CV or being interviewed don't try and be anything other than yourself. Employers can invariably tell if you are being dishonest. Telling a couple of white lies on your CV may seem like a good idea at the time. However, when Alan from HR nominates you to complete an important spread sheet after recalling your 'exemplary Excel skills' and 'unmatched mathematical prowess' you may struggle to admit that in fact your maths is rusty at best and you have previously only used Microsoft word. Rather than making things up emphasise the positive factors which make you an individual. As a graduate or student you undoubtedly have the skills, you just need to get them across to potential employers.

Perfect your writing



It is likely that the first impression you make upon your potential employers will come in the form of writing. It could be through your Witlr profile, a CV or your cover letter; as a result the way you write is crucial. If writing is not your strong point and you are perturbed by the thought of an adverb there are a few simple pointers you can use when trying to sell yourself to employers.

Write the way you talk

Don't fall into the trap of using stuffy, formal language. Keep your writing short; sharp and interesting, this will create rapport with your reader.

Don't say:

I excel in human interaction,
especially instigating contact
with uninitiated clientele.

Do say:

I am good with people
and particularly enjoy
meeting new clients.

An extreme example perhaps, but you get the idea. A small word will often do the job just as well, if not better than a long one.

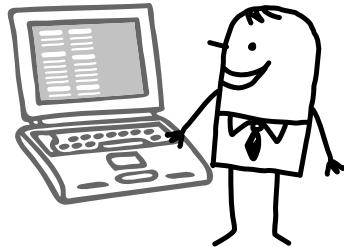
Avoid clichés and jargon

These two things are immediate turn offs for employers. Use your writing as a way to put your personality across and stand out, not to blend in by using stock statements.

Check your spelling and grammar

It may sound obvious, indeed it is obvious, but loads of people still commit the cardinal sin of littering their writing with spelling and grammatical errors. If you don't trust your own judgement then ask someone clever to check for you.

Sign up to Witlr



Businesses use Witlr to search for their next student and graduate employees

It's free, quick and easy to create your personalised profile which is then searchable by all the employers using Witlr.

Your profile enables you to enter a wealth of information meaning you can show off your skills, experiences and personality to every business using our site. You can also apply for any roles that take your fancy on our jobs board using your profile, making job applications a piece of cake.

When an employer thinks you're the right match for them they will contact you directly to arrange an interview. In turn, you are much more likely to be offered a role matching your skill set and personality – increasing job satisfaction and improving your long term career prospects... Good times!

Your ideal employer could be looking for you now; sign up free at www.witlr.com and create a profile to make sure they can find you!

Thanks for taking the time to read this booklet. Hopefully it didn't bore you to tears and you've picked up a couple of new ideas which will help you stand out to employers and find a fantastic job. If you have any questions or feedback don't hesitate to get in touch at:

studentsupport@witlr.com

Good luck getting your perfect job from everyone at Witlr!

www.witlr.com

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