34th International Lab Meeting of the
European/International Joint Ph.D. in Social Representations and Communication
Summer Session, 18th - 24th June 2017

Social Representations in the social arena faced with social demand: a wide range of societal issues investigated in various thematic areas in multiple applied contexts

European / International Joint Ph.D. in
Social Representation and Communication

How to submit successful application and CV for an employment outside of academia

Strategies and opportunities
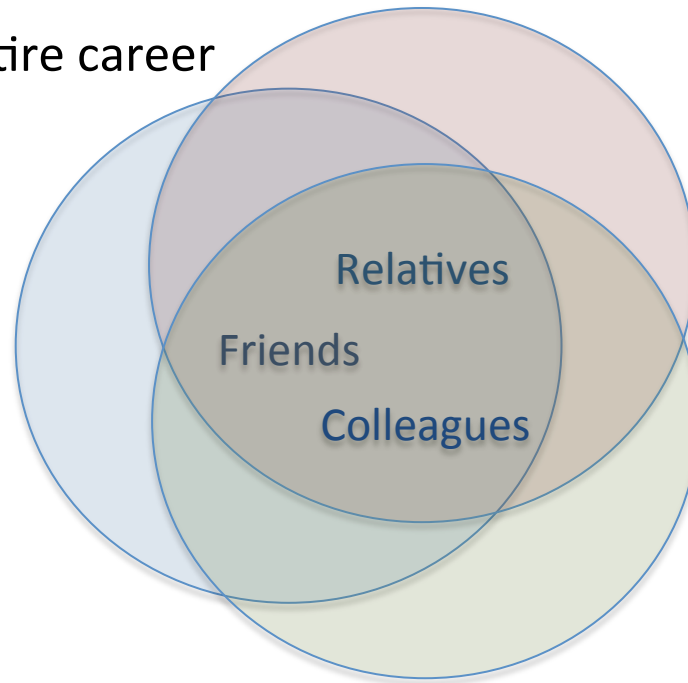
Eng. Conny Ericsson
CONERI (Sweden)

Conny Ericsson, Master of Science and Engineering 1988.

Entrepreneur, Software developer, CEO, Location manager, Product owner, Finance manager, Guardian, Police, Sales manager, Recruitment manager, Business manager…

Changes in the Labour Market
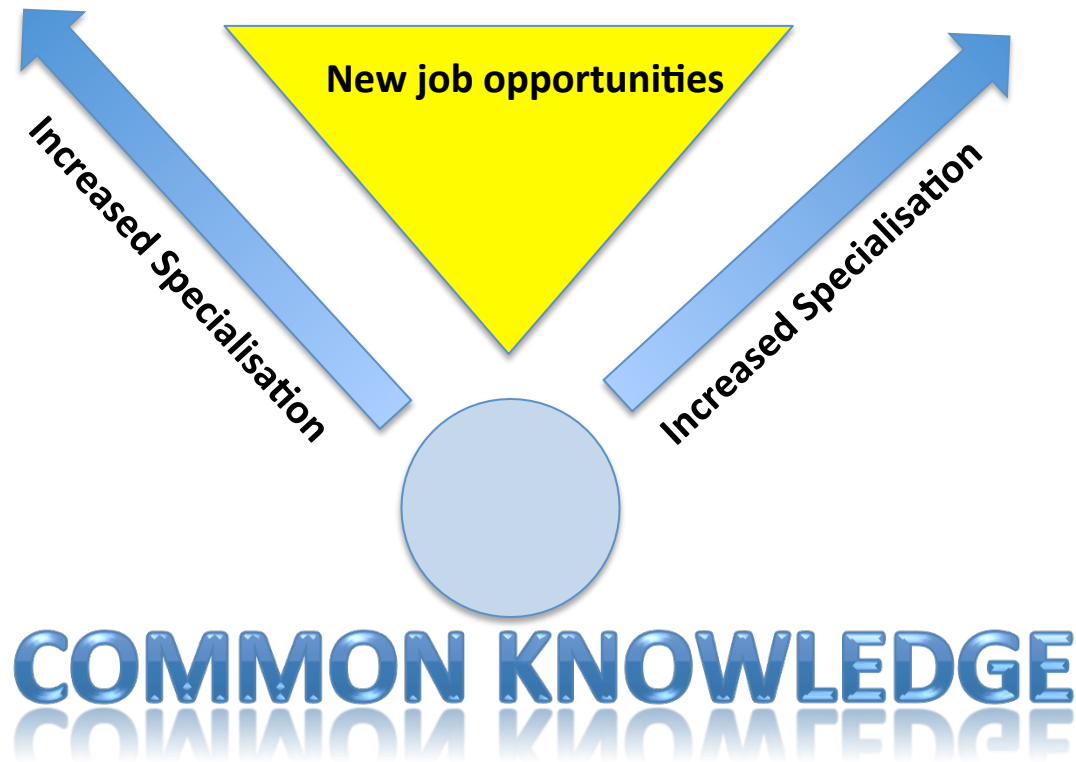
Back in the old days

- We "*were*" our education
- Job title listed in phone book defined who you were
- If you were educated, you were almost guaranteed a job
- Limited career options for women
- Same workplace for entire career

Relatives

Friends

Colleagues

Today our social network is global

Specialization creates new jobs!

Changes in the Labour Market

Today

- Typically 3-5 career changes over a lifetime
- You need to "sell" your abilities
- You must have drive & show it
- Your professional reputation and network
- Your lifestyle affects your choices

Changes in the Labour Market

Tomorrow?

- Several career changes
- 50% of today's jobs won't exist in 20 years
- Automation/digitalization
- Consultant/Freelance jobs
- Paid for results vs. by the hour
- How will you be paid?

Foto: COLOURBOX

Employability

Employers seek out the right person and the right competence

…in that order.

Will you fit?

Career Styles

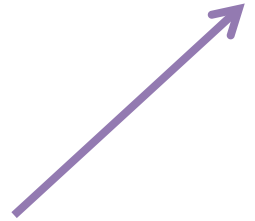## 1) EXPERT
Specific, niche field
- Quality
- Specialization
- Engagement

2) LINEAR
Climbs the ladder
- Leadership
- Competition
- Cost effectiveness

3) EXPANDING
Broad area of expertise; curious about other areas
- Team work
- Creative
- Broad competence

4) EPISODIC
Changes between completely non-related fields
- Network
- Adaptable
- Speed

What do employers want?

Commitment

Language Skills

Hard & Soft Skills

Drive

People Skills

Problem-solving Skills

Professional Values

Creativity

Reliability

Goal-oriented

Values/Ethics

Ability to Learn

Passion

Cultural Understanding

Self-awareness

Enthusiasm

Networking Skills

Loyalty

Analytical & Critical Thinking Skills

Communication Skills

Honesty/Integrity

Flexibility

Interdisciplinary

Who are you?

Employability – Skills for the Future

Education

- PhD in S.R.

Transferable Skills

- Communication
- Teamwork
- Problem Solving
- Initiative and enterprise
- Planning/organizing
- Self-management
- Learning
- Technology

Personal Attributes

- Loyalty
- Commitment
- Honesty/Integrity
- Enthusiasm
- Reliability
- Personal presentation
- Common sense
- Positive self-esteem
- Sense of humour
- Balanced attitude to work/home life
- Ability to deal with pressure
- Motivation
- Adaptability

Why set goals?

Gives you clarity

Drives you forward

Gives you laser focus

Makes you accountable

Where do I want to be in the future?

2

10

2 years from now

10 years from now

- Career & salary
- Spouse, family & friends
- Leisure, travel, experiences
- Health, body & mind
- Living conditions, location

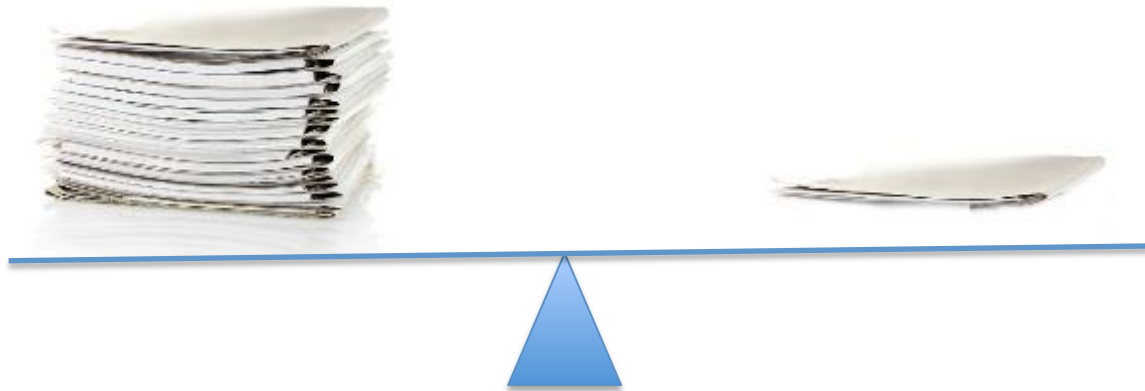# Time to identify where you want to work

Some advice to start with

- Get to know the company you are interested in
- Why are you applying for the job?
- What benefits will they have if they hire you
- Make no decision for others
- Do not overdo it
- Adapt your CV and cover letter to the reciver
- Don't say or write – I'm looking for a jobb…

Writing a CV for jobs beyond academia

Is there a difference?

Please google the title for complete information

Get help from universities!

How long should a CV for jobs outside of academia be?

- Keep it short (2 pages)
- Photo
- Reference

Please google the title for complete information

How do I present my education?

- Less emphasis on education and academia
- Match the requirements
- Use the same expression as in the jobbdescription

How do I present my PhD?

- Are your PhD relevant for the job?

- Make it understandable if so

- Can your knowledge be usefull in you new roll?

- Present what your learned compleating your PhD

Do I list all my publications?

- No!
- Which are relevant?

How do I write about my skills?

- Project management
- Research ability
- Supervision skills
- Team work
- Leadership
- Appraising & assessing
- Time management
- Creativity
- Financial management
- Networking and collaboration

Check List for your Cover Letter

A cover letter is a marketing tool used to create interest in you as a candidate. The goal is to motivate the recipient to review your CV and ultimately invite you for an interview. Use this interactive checklist to ensure your cover letter markets you as the best candidate for the position.

- ❑ Includes the date
- ❑ Has a clear header with my name and contact details, matching the font and style on my CV
- ❑ Mentions a mutual contact (if applicable)
- ❑ Contains at least one "success story" which is coupled to the job
- ❑ Has a clear finishing phrase with a call-to-action, such as "Please contact me if you would like to discuss this further."
- ❑ Is tailored for the job I am applying for
- ❑ Contains clear "reasons to choose me"
- ❑ Reflects my "personal brand"
- ❑ Is linguistically correct and no more than 3/4 of a page in length
- ❑ Meets the requirements of the job ad and shows how my skills and experience fit the position
- ❑ Does NOT start with "Hello, my name is and I am 24 years old."
- ❑ Instead states your interest in THE COMPANY and how you can contribute.
- ❑ Has a clear recipient and/or states what you are seeking
- ❑ Includes the reference number of the job or the job title of the position applied for
- ❑ Includes a handwritten signature, making the letter look complete
- ❑ Includes keywords taken from the job posting
- ❑ Tells how I can contribute to the work environment/assigned tasks
- ❑ Thanks the reader for taking the time to consider me for the position
- ❑ Has been edited for content, ensuring that text is clear and concise without repetition
- ❑ Has been proofread for spelling and grammar errors
- ❑ Does NOT contain personal information about my family life
- ❑ Does NOT mention activities I like to do in my spare time unless they clearly relate to the job or my accomplishments

CV Structure

Name in big letters

Contact Details

Personal Statement
- Summary of Qualifications
- Career Goal
- Objective
- Profile

Education

Work Experience

Volunteer Experience

Languages

References

IT Skills

Other Possible Headings:
- Professional Memberships
- Honours and Awards
- Other Qualifications

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OBJECTIVE

To use my international education and experience to work in a global organization that values teamwork and innovative thinking with the possibility of growing with a company that works at the forefront of technology.

EDUCATION

2012- **Master of Computer Science**, Luleå University of Technology, Luleå
Focuses on design, programming and use of complex systems to provide in-depth knowledge of the interaction layer which consists of computer systems, from hardware and operating systems to the network layer and application programs.
Expected completion: June 2014

2008-2012 **Bachelor of Science in Computer Science**, University of Punjab, Pakistan
Specialized in web development. Courses in management, organization and IT systems.
Thesis: *"Integrated computer and communication systems for personal data processing and personal communications. A comparative study of the development of two computer systems into two companies."*

WORK EXPERIENCE

2010-2011 **Sales Person**, Paktel, Islamabad
Telephone subscription sales, over the phone and in person. Responsible for providing good customer service and product marketing, developed management skills.
Promoted to group leader after 9 months with company.

VOLUNTEER EXPERIENCE

2012-2013 **President**, Computer Students' Association, Luleå University of Technology
Responsible for student contact with local businesses and organized events with companies. This demanded being conversant with the rules and to be able to quickly find creative solutions to pressing problems.

LANGUAGES

Punjabi – Native language   Swedish – Basic knowledge
English – Fluent

COMPUTER SKILLS

Office, Pro Enginer, Matlab, Polopoly – Very good knowledge
ADA, C, Frontpage, C++, Java – Good knowledge
SQL, SimaPro, 4D, Rexx – Basic knowledge

References available upon request

ltu.se/karriar

Time for a job interview!

Just some quick advice

- It's okey to be nervous
- They are humans, and so are you
- They are the best to judge/assess
- Ask questions that are related to you CV
- Be interested in the company/organisation
- Ask about career posibilities.

Time to prepare for a new job!

Good Luck!