

Topic 4: Market Yourself

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The following activities aim to support the development of your self-marketing skills.

Know how to package your skills

Research by Bright and Earl (2007) found that including details of your skills or competencies increases your chance of being offered an interview by 30%.

Watch



Learn how to write and talk about your skills.
[How To Package Your Skills For Employers](#)

Activity



Use the STAR model to provide evidence of your skills. The STAR model can also be used in addressing selection criteria and answering interview questions.

[Gather your evidence](#) (download and save document)

Résumé development

Your résumé is your marketing tool. It needs to demonstrate:

- How you meet the job and the organisation's requirements
- That you have the right qualifications and education
- That you have the right experience and skills

Read



The difference between a [résumé and CV](#).

Watch



[Developing your résumé](#) and [Résumé tips](#)

Read



For more information on discipline specific applications, go to [Career FAQs](#).

Activity



Create your résumé for a position or industry that you are interested in applying to and [book an appointment](#) with a ECU Career Adviser for feedback on the created document.

Creating a cover letter

A cover letter is usually sent out with your résumé and other documents as part of a job application. Its purpose is to introduce you an employer. To make a positive impression, you'll need to tailor the cover letter to each organisation and role that you apply for.

Watch



[Cover letter tips](#)

Selection criteria

The selection criteria are the skills, qualifications, and experience that the selection panel consider are needed to successfully do the work of the advertised position.

Read



[Addressing the selection criteria](#) and sample [selection criteria](#) responses.

Job interviews

The interview process can be a stressful process. Preparation, practice, and experience can make a huge difference to the way you feel and perform in an interview setting.

Watch



[Your body language may shape who you are](#)

Preparing yourself for interview:

Read



[Dealing with job interview nerves.](#)
[10 ways to calm your interview anxiety.](#)
[What to wear to an interview?](#)

Interview questions:

Read



[How to answer interview questions.](#)

Networking

Networking is about connecting and building relationships, it involves talking to people that you know or about asking them to introduce you to others. It starts long before your search for a job.

Watch



[I'm Networking Like Crazy -- But I Still Don't Have A Job](#)

Read



[Why join a professional association?](#) and identify a [professional association](#) that you may consider joining.

Activity



Chart your network.

Make a list of family members, family friends, personal friends, and contacts from university to identify your networking circle.

Consider potential contacts from industry, that you may have meet via university or professional association events.

Watch



[Networking and LinkedIn](#)

LinkedIn is an online professional network that gives its users the opportunity to develop a world-wide network. [LinkedIn for students](#) contains resources to let you know the benefits of a LinkedIn profile and presence, and to help you get started.

Activity



- Put yourself on [LinkedIn](#).
- Set up your own profile.
- Include a photo, a meaningful headline, and key words.

Read



[LinkedIn's golden rules](#)

Reflect



Now it's time to reflect on the completed activities and consider the following.

- How important is it to have an effective job application?
- What will you include in your job application documents?
- How will you prepare for an interview?
- How can you develop your network?

From the evidence that you have gathered start creating your own [Career Portfolio](#). Check out the Learning Portfolio via the easy logins on your student portal.

Well done you have completed Topic 4, Market Yourself

If you require additional support in developing your self-knowledge book a [career advise appointment](#) with an ECU Career Adviser.